

Media

Updated 06/23/2026

Overview

Vicente Gonzalez will put South Texas first. Vicente has a record of working across the aisle to deliver for us, fighting for working- and middle-class Texans, while Eric Flores can't be trusted to do what's right for South Texas.

Summary

Voters needs to see ads in English and Spanish broadcast and cable in both Harlingen and Corpus media markets, and ads in English and Spanish streaming and digital platforms districtwide:

- Vicente Gonzalez was raised by a hard-working military family in South Texas. After dropping out of high school, he buckled down, got his G.E.D., went to community college, and later got his law degree from Texas A&M.
- Vicente always stayed rooted in South Texas; as a lawyer he represented families that were wronged, recovering millions in tax dollars for South Texas schools when shady contractors left our kids in danger.
- Vicente knows South Texans are tired of price-gouging corporations and nonstop corruption. That's why he's taken on big pharma to cap the price of insulin at \$35, is fighting to lower the cost of prescription drugs and insurance premiums and working across the aisle to finally fix our broken immigration system. He's an independent fighter willing to work with both parties to deliver for South Texas.
- Vicente thinks every young person should have the opportunity to succeed. That's why he's delivered over \$1.3 billion for education, including \$27.5 million for early childhood education, and spearheaded legislation to make it easier for everyone to go to trade or vocational schools, so every Texan — not just the wealthy and powerful — has the tools they need to succeed, even if they don't go to college.
- Vicente believes Medicare and Social Security are not handouts, they are a sacred promise paid by workers every day for their entire lives. That's why he's always fought to protect our Medicare and Social Security: restoring benefits for South Texas' teachers, firefighters, and police officers and fighting back against efforts to privatize or cut Texans' hard-earned benefits

Once Hispanic voters receive the above message, they need to see ads in English and Spanish broadcast and cable in the Harlingen media market, ads in English and Spanish streaming and digital platforms in the Harlingen media market:

- Vicente believes immigrants play a key role in our economy and that the reckless deportations of workers in key industries, like farming, construction, and hospitality, has threatened our economy. That's why he's fighting to reform our immigration system once and for all: advocating for small businesses to sponsor immigrants who pass a background check and have never had legal troubles — so they can lawfully contribute to our communities — and continue to keep our border protected, while holding ICE accountable so that we can focus on deporting violent criminals instead of law abiding neighbors.

While we wait to figure out when voters need to hear specific messages, voters need to be prepared to see ads on English and Spanish broadcast in Harlingen and Corpus Christi media markets, and ads in English and Spanish on streaming and digital platforms district-wide:

that:

- Flores doesn't share our values. He made up to half a million dollars defending violent criminals and sex offenders, including men who had violently assaulted their girlfriends, choked and hit them, and fought to get their charges dismissed. Flores even defended a high school coach who allegedly forced several teenage students to exercise naked as a form of punishment, defending his actions by saying the school district and coach did nothing wrong.
- As an assistant U.S. attorney, Flores let dangerous criminals get off with a slap on the wrist. He agreed to lower the punishment of a top ten most wanted sex offender who had assaulted a four-year-old girl and produced child pornography. Flores even reduced the punishment for another pedophile who possessed child porn.
- Flores won't hold anyone accountable. While an assistant U.S. attorney, Flores cut deals to reduce sentences for drug traffickers, including those charged with trafficking fentanyl, and made a deal with an undocumented immigrant who assaulted a Border Patrol agent.



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VICENTEGONZALEZ
for U.S. CONGRESS

Primary Election: March 3, 2026

General Election November 3, 2026

Name	Email	Join Our Movement
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