

# PROGRESS TEXAS A YEAR IN REVIEW

*A look back at our numbers, biggest projects, and best trolling in 2016.*



- ▶ We do TV hits. Lots of them. In fact, our staff appeared on TV **338 times this year**.

**947**

*mentions in news media*



- ▶ We were quoted in newspapers across Texas **and the country**.



- ▶ More than **72,000 users** like our Facebook page and share our content.



- ▶ And **7,595 users** follow us. That's more than 140 characters for sure.



- ▶ We produced more than **45 videos** this year. We are also pretty proud of a GOTV video ad that reached **839,211 voters** on Youtube.

**16**

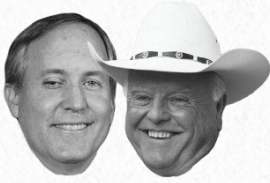
*professional trainings*



- ▶ We **help train activists and candidates** on message development, digital strategy, and media presentation.

# BIGGEST STORIES

*A few of our most notable projects of the year, summarized*



## WATCHDOGS

We filed a complaint with the State Auditor on Attorney General **Ken Paxton's** alleged hush-money scandal and a financial complaint against Ag. Secretary **Sid Miller** which led to a **Texas Rangers investigation**.



## DIGITAL GOTV

Our GOTV program targeted **321,000 occasional voters** with online ads that were shown **52 million times** in key counties. In a year of low turnout in the U.S., we helped make Texas one of the highest turnout states.



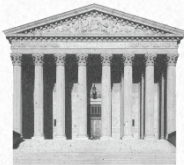
## RAPID RESPONSE

Anti-abortion, voting rights, income inequality, Black Lives Matter, Hispanic Heritage Month, immigration, the school finance ruling, and more. When some of the biggest issues come up, **our team is there to respond and give voice to the progressive community**.



## CRUZWATCH.COM

We responded to **Cruz's presidential campaign** by offering a warning about his hard-right views and giving a voice to Texans who don't share his views. At the end of the campaign, our farewell video received more than **10 million views**.



## ABORTION ACCESS

We produced a creative video, "**40 Years of Abortion History**," which showed overwhelming attempts to undermine **Roe v. Wade in Texas** by incorporating messages and visuals tested in focus groups.



## LGBTQ EQUALITY

As part of our "Crazy Uncle" series, we produced a widely-shared piece on **how to talk about transgender rights and people**.



## HEALTH CARE

We crafted a health care action championing **insurance coverage expansion** under the Affordable Care Act and generating **grass-roots supporters** in targeted legislative districts across the state.



## MARIJUANA LAW REFORM

Our official **SXSW session** brought legislators together with advocates to talk **marijuana policy reform** in front of reporters, activists, and investors. We presented an original video short and our vision for policy change that could impact the political landscape in Texas.