TRIP

A National Transportation Research Nonprofit

www.tripnet.org

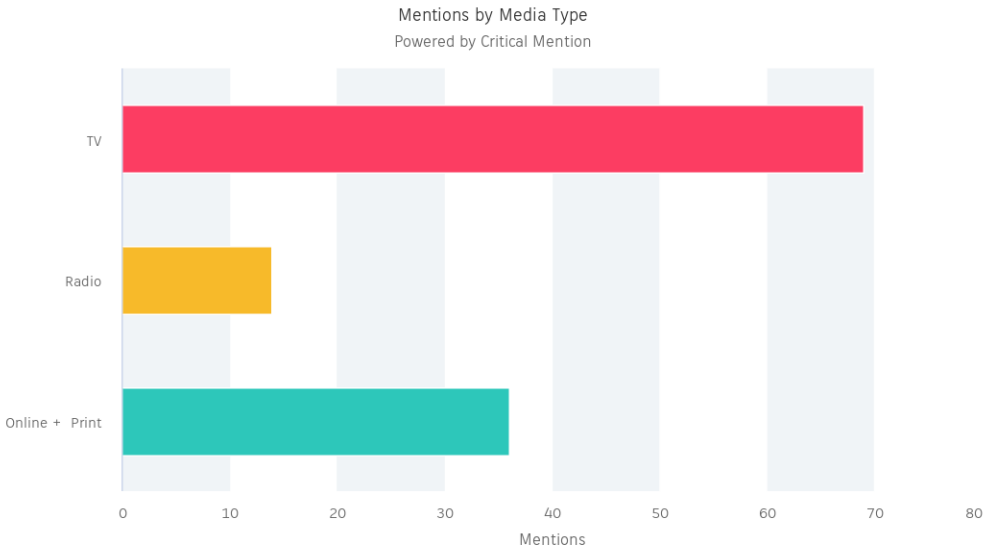
BROADCAST AND SOCIAL MEDIA EXAMPLES

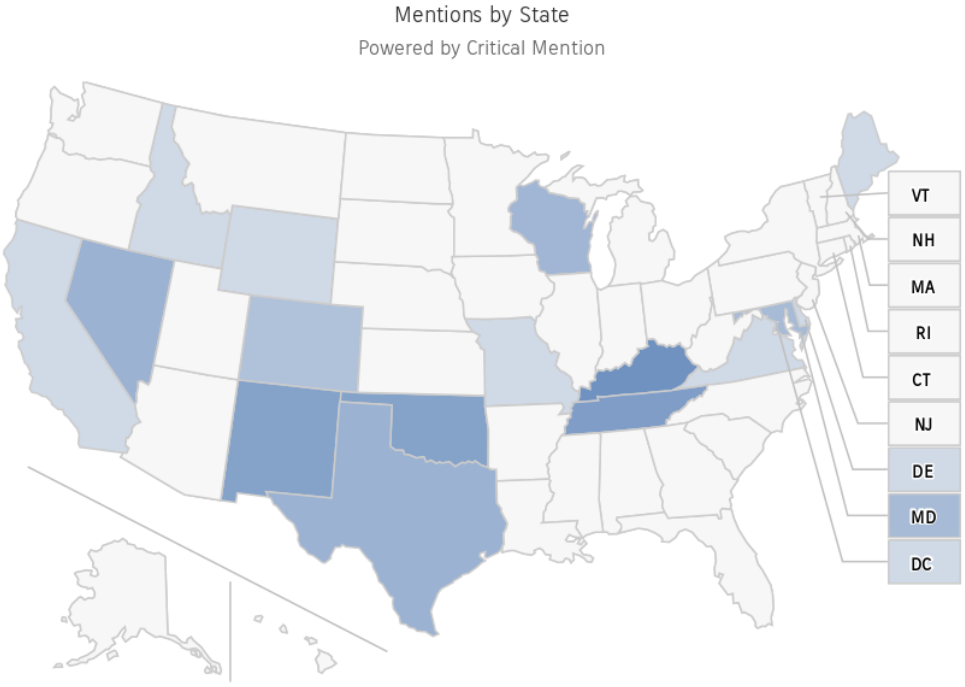
ADDRESSING AMERICA'S TRAFFIC SAFETY CRISIS: EXAMINING THE CAUSES OF INCREASING U.S. TRAFFIC FATALITIES AND IDENTYFYING SOLUTIONS TO IMPROVE TRAFFIC SAFETY

