

Progress Texas is the permanent home for rapid response media

We continue to develop clear and compelling messages to mobilize progressives in Texas!



ACTIVATING PROGRESSIVE VOTERS

In an off election year, our GOTV efforts helped voters flex their civic muscles and drove an 18-year voter turnout high. The best tool in our arsenal, the popular and easy to understand Progressive Voter Guide, was viewed nearly 100,000 times.



RENEWING THE ROEVOLUTION

Clear and compelling digital messaging helped Texans grasp our state's extreme bans and proposed abortion travel restrictions at city and county levels. Since Roe's overturn last year, we worked tenaciously to turn Texans' anger into action.



BOLD ACTIONS FOR CLIMATE JUSTICE

Expanding our messaging into climate policy, we developed a climate action project that was shared by equity, environmental, and interfaith orgs in the 88th session, garnering more than 400,000 views. We also spotlighted the impact of renewables that kept the power on.



A MORE REPRESENTATIVE DEMOCRACY

Republicans continue to deny, reject, and undermine elections and democracy - we, however, continue to expand our efforts toward accountability. We've endorsed and promoted democracy-defending young, progressive candidates through our media and at live events.



AN EXPANDING PODCAST NETWORK

Now ranking in the top 5% of all podcasts worldwide, The Progress Texas Happy Hour remains a go-to for officeholders, candidates and activists to examine progressive issues. Our newly launched Daily Dispatch is a short-form daily digest of the top news stories for Texas.



A PROGRESSIVE STRONGHOLD IN TEXAS

Faced with a brutal year that saw newsrooms at the brink of closure and multiple nonprofit media org lay-offs, we expanded our staff, recorded our 100th podcast, and celebrated our 13th year fighting for progress here in Texas.

PROGRESS TEXAS ★



PODCASTS

The best year yet for Texas' favorite progressive podcast!

A top rated podcast...again!

*Ranking in the top 5% of podcasts globally
Rated 4.9 out of 5 stars*

Introduced The Daily Dispatch

Our new daily progressive news roundup

119 episodes & 26k+ listens

*A 92% increase in episodes (62 episodes) and
a 53% increase in listens (17k listens)*



ORIGINAL CONTENT

Crafting the best original progressive content and tools in Texas!

A Poll Boosting Voter Guide!

*Our guide saw 100k views and helped
drive an 18-year voter turnout high*

Expanded Vertical Video Content

*Podcast video and original clips on Instagram
reels lead to increased youth engagement*

Over 200 original articles, posts and videos!



SOCIAL MEDIA

On your phone, computer or tablet,
Progress Texas is there!

200k combined audience

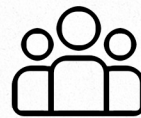
across all platforms, est.

400k+ video views

on Instagram, Facebook and X

39% increase in sustaining donors

via social media and email asks



OUR PEOPLE

Our crew makes
7 people feel like 100!

3 New Staff Members

Including our new Executive Director

2 New Interns

*Interns increased blog output by
50% upon arrival*

Over 10 Progressive Live Events

hosted and directly supported

20 frozen toes

due to Greg Abbott's power outages