

# PROGRESS TEXAS★

**While campaigns come and go, Progress Texas is the permanent home for rapid response media and messaging in our state.**

For the millions of Texans who vote for progressive policies each year, and for a stronger and more inclusive Texas, our work continues.



## **STANDING UP FOR ABORTION RIGHTS**

Our rapid response media stood for the majority of Texans who support abortion rights. Working with partner organizations, we organized a performance protest with powerful images appearing in the *Texas Tribune*, *Houston Chronicle*, *Washington Post*, and hundreds more stories.



## **DEFENDING VOTING RIGHTS, FIGHTING THE BIG LIE**

Four lege sessions kept us at the Capitol fighting anti-voter bills all year long. We caught Rep. Briscoe Cain's voter suppression antics on camera, filed a complaint against Heritage Action for lobbying without registering, and reported on the first quorum break live from the House gallery.



## **COUNTERING MISINFORMATION AND EXTREMISM**

When Governor Abbott banned masks in schools, we responded with digital ads of kids educating him on how masks save lives. And when he pandered to his base, we reminded Texans that #AbbottFailedTexas by defunding the lege, ignoring the grid, and so much more.



## **PERSUADING AUDIENCES ON MAJOR ISSUES**

We workshop messages and factor in audience targets to create persuasive, credible narratives. This provided drumbeats to stand up for trans kids, push for Medicaid expansion and a working energy grid, and rail against permitless carry and discriminatory redistricting maps.



## **AMPLIFYING OUR PROGRESSIVE PARTNERS**

We amplified partners via media placements, press conferences, rallies, and lending our digital platforms to uplift voices. We also shaped national narratives supporting the legislative quorum break in *Newsweek* and congressional advocacy against abortion bans.



## **POLLING AND POLITICAL ANALYSIS**

We were the first to poll on Governor Abbott's mask mandate repeal and the state's response to the winter freeze. Our findings made statewide news and influenced progressive messaging and political analysis throughout the year.



# ★ 2021 IN REVIEW ★



## MEDIA HITS

Our best year yet for shaping news stories with positive progressive messages!

**1,977 total media hits**

*111 partner placements*

**1,535 in print/online**

**442 on TV/radio**

*48 Spanish language hits*

**\$30.2 million worth of media**

**3 billion audience reach**



## SOCIAL MEDIA

With the largest combined progressive social media following in Texas, we promote persuasive messages far and wide:

**231k combined audience**

*across all platforms*

**1.13 million total engagements**

*comments, likes, shares, retweets*

**20.6 million impressions**

**6.7 million organic reach**



## ORIGINAL CONTENT

Content is still king and we churned out a lot of it:

**57 podcasts & videos**

*ranking in the top 25% of all podcasts*

**137 original blogs**

**40k visits**

*for our 2021 Progressive Voter Guide*

**35k actions**

*petitions & emails to elected officials*



## OUR PEOPLE

Our staff set some records of our own...

**100% vaccinated staff**

**62 COVID tests**

**0 positive results**

*(vaccines work!)*

**5 amazing interns**

**3 new progressive babies!**

**1 well-deserved roast of the Texas Legislature**