

PROGRESS TEXAS

+ PROGRESS TEXAS INSTITUTE

2017 by the numbers

50K +
ACTIONS

taken to contact
elected officials.

including
direct
petitions

and
phone
calls

390
NEWS STORIES

We shape coverage in **TV** and
newspapers across the country.

\$2.7 MIL
IN EARNED MEDIA

This is how much it would cost to
buy that **coverage through ads**.

8.7 MIL
VIDEO VIEWS

We produced **60 videos**
this year.

61 MIL
SOCIAL MEDIA IMPRESSIONS

We have more than **100,000 followers**.

64% INCREASE

in online grassroots **donations**.

132
BLOG ARTICLES

on the latest in Texas politics.

14,837
tacos eaten
by staff

OUR BIGGEST STORIES OF 2017

A few of our most notable projects and campaigns of the year, summarized.



RESISTANCE MEDIA

We empower progressives by broadcasting the strength of our progressive values. From appearances in traditional media, to rapid response digital media, we create narratives that motivate, engage, and build progressive power in our state.



PROMOTING PROGRESS AND FIGHTING THE RIGHT

Our original content promotes progressive champions. We let the public know who is fighting for us – and against us – in Washington and at the State Capitol.



DEFENDING THE AFFORDABLE CARE ACT

Through online actions, phone calls, and media relations, we helped give voice to the 1,000,000 Texans that have been helped by ACA coverage.



STANDING UP FOR IMMIGRANT RIGHTS

Unprecedented attacks called for unprecedented activism. From powerful speeches on the House floor to grassroots protests, we created media to fight hate in the Lone Star state.



FIGHTING ATTACKS ON ABORTION ACCESS

When lawmakers attacked reproductive freedom, we fought back with inspired legislative advocacy, grassroots actions, and digital campaigns to raise the alarm and hold legislators accountable.



SUPPORTING THE LGBTQ MOVEMENT

Joining our allies, we were part of an effort to mobilize and defeat the "bathroom bill," using social media to stand with transgender Texans and fight the right's bigotry.



TED CRUZ: WE WATCH HIM SO YOU DON'T HAVE TO

He's terrible on all of the above issues, and in 2017 he refused to hold public town halls. That's why we organized more than 3,000 people to send him a lump of coal at Christmas.