



**MACH 1**  
GROUP

**TEXAS**

**MEDIA &  
INFLUENCE**

**20  
25**

As trust in national media declines, local journalism remains essential. According to the Texas Press Association,<sup>1</sup> trust in cable news has dropped 36%, with national network news and newspapers down 29%. Even local TV (-17%) and radio (-16%) have slipped. But local newspapers still hold strong, with just a 13% decline—and 87% of Texans still trust them, more than twice the trust of social media (43%).

Texans aren't tuning out—they're just being more selective. People still want credible, local reporting that impacts their daily lives. Now more than ever, investing in local news means investing in informed communities.

## Texas Newsrooms by the Numbers<sup>2</sup>

2024      Daily: 86   Weekly: 548   Total: 634

2019      Daily: 72   Weekly: 368   Total: 440

## Top Texas News Outlets

### Online

Based on Monthly Visits

1. Texas Tribune
2. Texas Monthly
3. Texas Observer
4. The Texan
5. ABC 13 Houston

### Print

Based on Circulation

1. Houston Chronicle
2. Dallas Morning News
3. Fort Worth Star-Telegram
4. San Antonio Express-News
5. Austin American-Statesman

### Broadcast

Based on Average Viewers

1. KTVT (Fort Worth)
2. WFAA (Dallas)
3. KPRC (Houston)
4. KHOU (Houston)
5. KXAN (Austin)

1. <https://www.texaspress.com/opportunities-and-challenges-2025>

2. <https://www.usnewsdeserts.com/states/texas/>

# TxLege Influencers

Social media plays a powerful role in shaping how we see the world—including elected officials. Platforms like X (formerly Twitter) serve as a primary source of news, commentary and political discourse for policymakers, influencing their perspectives and decision-making.

To better understand how members of the Texas Legislature are engaging with media and shaping their views, we conducted an analysis of all 181 members by examining their follow patterns on X—the platform where they are most active. Our analysis breaks down the most-followed individuals, journalists and news outlets, providing insight into the information ecosystem that informs legislative debates and priorities.

## Top Social Media Platforms

1. X/Facebook
2. Instagram
3. LinkedIn
4. BlueSky
5. TikTok

## X Top 5 Influencers

1. Patrick Svitek
2. Rep. Dade Phelan
3. Quorum Report
4. Rep. Dustin Burrows
5. Gov. Greg Abbott

## Top Journalists

1. Patrick Svitek - Washington Post
2. Scott Braddock - Quorum Report
3. Brad Johnson - The Texan
4. Emily Ramshaw - 19th News
5. Erica Grieder - Houston Chronicle
6. Lauren McGaughy - NPR/KUT
7. Jasper Scherer - Texas Tribune
8. James Barragán - Texas Tribune
9. Alexa Ura - Texas Tribune
10. Bud Kennedy - FW Star Telegram

## Top Media Outlets

1. Quorum Report
2. Texas Tribune
3. Texas Monthly
4. Austin American-Statesman
5. Texas Insider
6. The Texan
7. Texas Scorecard
8. Dallas Morning News
9. Houston Chronicle
10. Politico

# Texas Senate Influencers

## Top Social Media Platforms

1. X/Facebook
2. Instagram/LinkedIn
3. BlueSky/TikTok

## X Top 5 Influencers

1. Gov. Greg Abbott
2. Lt. Gov. Dan Patrick
3. Texas Tribune
4. Sen. Brandon Creighton
5. TPPF

## Top Journalists

1. Patrick Svitek - Washington Post
2. Scott Braddock - Quorum Report
3. Michael Quinn Sullivan - Texas Scorecard
4. Holly Hansen - The Texan
5. Lauren McGaughy - NPR/KUT
6. Brad Johnson - The Texan
7. Erica Grieder - Houston Chronicle
8. Emily Ramshaw - The 19th
9. Jay Root - New York Times
10. Chad Hasty - Chad Hasty Radio Show

## Top Media Outlets

1. Texas Tribune
2. Quorum Report
3. Texas Scorecard
4. Texas insider
5. Texas Monthly
6. Austin American-Statesman
7. Capital Tonight
8. Dallas Morning News
9. Politico
10. Wall Street Journal

# Committee Influencers

## B&C

1. Gov. Greg Abbott
2. Evan Smith
3. Ward Wyatt
4. Texas Attorney General
5. Scott Braddock

## Finance

1. Gov. Greg Abbott
2. Lt. Gov. Dan Patrick
3. Texas Tribune
4. TPPF
5. Sen. Ted Cruz

## State Affairs

1. Rep. Todd Hunter
2. TPPF
3. Sen. Ted Cruz
4. Texas Scorecard
5. Texas GOP

# Texas House Influencers

## Top Social Media Platforms

1. X/Facebook
2. Instagram
3. LinkedIn
4. TikTok

## X Top 5 Influencers

1. Patrick Svitek
2. Rep. Dade Phelan
3. Scott Braddock
4. Quorum Report
5. Rep. Dustin Burrows

## Top Journalists

1. Patrick Svitek - Washington Post
2. Scott Braddock - Quorum Report
3. Brad Johnson - The Texan
4. Lauren McGaughy - NPT/KUT
5. Erica Grieder - Houston Chronicle
6. Emily Ramshaw - the 19th
7. James Barragán - Texas Tribune
8. Michael Quinn Sullivan - Texas Scorecard
9. Bud Kennedy - FW Star Telegram
10. Carter Braxton Worth - CNBC

## Top Media Outlets

1. Quorum Report
2. Texas Tribune
3. Texas Monthly
4. Austin American-Statesman
5. Texas Insider
6. Capital Tonight
7. The Texan
8. Texas Scorecard
9. Dallas Morning News
10. Houston Chronicle