

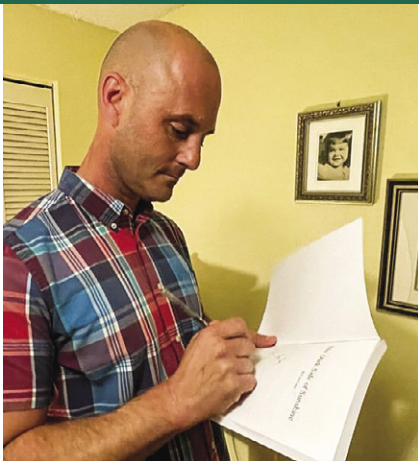


**Tampa Bay Times**  
tampabay.com



# 2022 IMPACT REPORT

**YOUR DONATIONS. OUR STORIES. LIVES TRANSFORMED.**





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# Letter from the editor



**Mark Katches**  
EDITOR/  
VICE PRESIDENT

It's our mission to deliver stories that matter. Consider our coverage of major storms and the growing perils they pose. Last January, reporters Zachary T. Sampson and Langston Taylor published a searing and ominous series that explored the little understood dangers of storm surge. This project, nearly two years in the making, proved prescient. As Hurricane Ian pounded the state, a powerful and relentless storm surge overwhelmed our neighbors to the south, flattening beach towns and claiming dozens of lives. The entire Tampa Bay Times newsroom sprung into action to detail the catastrophic losses. We showed you why some people stayed behind and what that ultimately meant.

Throughout the year, a commitment to covering our communities was on full display. Colleen Wright and Jack Evans found that a St. Petersburg neighborhood had been left alone to deal with toxic fumes choking its residents. Lauren Peace, Hannah Critchfield, Rebecca Liebson and Evans explained the widening gulf in housing affordability. Christopher Spata and Kirby Wilson directed the spotlight on the role more than two dozen Tampa Bay residents played in the Jan. 6 insurrection. Scoop by scoop, Tracey McManus relayed details of Clearwater's development plans –

with the Church of Scientology looming ever larger. In her captivating voice and style, Stephanie Hayes took you on a personal journey after the reversal of Roe v. Wade.

There are so many more facets to our work. Our Life & Culture team kept you in the know about the best restaurants, exhibits and places to take the family. And our expert Sports reporting team owned coverage of local professional franchises and major colleges.

The Times is the only local newsroom in the United States to have won the Pulitzer Prize the past two years in a row. It says a lot about the brand of distinctive journalism we practice.

And we couldn't do it without you.

From all of us at the Tampa Bay Times, we want to express our deep gratitude and appreciation for your support.

