

★ 2018 IN REVIEW ★

A look back at all our shenanigans, stories, stunts, and stats!



BROADCASTING THE RESISTANCE

Sometimes the revolution is televised: We generated 539 news stories, and our partnerships with media outlets allowed us to produce coverage worth more than \$3.7 million in advertising.



HUMANS AGAINST TED CRUZ

Our campaign outlined why he's so terrible, and served to remind millions of people to vote. The campaign made national news and won a Best of Austin award from the *Austin Chronicle*.



ELECTION WORK

We engage voters all year long: our in-depth analysis "Special Report: Flipping Texas," our bilingual and non-partisan site GoVoteTexas.org, projects such as the Certified Progressive candidate list, our ongoing online GOTV ads, and our Election Night Live broadcast.



BEST OF THE WEEK

Our weekly series brings a summary of the best news stories, videos, and events to inboxes every Friday. Delivered to more than 50K subscribers, we've informed progressive Texans since March of 2017.



ORIGINAL MEDIA

Our team produces the most original content about the progressive movement. Through live streams, videos, podcasts, blogs, graphics, and social media, we lift voices that are shaping the future of Texas!



STANDING UP FOR PROGRESSIVE VALUES

Our work stands up for abortion rights, civil rights, immigrant rights, voting rights, access to affordable health care, LGBTQ equality, a strong public education system - and so much more.

LOOKING FORWARD

While campaigns come and go, Progress Texas is here to fight all year round. A few of our plans for 2019 include:

Advocating at the Capitol during the 86th Legislative Session, expanding Humans Against Ted Cruz, increasing media training for our partners, studying diversity in media and revamping our content creation portfolio.



MEDIA

TRADITIONAL MEDIA



539

news stories

378 Print
161 Broadcast



167

original blogs

\$3,735,476

earned media value

FACEBOOK



38.5 M

impressions



100.5K

total likes



2^N
1^W

groups



494*

trolls banned
*to date



we got
verified!

149 Gen Xers
109 Millennials
...and counting!

TWITTER



1.4 M

impressions



10.4K

followers

VIDEOS



882.7K

mins. watched



2.9M

views

HUMANS AGAINST TED CRUZ



204K

impressions

571

new followers

We also sold **722 t-shirts** & **754 stickers** online.

CONTENT (WE MADE A LOT OF COOL STUFF!)



13,809

actions

7,099 Signatures
20 Petitions



130

emails sent



316,220

pageviews



10^N
1^W

episodes

GRASSROOTS SUPPORT

2018
WAS OUR
BEST YEAR
IN ONLINE
DONATIONS!



40% [▲] INCR
[▲] EASE

online grassroots



3,931

donations



\$19.79

avg. donation