TTI IN THE NEWS
September 1, 2011, through November 30, 2011

The Texas A&M Transportation Institute (TTI) released three major studies during the first quarter of FY 2012: the 2011 Urban Mobility Report, the Center for Transportation Safety’s first study on texting and driving, and the 2011 Congested Corridors Report. While the majority of press coverage received this quarter highlighted these studies, there are other transportation issues discussed as well, such as freight, environmental research, finance and logistics.

TTI had more than 2,500 mentions with an advertising value of $1.8 million. Coverage included broadcast, print, and peer-reviewed and trade industry magazines. International publications also have emerged as a trend for TTI’s news coverage, with 400 of the 2,500 mentions in the international community.

Nationwide Coverage

Significant media attention in markets of all sizes covered TTI. The 2011 Congested Corridors Report, distributed by the Associated Press, was carried in some 300 U.S. newspapers and broadcast outlets. The Weather Channel referenced the report throughout the months of November and December to alert holiday travelers of consistently congested corridors in the United States. The article received over 1 million hits.

Sample News Coverage

TTI: U.S. and International Press Mentions
(1st Quarter, FY 2012)

- 16% U.S. Press
- 84% International Press

Sample National Newspaper Coverage

- The Atlanta Journal-Constution
- Austin American-Statesman
- Chicago Tribune
- The Denver Post
- Fort Worth Star-Telegram
- Houston Chronicle
- The Huffington Post
- Los Angeles Times
- The Miami Herald
- Reuters
- San Francisco Chronicle
- The Baltimore Sun
- The New York Times
- The Seattle Times
- The Washington Post
- Yahoo News
- U.S. News & World Report
TTI’s Mission
To solve transportation problems through research, to transfer technology and to develop diverse human resources to meet the transportation challenges of tomorrow.

Social Media Coverage
TTI introduced its social media presence on Facebook, Twitter and YouTube in July 2011. The 2011 Urban Mobility Report was also released through our social media channels. TTI received 500 referrals from Facebook to our mobility website, http://mobility.tamu.edu, and followed the real-time conversation on Twitter.

Social media has become a crucial part of transferring knowledge to targeted audiences. Depending on the content, posts can be targeted to students, peer institutions, departments of transportation and professional organizations such as the Transportation Research Board.

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Sample International News Coverage

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