**Mark Katches**  
Editor and Vice President

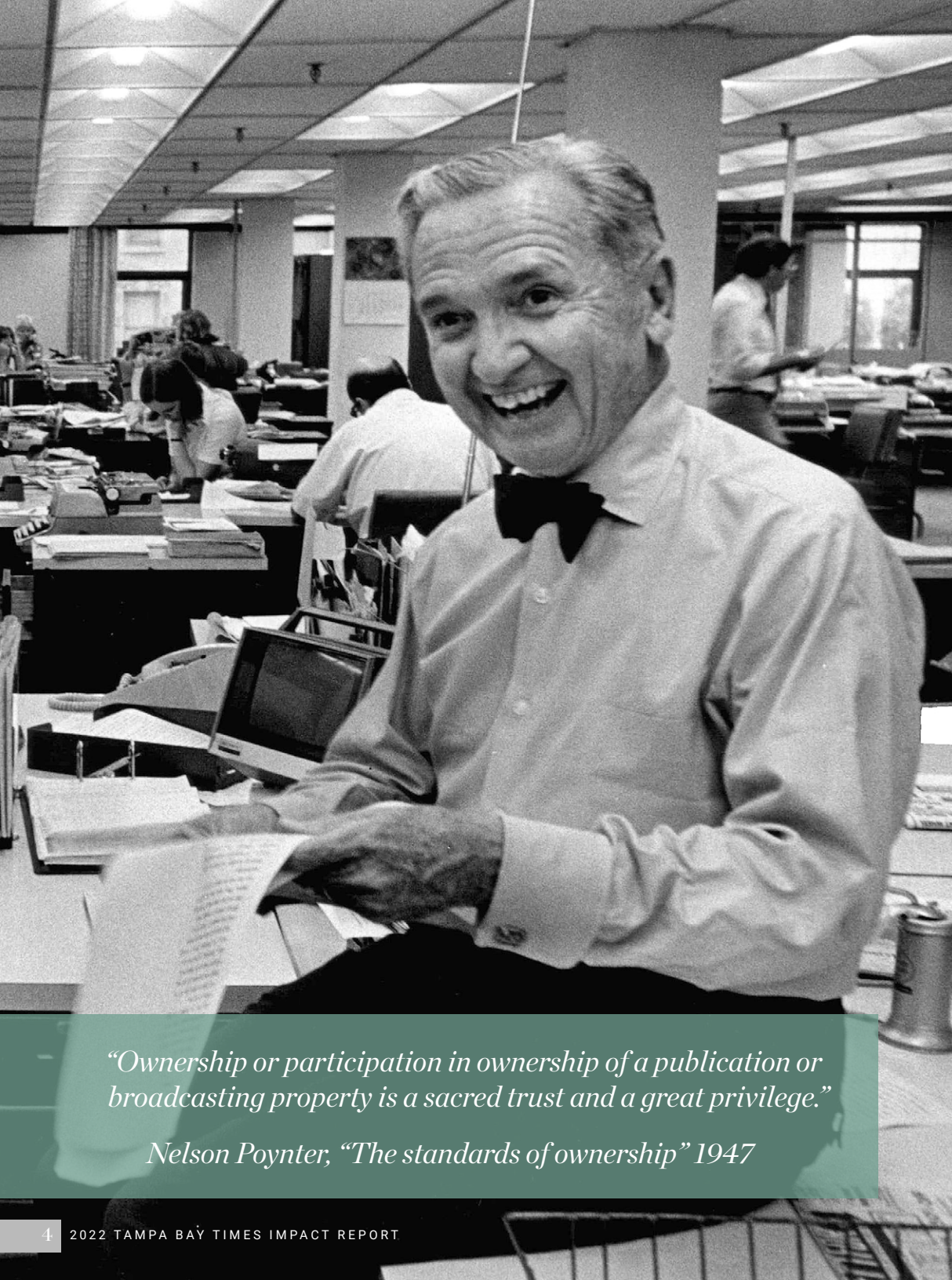
# Mission statement

Our mission as a news organization traces back to our founding in 1884: to report the truth and contribute to an informed society. That mission depends on maintaining our credibility within the community. To earn the trust of readers, staffers of the Tampa Bay Times have an obligation to be accurate, fair and ethical. These principles are central to our efforts to uphold the integrity and reputation of the Times.

## OUR PURPOSE:

Local journalism is a cornerstone of democracy, and the Tampa Bay Times is working diligently on creating a community where everyone is engaged in — and connected to — our hometown newsroom. We are indebted to a community that believes in a strong and free press.

The Tampa Bay Times appreciates donations and financial assistance from individuals, foundations and sponsors who seek to support our journalism. The Times always retains editorial independence. Our financial supporters do not influence the stories we pursue and are not involved in reporting and editing those stories.



*“Ownership or participation in ownership of a publication or broadcasting property is a sacred trust and a great privilege.”*

*Nelson Poynter, “The standards of ownership” 1947*



# Rising Threat



Zachary T. Sampson  
and Langston Taylor

Across a series of harrowing and groundbreaking stories on hurricane risk, reporters Zachary T. Sampson and Langston Taylor demonstrated why storm flooding could be so devastating to our region — just months before Hurricane Ian decimated a slice of Florida’s Gulf Coast. Tampa Bay’s flood risk is nearly unmatched. But the danger of storm surge during hurricanes is largely misunderstood: People fear wind but not the deadly water. Sampson and Taylor set out to chronicle the threat for readers, ultimately producing a body of work powerful enough to change the way locals think about storms.

## **BIG IMPACT**

The Times takes on difficult and complex stories. The thornier the issue, the more determined our journalists are to Pursue the Truth. Shining a light helps correct historical and institutional wrongs and holds the powerful to account. All our work is produced by journalists who call Tampa Bay home. Our stories have the ability to influence the way our community views or responds to critical issues. It can help end harmful practices and has even contributed to saving lives.



## STORIES WITH IMPACT



### HURRICANE IAN

Hurricane Ian flattened and flooded communities from Florida's Gulf Coast to Daytona Beach. It was one of the most devastating storms in U.S. history, killing nearly 150 people and causing billions in damage.

The entire 110-person Tampa Bay Times newsroom sprung into action to detail the catastrophic losses and harrowing rescues. In the first days, reporters filed 300 stories on [tampabay.com](http://tampabay.com) and hundreds of poignant photographs and videos. Millions of readers relied on the Times for coverage that was exhaustive, compelling and essential. In the weeks and months ahead, the Times would put Ian into context with a drumbeat of smart, impeccably crafted enterprise stories.



