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2025 MEDIA IMPACT RECAP REPORT

The Dallas Morning News

HOUSTON
BUSINESS JOURNAL

Rio Grande
GUARDIAN
International News Service

HOUSTON ★ CHRONICLE

San Antonio Express-News

EL PASO INC. **KATY** MAGAZINE™

MILENIO **The** BROWNSVILLE  **Herald**

 **msn**

AXIOS Houston

2025 MEDIA IMPACT **RECAP REPORT**

Throughout 2025, the Texas Business Leadership Council garnered significant media coverage by promoting pro-growth economic policy, workforce readiness, education reform, cross-border trade, and infrastructure development. Across more than 40 distinct news articles and press placements, TBLC was cited by major U.S. broadcast and digital media outlets, state government publications, regional newspapers, business journals, and international outlets in Mexico. Collectively, this coverage reinforces TBLC's role as a trusted voice mobilizing business leaders and shaping public policy discussions critical to Texas's long-term competitiveness.

Coverage across major business and policy outlets—including the Houston Chronicle, Axios Houston, and MSN—focused on the economic strain facing Texas businesses, as a result of escalating federal tariffs on imports from Mexico, Canada, and China. TBLC President & CEO Justin Yancy was quoted emphasizing that tariffs on neighboring countries risk disrupting supply chains, increasing costs for businesses and families, and creating unnecessary barriers to economic cooperation.

Education and workforce readiness emerged as a recurring theme in both news and opinion coverage. Multiple Texas school districts were recognized in the TBLC-sponsored Texas Honor Roll for reducing achievement gaps, with local media highlighting improved student outcomes and stronger alignment with workforce needs. A TBLC op-ed in the Dallas Morning News emphasized the link between student achievement, teacher preparation, and long-term economic competitiveness. The article reinforced the urgency of aligning education systems with workforce demands, particularly as Texas continues to lead the nation in job creation and faces intensifying demand for skilled graduates.

Additional TBLC opinion pieces emphasized how investments in infrastructure are vital to Texas remaining globally competitive. An op-ed in the San Antonio Express-News urged the state to establish a constitutionally dedicated, sustainable funding source for water supply and infrastructure projects to avoid the risk of future water scarcity and economic instability. An article in the Houston Business Journal highlighted how data centers provide critical infrastructure for the modern economy and the importance of Texas embracing data center development to secure our state's role as a global leader in technology, energy, and national security.

Extensive coverage in both Texas and Mexican media documented TBLC-led engagement with government and business leaders in Coahuila and Nuevo León. These stories underscored the importance of binational collaboration to support expanded trade, workforce development initiatives, and the strengthening of U.S.-Mexico economic corridors—an imperative for Texas, where nearly one-third of all goods exports are destined for Mexico.

National media coverage also addressed ongoing immigration and workforce policy debates, including legislative proposals such as the Dignity Act and DREAM Act reforms. Business leaders and policy analysts highlighted the economic stakes of these discussions, particularly for Texas industries facing persistent labor shortages in agriculture, construction, and healthcare. Coverage noted that restrictive immigration policies could constrain economic growth and further tighten labor markets, reinforcing TBLC's emphasis on pragmatic, workforce-focused solutions.

Across diverse media platforms and policy areas, the Texas Business Leadership Council is consistently positioned at the intersection of economic growth, workforce readiness, education reform, and international competitiveness. The breadth and tone of coverage reflect TBLC's role as a credible, solutions-oriented leader shaping Texas's economic future—locally, nationally, and across North America.

To read any of the pieces referenced above, please visit the [media page](#) on our website.