SEPTEMBER 2026

1101 Connecticut Ave., NW, #450 ● Washington, DC 20036 ● 202.466.6706
www.tripnet.org

TRIP generated news media coverage for the September 2026 Report included 65 independent media outlets, equaling 125 broadcasts from these outlets across multiple platforms. This does not include social media postings from news sources, policymakers, and stakeholders. These impressions reached 18,012,749 individuals representing 17 states across the country with a value of $1,263,051 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	Oklahoma City, OK
The Radio IQ – WVTF	Roanoke, VA
WISC	Madison, WI

September 26

AOL.COM	National

September 27

Maine Public Radio	Bangor, ME

September 28

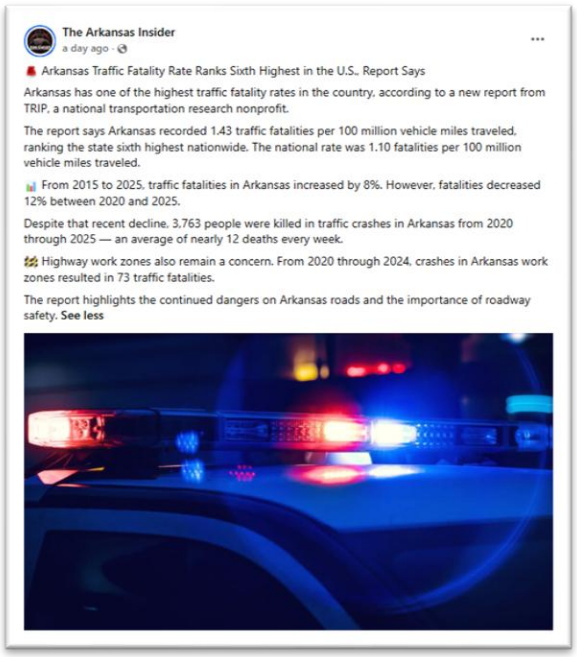
The Herald-Mail	Hagerstown, MD
Delmarva Daily Times	Salisbury, MD
AOL.COM	National
Yahoo! News	National
WGME	Portland, ME

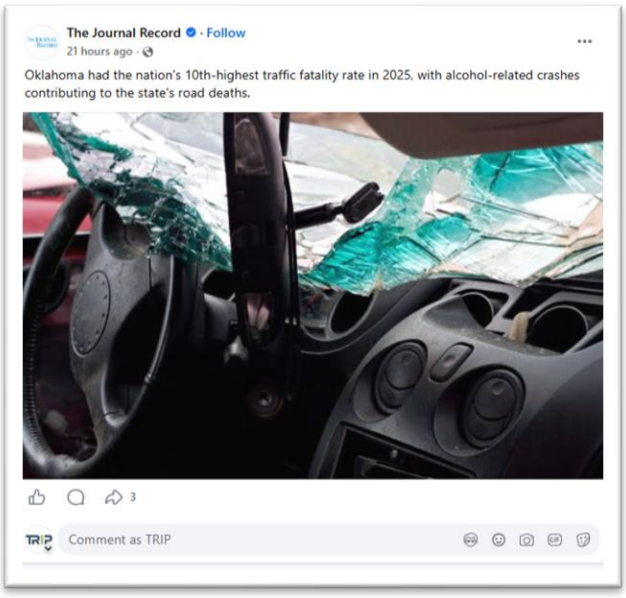
September 29

Transportation Today	National
Daily Times	Salisbury, MD

September 30

Newstex Blogs	National
SunTimes	Smyrna/Clayton, DE





Transportation Today News
17 hours ago ·

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

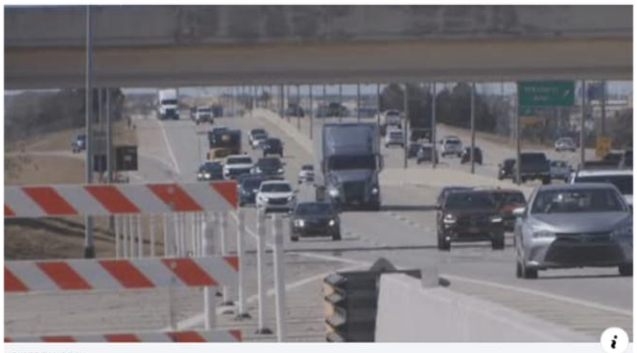


TRANSPORTATIONTODAYNEWS.COM

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

KOKH FOX 25 News, Oklahoma
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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 yea... See more



OKCFOX.COM

Oklahoma ranks 10th in traffic fatality rate, report finds

4 5

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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