1. Almost all properties on the Intracoastal experienced about a foot of flooding or more. (That doesn't always mean water inside the home, especially where buildings are elevated.)
2. Across Bayshore Drive, flooding was more limited. But if Eta hit again in 2050, homeowners could expect a foot or more of flooding, even in the best-case sea level rise projection.
3. & 4. Closer to the gulf, it would likely take higher sea level rise to cause serious flooding if Eta struck again within 30 years. The places best protected from surge flooding would be those along Gulf Boulevard and on the beach.





## CHILD SUPPORT

A deep dive by enterprise reporter Leonora LaPeter Anton uncovered the plight of custodial parents in Florida who struggle to make ends meet because of unpaid child support. Thirty-eight percent of Florida parents failed to make child support payments on time in 2020, according to state records. The average amount each parent is owed is just over \$15,000, which totaled more than \$6.7 billion in 2020. LaPeter Anton put faces to the numbers in the seemingly unending carousel of pending child support cases. Most scenarios involved mothers who are cash strapped and fighting against an overwhelmed, understaffed state system that allows deadbeat dads to slip through the cracks or game the enforcement process by making small payments that can be as little as \$5 a month.

## AFFORDABLE HOUSING CRISIS

Reporter Lauren Peace spent weeks following the tenants of the Stanton Apartments in St. Petersburg, which served as a poignant example of Tampa Bay's housing crisis. The residents were mostly low-income with few options for housing in a red-hot real estate market where buildings like theirs are torn down and rebuilt into something shiny,

new and more expensive. After the story ran, readers reached out to provide financial assistance to some of the evicted tenants. The owner of a local hotel provided temporary housing to a woman with serious medical issues. She had been living with her husband in their car after being evicted.



## STORIES WITH IMPACT



Photo illustration by Sean Kristoff-Jones, Design director for the Tampa Bay Times

### EXTREMISTS IN TAMPA BAY

Twenty-nine people charged in the Jan. 6, 2021 insurrection at the U.S. Capitol live in the Tampa Bay area. Times reporters Christopher Spata and Kirby Wilson dug deep into the

backgrounds of each of the accused to uncover who they are and what motivated them to travel to Washington, D.C. Using hundreds of pages of public records, the

journalists also created mini profiles of each accused rioter, painting a fuller picture of the bay area residents and what motivated them.





## MYSTERY ODOR AT CHILDS PARK

For decades, residents of the Childs Park neighborhood in St. Petersburg have lived with a pungent odor. It smells like a gas leak. More than just a nuisance, the odor has been linked to health issues such as headaches, sinus and eye irritation and stomach aches. Childs Park abuts an industrial area, where businesses claim they are not responsible for the polluted air. Reporters Colleen Wright and Jack Evans learned that an oil-recycling company is the only industrial facility in the area to receive odor complaints. Mayor Ken Welch has pledged to resolve the issue and ordered the installation of air quality monitors throughout the neighborhood.

## ELECTIONS

Making recommendations during an election cycle is one of the highest forms of public service provided by the Times' Editorial Board. Each election cycle, the board invites candidates for public office to complete questionnaires about their background

and qualifications. Candidates also are invited to interview with the board, a process that provides a window into well-known candidates and those whom the public may know little about. The board also dissects amendments, tax proposals and other

questions that are put before voters. Their recommendations represent informed choice and provide voters with well-researched opinions they can weigh as they cast their ballots.

