

PROGRESS TEXAS ★

Progress Texas is the home for rapid response media

We design clear and compelling messages for a stronger and more inclusive Texas!



DISMANTLING RIGHT WING TALKING POINTS ON GUNS

From the “too many doors” to constantly blaming mental health, our rapid response media efforts debunked right wing talking points on guns in the wake of the Uvalde tragedy. The problem is the guns.



STANDING UP FOR ABORTION RIGHTS

It was a historically bad year for abortion rights, and we were there to give voice to millions of Texans - a majority - who agree with abortion rights. We shaped narratives through traditional media and original social media content.



RAPID RESPONSE MEDIA

The fast-paced nature of media work sets the narrative rather than responding to it. And this year was our biggest ever - shaping nearly 3,000 news stories equal to more than \$30 million in advertising.



HOLDING THEIR FEET TO THE FIRE

Our biennial rundown of “The worst sh*t in the Texas GOP platform” is just one example of our accountability work, along with our 10 reasons to vote against Greg Abbott and the never-gets-old “Humans Against Ted Cruz.”



A TOP RATED PODCAST

Ranking in the top 10% of all podcasts worldwide, our show has focused on the politics of Texas oil and Ukraine, Biden's first year in office, live coverage of social movements, and reviewing campaign ads.



UPLIFTING PROGRESSIVE CANDIDATES

Everyone covered the governor's race, but we dug deeper to provide interviews and regular updates for important down-ballot races such as Lt. Governor, Attorney General, and more.

★ 2022 ★ IN REVIEW



MEDIA HITS

A strong year shaping progressive messages in Texas - our best yet!

2,960 total media hits
Print, broadcast, online

\$31.6 million worth of media

3.42 billion est. audience reach



SOCIAL MEDIA

We're always in the news feed.

200,000 combined audience
across all platforms, est.

832,000 total engagements
Comments, likes, shares, retweets

600,000+ video views
On Instagram and Facebook

41% Instagram growth



ORIGINAL CONTENT

A top rated podcast
*Ranking in the top 10% of podcasts globally
Rated 4.9 out of 5 stars
17,674 listens*

Winning awards!
*Our collab with Planned Parenthood earned
a "politics and media wild card" award*

**...and 130 original articles
and videos**



OUR PEOPLE

We're everywhere!

5 live events
Hosted in Austin, Dallas, and Fort Worth

5 emceed rallies
3x Austin, Dallas and Houston

**1 staffer awarded
Activist of the Year!**

**240 beverages
consumed during podcasts**