

★ 2020 IN REVIEW ★

Rapid response media, messaging, and action for the progressive movement!



FIGHTING TO PROTECT & EXPAND VOTING RIGHTS

Our rapid response media helped pave the way for expanded early voting, and our vote-by-mail petition, with more than 7,000 signatures, prompted a response from the Secretary of State that became part of a Texas Supreme Court case.



ABORTION RIGHTS ARE ESSENTIAL CARE

While Gov. Abbott tried to stifle abortion rights with back-and-forth lawsuits during a pandemic, we responded with messaging that abortion is essential, time-sensitive health care. Our efforts received media coverage statewide and nationally in the *New York Times*.



COVID RAPID RESPONSE MEDIA & ACCOUNTABILITY

The virus has been a problem and so has Gov. Abbott. When he banned mask mandates and blamed young people for COVID spikes, our counter-messaging was covered statewide and by *USA Today* (he eventually came around).



2020 ELECTION - GET OUT THE VOTE!

Our voter guide was popular because it focused on the most critical districts in Texas, and our non-partisan GoVoteTexas.org site helped people register to vote all year long.



MESSAGING TO BUILD PROGRESSIVE POWER

We helped establish the Texas battleground state narrative, generating enthusiasm and the highest turnout in Texas history. And after Election Day, our messaging told the story of resilience, protecting progressive gains, and the work that lies ahead.



RESEARCH & IN-DEPTH ANALYSIS

Our polling offered insights on the presidential primary, message guidance on police reform and Black Lives Matter, and our in-depth analysis of political news coverage sought to encourage more diverse sources in stories.

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

For the more than 5 million Texans who voted for progressive policies this year, and for a stronger and more inclusive Texas, our work continues.

PROGRESS TEXAS★



MEDIA

Our best year yet for shaping news stories with progressive messages - and more than doubling last year's earned media value!

1,325 media hits

1136 in print/online, 189 on TV

81 partner hits

\$23.4 million worth of media

2.7 billion audience reach



SOCIAL MEDIA

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

240k combined audience

across all platforms

650k total engagements

comments, likes, shares, retweets

22.8 million impressions

8.6 million audience reach



DIGITAL

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

49 videos and candidate interviews

193 original blogs

61k voter guide views

202k actions taken

petitions & emails to elected officials



OUR PEOPLE

Our staff and followers set some records of our own...

2 in-person staff sightings since March

4.3 masks owned per staffer

154 zoom calls

1,300+ poll worker sign ups