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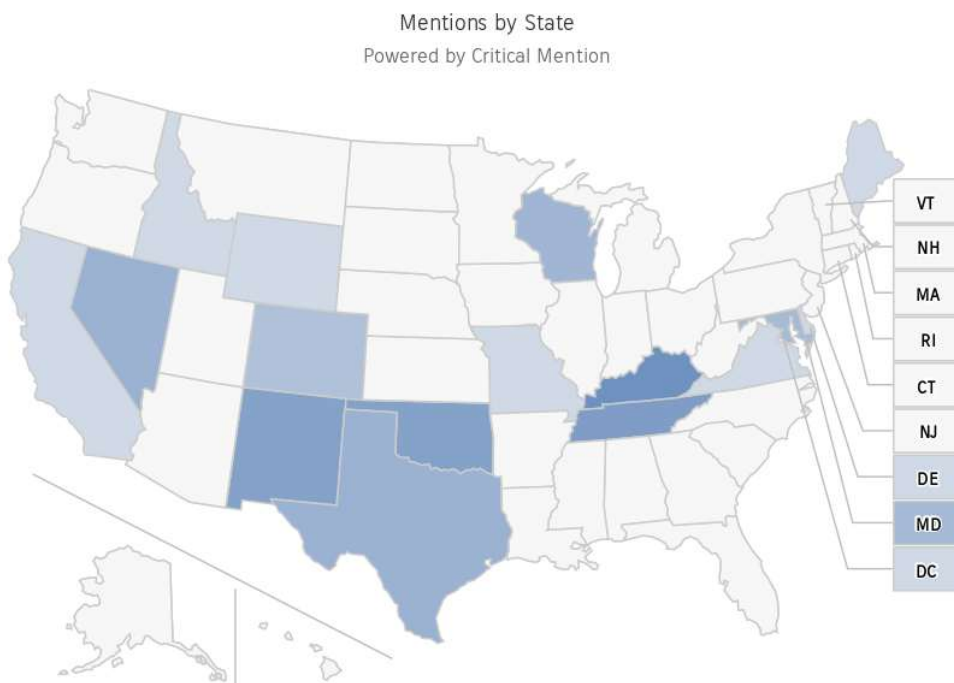
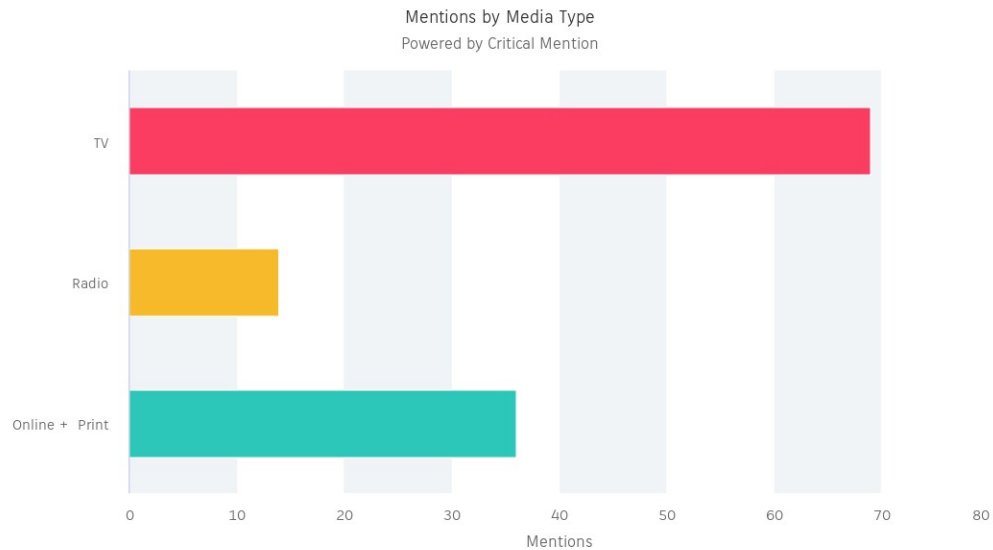
BROADCAST AND SOCIAL MEDIA EXAMPLES

**ADDRESSING AMERICA'S TRAFFIC SAFETY CRISIS:
EXAMINING THE CAUSES OF INCREASING U.S.
TRAFFIC FATALITIES AND IDENTIFYING
SOLUTIONS TO IMPROVE TRAFFIC SAFETY**

S E P T E M B E R 2 0 2 6

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TRIP generated news media coverage for the [September 2026 Report](#) included 61 independent media outlets, equaling 121 broadcasts from these outlets across multiple platforms. This does not include social media postings from news sources, policymakers, and stakeholders. These impressions reached 17,992,254 individuals representing 17 states across the country with a value of \$1,262,836 which included front page news coverage and the national appearance on SiriusXM's "Road Dog Trucking Show".