### TAMPA BAY TIMES EDITORIAL BOARD



**Conan Gallaty**  
CHAIRMAN  
AND CEO



**Graham Brink**  
EDITOR OF  
EDITORIALS



**Jim Verhulst**  
DEPUTY EDITOR  
OF EDITORIALS



**John Hill**  
EDITORIAL  
WRITER



**Sherri Day**  
COMMUNICATIONS  
DIRECTOR



**Sebastian Dortch**  
HUMAN RESOURCES  
DIRECTOR

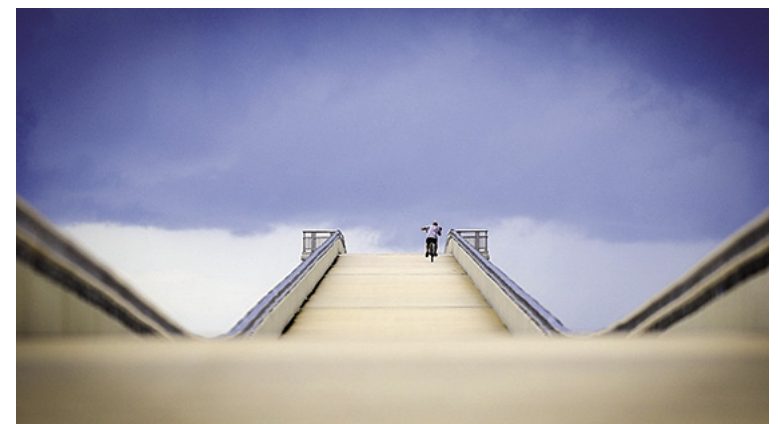


# Visual Journalism

Times photographers are dedicated to rich storytelling grounded in truth, transparency and service to the community. Each year, our staff works to complement stories in news, sports and features using the latest technology and resources to capture images and video that illustrate in rich detail and color the people of our region and their stories. Sometimes, our photographers come up with their own story ideas. *Below, see an image from a photo essay by three photographers who captured the essence of Friday night lights in Hillsborough, Pinellas and Pasco counties.*



HOME









# Award-Winning *Sports Coverage*

There is never a dull moment in a market with three major professional sports teams. *The Lightning contained most of their drama to the ice*, making their usual Stanley Cup run but falling just short of a third straight crown. While the Bucs and Rays also were in playoff contention, the news they made away from the playing field may have been more noteworthy. After teasing fans for a few years with the possibility of a shared team *between the Rays and Montreal*, Major League Baseball suddenly and swiftly killed the sister-city idea. Perhaps the biggest sports celebrity in the United States, *Tom Brady, had a much-hyped retirement*, only to change his mind 40 days later and return to Tampa Bay. And our reporters were on top of all the big story lines, often leading the way locally and nationally.











## ARTS & MUSIC |

**The Tampa Fresh Foods art installation** gave us all the feels, with more than 50,000 handmade items made of felt all designed to mimic the items for sale in a grocery store.



Stephanie  
Hayes  
COLUMNIST

**COLUMNS | I got the most meaningful response this year** for my personal essay about quitting the fertility clinic, which I wrote in the wake of Roe v. Wade being overturned. Talking openly about my own struggles with fertility to

the backdrop of freedom to choose compelled a lot of people to write with similar stories and messages of encouragement. I really appreciated all the thoughtful, nuanced feedback on that one.

# Together, *we inspire*

There are many ways to impact the community. The Times is known for its investigative reporting. But we are more than that. Our columnists make you laugh or make you think. Our arts and entertainment writers keep you apprised of the best places to eat or the can't-miss cultural experiences around Tampa Bay. Our education reporters reveal the inner workings of public schools. Journalists who cover government keep you apprised about the inner workings at city hall, county commissions and the state legislature. Business journalists take the temperature of our local economy. Our entire newsroom produces work that helps the community see itself, enabling us to cherish what makes us special and improve where we fall short.







**BIZ** | Small businesses are increasingly turning to the social media app TikTok, hoping to create videos that go viral and result in more views, followers and sales. Our reporters connected with a social media marketer to witness content creation in real time.



**FOOD** | **Here's how Bruce Karlin has kept his Largo restaurant in business for decades**

When the pandemic and personal health issues threatened to doom Bruce's Chicago Grill and Dog House in Largo, customers got busy. More than 223 filled out testimonial cards about the restaurant and mailed them to Times Food and Dining critic Helen Freund, who discovered an unusual marketing campaign, the restaurant's beloved owner and the food that keeps customers coming back.

