

★ 2019 IN REVIEW ★

Message, media, and action for the progressive movement!



MEDIA & MESSAGING ACROSS THE STATE

We shaped more than 1,100 news stories and generated millions of social hits for the progressive movement. We also booked our partners 42 times on TV. Together we generated more than \$10 million in earned media!



DEFENDING VOTING RIGHTS

We co-led the effort to stop anti-voter Senate Bill 9, changed the narrative on an attempt to purge 100,000 voters, and rallied momentum to block the Secretary of State's nomination.



STANDING UP FOR ABORTION RIGHTS

Working with the Trust Respect Access coalition, we helped pass reproductive health care updates for incarcerated women and sexual assault survivors, and knocked down bad bills targeting reproductive freedoms.



AN "UNWELCOME RECEPTION" FOR ALEC

We organized an "unwelcoming" at ALEC's national convention. The *Austin Chronicle* wrote: "In scorching 100-degree heat, the activists marched along Second Street and blocked shuttles transporting ALEC attendees ... 'Human need over corporate greed!' they repeated."



HOLDING THE FAR RIGHT ACCOUNTABLE

We exposed John Cornyn's terrible record, shed light on the double-talk scandal of the now retiring Texas House Speaker, and kept tabs on retiring conservatives with our "Texodus" tracker.



DIGITAL MOBILIZING FOR ELECTIONS

Our digital ads in the San Antonio mayor's race generated 4.2 million video impressions, our November voter guide demystified state constitutional amendments, and our bilingual GoVoteTexas.org site informed Texans on how and where to vote.



FLIPPING TEXAS IN 2020

With only nine seats needed to win the statehouse, the opportunity to expand our numbers in Congress, and increase voter turnout, we're inspiring progressives to take action for a better future!

MEDIA



1,112 news stories

921 Print/Online
191 Broadcast



86 press releases



\$10.8 MILLION

earned media value

SOCIAL MEDIA

FACEBOOK : ProgressTexas



10.5 M impressions



192.9K reactions



83.9K shares



38K comments



6 press conferences



42+ partner placements

TWITTER : @ProgressTX



4 M impressions



11.6K retweets

INSTAGRAM : progress_texas



297.7K impressions



2,723 followers

VIDEOS : progresstexas



69.3K mins. watched



212.4K views

DIGITAL



156 original blogs



27.5K actions



202 emails sent



259.6K pageviews

PLUS



4 new contributors



589K total steps from Step Challenges



2,583 mean messages



2.5 days staff stranded in Iowa