

PROGRESS TEXAS ★ 2024 IN REVIEW

Progress Texas is the permanent infrastructure for progressive rapid response media

Our media expansion continues to transmit our vital messaging to new audiences in Texas!



THE BATTLE FOR REPRODUCTIVE JUSTICE

Through our “Abortion on the Ballot” series, ROEvolution website, and extensive coverage of top stories about abortion, Progress Texas is a trusted organization for voters who need help navigating Texas’ restrictive laws — from travel bans to medication barriers.



A GREENER, CLEANER TEXAS

Texas is fertile ground for our innovative climate advocacy that defies fossil-fuel funded special interests, resulting in a successful climate justice town hall, a state-convention passed resolution, a candidate energy messaging guide and a doubling of digital climate content.



PODCASTING FOR PROGRESSIVE CHANGE

One year into our launch of our M-F daily podcast *The Daily Dispatch*, our overall podcast listenership has doubled. Our podcast offerings remain in the top 5% of listenership globally — and we also continue our reign as Feedspot’s #1 Political Podcast in Texas.



RALLYING NEIGHBORS TO GO VOTE, TEXAS!

In another high stakes election year, Progress Texas launched an essential expansion to voting rights resources by adding Texas’ top 3rd, 4th, and 7th spoken languages (Vietnamese, Mandarin Chinese and Hindi) to our voter navigation website, GoVoteTexas.org.



AN INFORMED, MOBILIZED STATEWIDE NETWORK

We amplify the voices of negatively impacted Texans — from the Permian Basin to the Texas Gulf Coast and beyond, Progress Texas frequently partners with climate orgs, abortion rights advocates, candidates, activists and everyday Texans to fight for progress.



CELEBRATING PROGRESSIVE CHAMPIONS

Progress Texas has built the largest community of Texas progressives, represented in our “Certified Progressive” list for the November election. Electing progressives to office at every level is critical in helping us build a continuous statewide movement.

PROGRESS TEXAS ★



PODCASTS

Texas' favorite progressive podcast is breaking every personal record!

THE Progressive Podcast

*#1 Political Podcast in Texas (Feedspot)
Rated 4.9 out of 5 stars (across platforms)*

Increased Output

A 152% increase in episodes (300+ episodes)

A Breakout Year

*A 140% increase in listens (72k listens) and
a 94% increase in followers (640 followers)*



ORIGINAL CONTENT

Creating the best shareable progressive content in Texas!

New Daily Videos

Expanded our output to include M-F video highlights of our Daily Dispatch podcast!

Certified Progressive Program

Built the largest online community of progressive candidates from across the state!

A Media Messaging Machine

*102 articles, 180 original graphics &
over 250 original videos!*



SOCIAL MEDIA

We are where the voters are... everywhere!

New Platforms

Expanding our social media reach to TikTok, Bluesky, and Threads!

1.4 million+ video views

on Instagram (637k), TikTok (550k), X (150k) & Facebook (64k)

200k combined audience

across all platforms, est.



OUR PEOPLE

Small team, huge output. We're only getting better!

4 New Staff Members

1 Advocacy Manager and 3 new interns!

2 Promotions

From interns to associates!

Over 10 Progressive Live Events

hosted and directly supported

1 Fire Geyser

documented by staff due to GOP negligence.