**No stars for Tampa as Michelin Guide honors Florida restaurants for the first time**

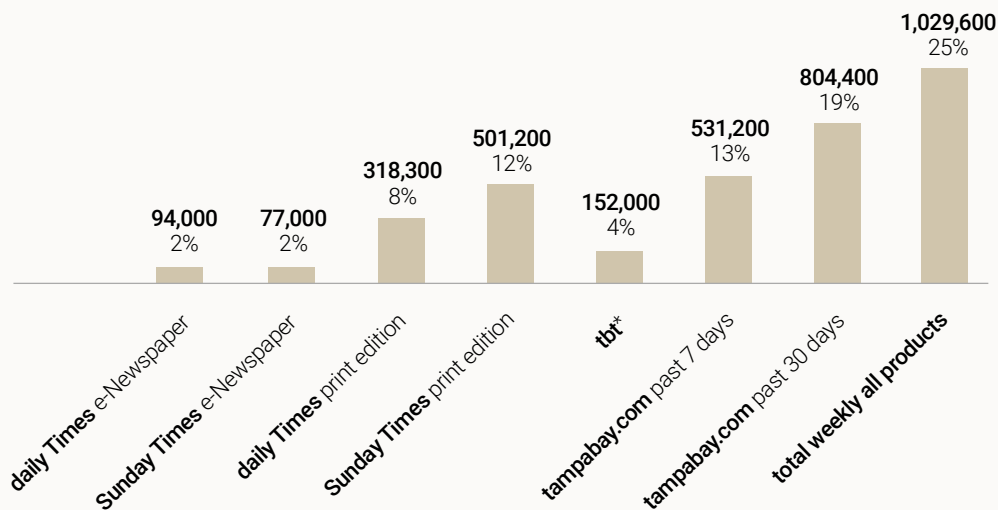
Finally, the Michelin Guide has come to Florida. Although no bay area restaurants nabbed a coveted star rating, several received other honors and will be listed in the revered publication.



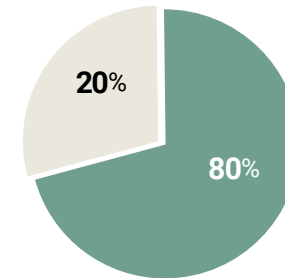
# Audience Impact

How do you take your Tampa Bay Times? The answer for each reader is as varied as the topics the newsroom covers. While many subscribers enjoy the printed Times delivered to their home twice a week, the majority consume the news electronically in a multitude of formats. The e-Newspaper is quickly emerging as a favorite among loyal readers. Other products, such as our newsletters and podcasts, are increasing in popularity.

Number of 10-county DMA adults using each news product  
[4,200,200 adults]



Source: Nielsen Scarborough Survey Data 2022 - Tampa Bay, 10-county market



## DIGITAL SUBSCRIBERS BY LOCATION

- Inside Florida
- Outside Florida

As the audience for tampabay.com and the Times' app has grown, so have digital-only subscriptions. Nearly 32,000 people subscribe to the Times digital products, and the number continues to grow. Digital subscriptions allowed many new subscribers who live outside the Tampa Bay area to access the coverage they desire. Nearly a fifth of all digital subscribers live outside the state of Florida.

## PRINT + DIGITAL VALUE

Print subscribers also are taking advantage of the wealth of digital products the Times publishes. Today, more than half of all home delivery customers also read Times' digital products. When print readers engage digitally, it's both a value to them and to the Times. Readers report higher levels of satisfaction in their subscription overall and tend to keep their subscription for a longer period of time. As a supporter of the Times and its mission, you can help us by spreading the word on the many ways the Times publishes its quality journalism.



Thousands of area businesses depend on the Times to help meet their marketing and sales growth needs. Powered by our award-winning coverage, the Tampa Bay Times, tampabay.com and our weekly publications deliver an attractive audience and a significant reach of over one million consumers each week in one of the hottest markets in the country. No other media source in the region provides a more desirable audience with the buying power to generate results and contribute millions of dollars to our local economy. Offering the best print marketing solutions is just part of our story. The Times is a leading provider of digital marketing solutions, too. CastNet, our digital advertising agency, builds websites, manages social media and optimizes search results, all with a local staff to ensure world-class customer service. Getting a message to the right audience is our specialty.

If meeting customers face-to-face is important to a business' marketing strategy, we've got that covered, too, with Tampa Bay Expos, our consumer events operation. All in all, the Times and its partnership with area businesses creates jobs, grows our economy and adds greatly to the quality of life we all enjoy in the bay area.