Media Source**Location****September 23**

KLIF	Dallas, TX
Fox 25	Oklahoma City, OK
KRMG-FM	Tulsa, OK
KRQE	Albuquerque, NM
KSWB	San Diego, CA
KOLO TV	Reno, NV
Yahoo!News	National
Kens5.com	San Antonio, TX
Oklahoma Journal	Oklahoma City, OK
KATV	Little Rock, AR
News 3	Las Vegas, NV
Dover Post	Dover, DE
Spectrum News	Louisville, KY
Sirius XM "Road Dog Trucking Show"	National
WBAP	Dallas, TX
WDVM	Washington DC

September 24

KBSI	Paducah, KY
Transportation Today	Reno, NV
KOKH	Oklahoma City, OK
KRQE	Albuquerque, NM
KSNV	Las Vegas, NV
KTUL	Tulsa, OK
KVVU	National
The Oklahoman	Oklahoma City, OK
Local3 News	Harrison, TN
KansasCity.com	Kansas City, MO
Yahoo!News	National
Herald Citizen	Cookeville, TN
CBS 58	Milwaukee, WI
Spectrum News	Louisville, KY
WHBQ	Memphis, TN
WMSN	Madison, WI
WPLN	Nashville, TN

September 25

Boise State Public Radio	Boise, ID
Aspen Public Radio	Aspen, CO
KUNC 91.5 FM	Greeley, CO
KVNF	Paonia, CO
Nevada Public Radio	Las Vegas, NV
Wyoming Public Radio	Laramie, WY

The Daily Oklahoman
The Radio IQ – WVTF
WISC

Oklahoma City, OK
Roanoke, VA
Madison, WI

September 26

AOL.COM

National

September 27

Maine Public Radio

Bangor, ME

September 28

The Herald-Mail
Delmarva Daily Times
AOL.COM
Yahoo! News
WGME

Hagerstown, MD
Salisbury, MD
National
National
Portland, ME

September 29

Transportation Today
Daily Times

National
Salisbury, MD



The Arkansas Insider

a day ago · 🌐

...

🚗 Arkansas Traffic Fatality Rate Ranks Sixth Highest in the U.S., Report Says

Arkansas has one of the highest traffic fatality rates in the country, according to a new report from TRIP, a national transportation research nonprofit.

The report says Arkansas recorded 1.43 traffic fatalities per 100 million vehicle miles traveled, ranking the state sixth highest nationwide. The national rate was 1.10 fatalities per 100 million vehicle miles traveled.

📊 From 2015 to 2025, traffic fatalities in Arkansas increased by 8%. However, fatalities decreased 12% between 2020 and 2025.

Despite that recent decline, 3,763 people were killed in traffic crashes in Arkansas from 2020 through 2025 — an average of nearly 12 deaths every week.

🚧 Highway work zones also remain a concern. From 2020 through 2024, crashes in Arkansas work zones resulted in 73 traffic fatalities.

The report highlights the continued dangers on Arkansas roads and the importance of roadway safety. [See less](#)



The Journal Record · Follow

21 hours ago · 🌐

...

Oklahoma had the nation's 10th-highest traffic fatality rate in 2025, with alcohol-related crashes contributing to the state's road deaths.



👍 🗨️ ➦ 3



Comment as TRIP



Transportation Today News
17 hours ago · 🌐

Traffic fatalities down for the fourth year, but still up over the decade: TRIP report



TRANSPORTATIONTODAYNEWS.COM

Traffic fatalities down for the fourth year, but still up over the decade: TRIP report - Transportation Today

👍 🗨️ ➦

KOKH FOX 25 News, Oklahoma
a day ago · 🌐

A new study finds Oklahoma ranks in the top 10 nationwide for traffic fatality rates, with nearly two people killed on the state's roads each day over the last five years... [See more](#)



OKCFox.COM

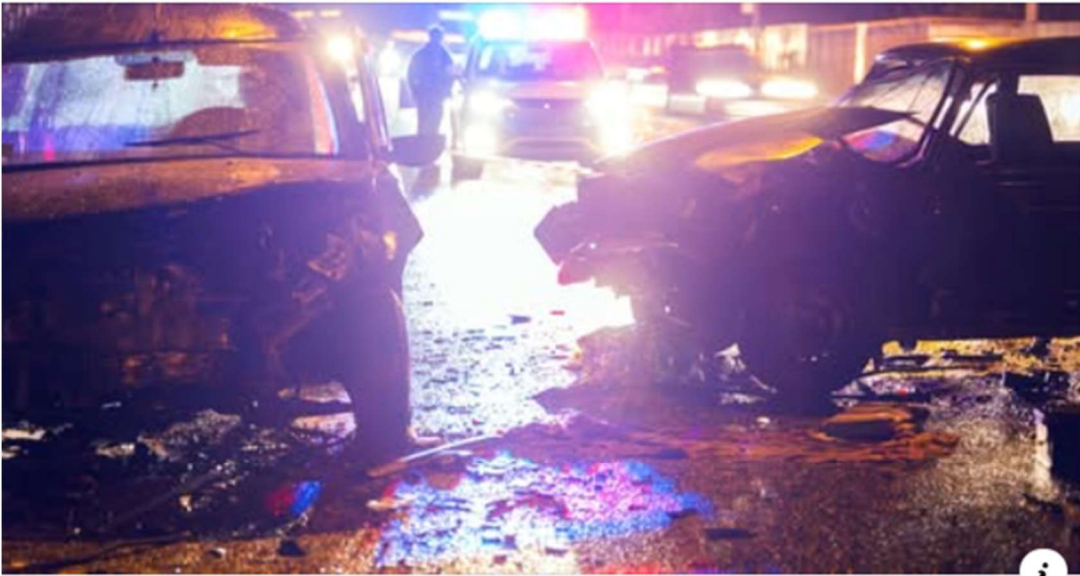
Oklahoma ranks 10th in traffic fatality rate, report finds

👍 4 🗨️ ➦ 5

[Comment as TRIP](#)

KENS 5 & KENS5.com · Follow
a day ago · 🌐

In Texas, 25,012 people died in crashes from 2020 to 2025, an average of 11 deaths per day, according to a national transportation research nonprofit.



KENS5.COM

Report: Texas' traffic fatality rate was 20th highest in nation last year; 25K+ killed in five-year period

👍 17 🗨️ ➦ 8