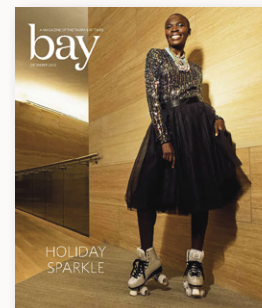


## MORE IN THE FAMILY

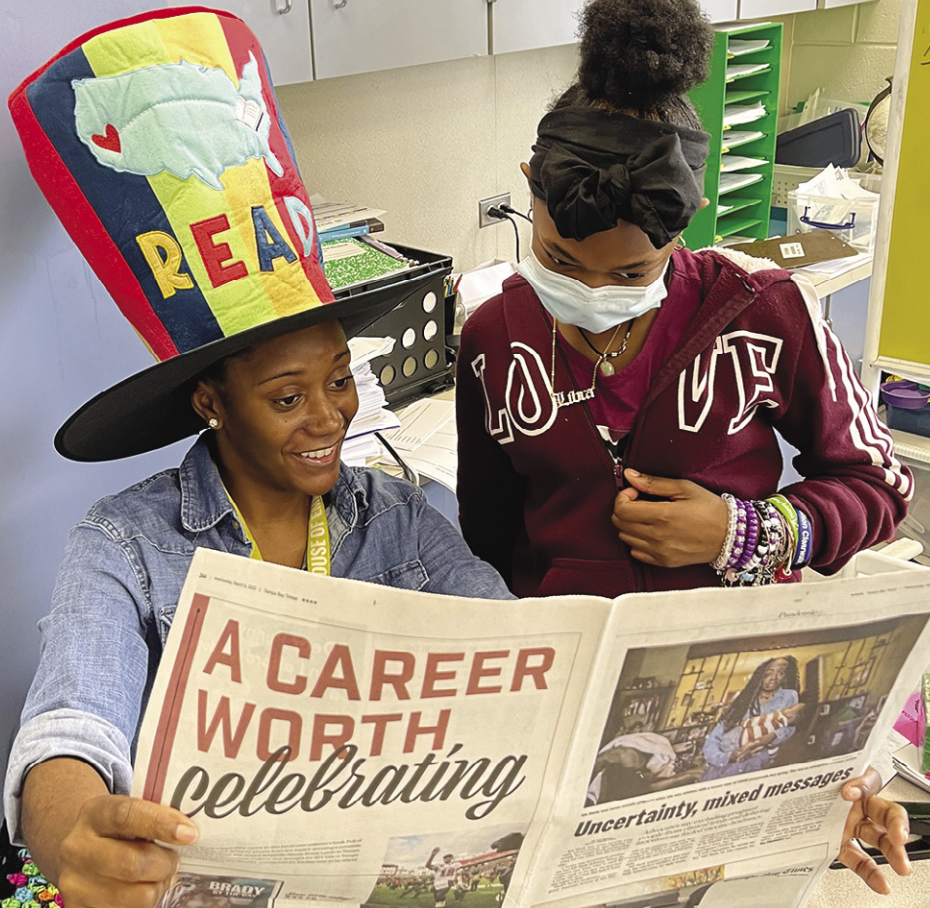
While the Tampa Bay Times is the largest publication in our company, it certainly isn't the only one. Times Publishing Company creates and distributes a number of targeted newspapers, magazines and associated websites. Through its Beacon publications, our Tampa Bay Newspaper division has served more than a dozen communities from St. Pete Beach in south Pinellas County to Brooksville in Hernando County for more than half a century. Over the last two years, new publications were introduced across Hillsborough and Pasco counties, expanding the footprint of great local reporting.

We serve the business community across the state with our award-winning Florida Trend magazine. The glossy print publication and website dive deep into the economic engines of the Sunshine State. Florida's most influential business executives, government officials and local leaders from Miami to Tallahassee turn to Florida Trend's insightful reporting on economic development, job creation and quality of life.

Many of our titles cover a wide range of lifestyle and career interests. Bay magazine beautifully illustrates the latest trends in food, fashion and decor distinctive to the Suncoast. The formats and frequencies may change, but the mission of the Times Publishing Company remains the same: To report with honesty, integrity and purpose for a better Tampa Bay.





AUDIENCE  
IMPACT

Tampa Bay  
**Times**  
**NIE**  
newspaper in education  
tampabay.com/nie

The Times' Newspaper in Education program (NIE) serves Tampa Bay educators, students and families by providing access to the Times plus award-winning, original curriculum supplements, teacher guides, lesson plans, teacher workshops and much more – all at no cost to schools, teachers or families.

As our students struggle to catch up after two difficult years of schooling during a pandemic, NIE has continued to support teachers, students and families by providing engaging, inspiring, up-to-the-minute learning materials. In 2021-2022, NIE:

- Provided print and digital newspapers to more than 300,000 students at almost 500 schools throughout Tampa Bay.
- Published 15 original educational publications, three of which received awards in the 2022 National Newspaper Association Better Newspaper Editorial Contest.



The Times produces 24 consumer events annually, including home shows, boat shows, bridal shows, job fairs, senior expos, women's expos and more. The Times is the presenter, producer and promoter – setting, selling and staging events throughout the region. These events have enabled growth opportunities for both small and large businesses. In 2022, more than 1,500 local businesses participated in Times-produced events and more than 120,000 people attended.

Local brick-and-mortar businesses are the heartbeat of our community – we strive to help deliver ways for them to succeed and grow.

**TAMPA BAY**  
**EXPOS**  
Presented by Tampa Bay Times





# Partnerships & Collaborations

## ASSISTING NONPROFITS

Despite a challenging economic environment, the Times continues to support local nonprofits. Each year, the Times amplifies more than 300 events with newspaper advertising in print and online to help nonprofits improve life and experiences in the bay area for all citizens, including those from low-income and marginalized communities.

We believe the services provided by our nonprofit partners are vital to a healthy and vibrant Tampa Bay. We are honored to help raise awareness of their good work.



More and more, the Times is building community and media partnerships and relying on grant funding to make our newsroom stronger.



# A Special Connection



**Conan Gallaty**  
CHAIRMAN & CEO

I had a good friend who lived in Denver. As a longtime skier myself, I'd often remark how fortunate he was to live near some of the best slopes in the country. Trouble is, he never went. He was too close to something

great to appreciate it and thought he'd get around to the lifts someday.

We feel the same way living in the Tampa Bay area. Friends from out of state gasp at how infrequently we walk some of the world's most beautiful beaches. We'd go every weekend, watch countless sunsets, or so we thought.

It is easy to take what we have nearby for granted.

I've had the privilege of working at numerous local media companies, both large and small, public and private. Each had strengths that shaped me in different ways. Throughout my career at other publications, the reputation and unique stature of the Tampa Bay

Times always stood out. Nowhere else in American journalism can you find a publication with such a distinct ownership structure and journalistic accolades. Nowhere else can you find a regional newsroom that covers its community with such depth and passion. From afar, the gleaming Times is a beacon in a turbulent sea of local reporting.

I've come to realize the Times is a bit like the beach and mountains: hard to fully appreciate when you live here.

Since 1884, the Times has served the people of the Tampa Bay area. Its course was forever changed in the 1940s when Nelson Poynter took ownership and envisioned a publication that would exceed all others in its journalistic quality. Poynter led the dramatic expansion of the Times and invested heavily in its reporting over the next three decades, burnishing its reputation as a reporting powerhouse. Then Poynter did something extraordinary: He gave it away.

Poynter wanted to make sure the Times didn't fall into the hands of chain ownership groups that were expanding across the

country. He stated, quite rightly, that a community deserves a publication that loves it best.

To keep it independent and rooted locally, he created a school to own it, the Poynter Institute for Media Studies, which teaches journalism and works to support a free press essential to democracy around the world.

You won't find a publication like the Times anywhere else. Right in our back yard.

The Times has so much to be proud of today. The largest newsroom in Florida. Fourteen Pulitzer Prizes. Countless investigative reports that have changed lives and laws for the good. Owned by a local school that strengthens journalism globally.

None of this would be possible without our subscribers and financial supporters. You have kept our mission going by appreciating what the Times does for our community and just how special this place is. You notice, and that makes our best work possible.

We don't take you for granted either.

THE POYNTER INSTITUTE  
FOR MEDIA STUDIES  
801





# Pulitzer Stories

Read our Pulitzer winning stories here  
[tbtim.es/Pulitzer-Winners](https://tbtim.es/Pulitzer-Winners)



## Poisoned - 2022

Hundreds of workers at a Tampa lead smelter have been exposed to dangerous levels of the neurotoxin. The consequences have been profound.



## Homeless Housing - 2014

Investigation of squalid conditions that marked housing for Hillsborough County's substantial homeless population, which led to swift reforms.



## Targeted - 2021

Pasco's sheriff created a futuristic program to stop crime before it happens. It monitors and harasses families across the county.



## Fluoridation - 2013

A diligent campaign that helped reverse a decision to end fluoridation of the water supply for the 700,000 residents of the newspaper's home county.



## Failure Factories - 2016

How Pinellas County School District leaders turned five once-average schools into failure factories.



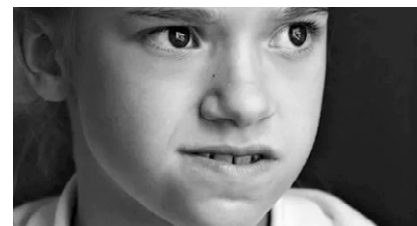
## Politifact - 2009

Fact-checking journalism is the heart of Politifact. Our core principles are independence, transparency, fairness, thorough reporting and clear writing.



## Insane. Invisible. In danger. - 2016

Florida cut \$100 million from its mental hospitals. Chaos quickly followed.



## The Girl in the Window - 2009

She was found curled up in a filthy room, unable to speak or make eye contact. They called her a feral child. Could nurturing make up for a lifetime of neglect?



# THANK YOU!



**Annica Keeler**  
DIRECTOR OF  
DEVELOPMENT  
AND COMMUNITY  
RELATIONS

Dear Tampa Bay Community,

“This is our time, and we are called to fight to save everything we hold dear. Whether you believe that means climate change, or democracy, or freedom, or world peace or all those things - the most important weapon we can have in any of those battles is **a strong and free local press.**”

– Tampa Bay Times donor

We are lucky to have so many supporters in this region, and it is because of your generosity that we can continue our work. This year, your investment in the Times helped us investigate the broken child support system, report on our local housing crisis and cover major storms. As an independent news organization, we find hidden stories, seek facts, report from the front lines of the area’s most pressing issues, and share the best in art, food and entertainment.

A healthy community needs a healthy local news organization. More and more, local newsrooms are benefitting from the philanthropy of the community they serve, and right here in Tampa Bay - you are pioneers of this movement.

We appreciate you!

*Annica Keeler*

Here are ways you can make  
a tax-deductible donation:  
[www.tampabay.com/donate](http://www.tampabay.com/donate)

Send a check to:  
**Tampa Bay Times Journalism  
Fund/Investigative Fund**

c/o Poynter Institute  
801 Third Street South  
St. Petersburg, FL 33701



**Tampa Bay Times**

WINNER OF  
**14 PULITZER PRIZES**



# Community *Voices*

The Tampa Bay Times is a critical partner helping to tell the stories of our children and families and connecting our mission to the greater Tampa Bay community.

*“The Tampa Bay community and beyond are aware of our events because the Times’ provides outstanding promotional support. In addition to the thousands of lives touched and thousands of memories made, on an annual basis, we make much-needed charitable donations as the result of the Publix Gasparilla Distance Classic Weekend. Those contributions to the association’s Heritage Charities, the Boys & Girls Clubs of Tampa Bay, Big Brothers Big Sisters of Tampa Bay, and the Friends of Tampa Recreation, totaling \$6 million, wouldn’t have been possible without the Tampa Bay Times.*

*Over the years, we’ve faced a few challenges that, without the Times’ support and above and beyond assistance, we might not have survived. In short, we are who we are and can do what we do because the Tampa Bay Times is there for us.”*

**Susan C. Harmeling,**  
Executive Director, Gasparilla  
Distance Classic Association, Inc.

*“Really enjoyed your story on Bob Croslin’s Facing Leukemia. It felt like a holiday gift to me to read this story. I have enjoyed your (Lane DeGregory’s) writing style over the years. This story is a winner!!”*

**Susan Marger LeVine, reader**

“Once again, I am so grateful to you for your work. The story of Paola Andrea Gutierrez was more than inspiring. She is a wonderful example of the very best of humanity. We would never have known her story without your work. I also thank the editors for giving this story space.” Best Regards, **Ann Giuli, reader**

*“Tampa Bay Times has been a partner with the Straz Center for over 30 years. Their support allows us to market our shows and productions effectively while helping us meet our fundraising goals. As a nonprofit, we rely on community leaders such as Tampa Bay Times, who help us make sure the arts are accessible to all within our community.”*

**Bill Rolon, Director of Corporate Relations  
and Sponsorship, Straz Center**

“Ronald McDonald House provides access to health care and family support while a child receives life-saving medical treatment. Partnering with the Tampa Bay Times allows us to share the stories of those we serve and raise support to continue this critical work in our community. We are grateful for the Times’ commitment to making where we live, work and play stronger through printed and digital communications and direct community support and services.”

**Lisa Suprenand, Chief Executive Officer,  
Ronald McDonald House Charities  
of Tampa Bay**

## *Engaging with our readers*

We continually seek opportunities to collaborate with our community, including through our Community Reader Panel, where readers meet quarterly with senior leaders from the newsroom. The group was created as a new way to interact with our avid news consumers and discuss local story ideas.

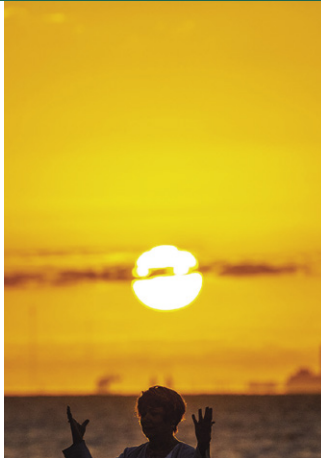




HOME



TOGETHER WE ARE THE TIMES.



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