



2024 IMPACT REPORT

YOUR DONATIONS. OUR STORIES. LIVES TRANSFORMED.





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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 works diligently to create 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.

ETHICS POLICY

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.

“The newspaper should be a reflection of its community, its conscience and its champion.” – Nelson Poynter



Mark Katches
EDITOR AND
VICE PRESIDENT

Two monster hurricanes. Back to back. During a harrowing 13-day stretch last fall, hurricanes Helene and Milton packed a one-two punch the likes of which Tampa Bay had never seen. Soon after Milton made landfall, a construction crane crashed into a downtown building.

Our building. Our home.

That would not stop the Tampa Bay Times.

In the first 24 hours after Milton's arrival, reporters filed a new story every 12 minutes, tracked the wreckage, chronicled heroic rescues and helped the community cope.

The coverage exemplified the resilience and the commitment of our journalists – many of whom dealt with extreme damage to their homes and property. Undaunted, they kept readers informed with vital news delivered in real time and with incisive investigative reporting.

The journalism produced by the Times in 2024 put a capital "I" in "Impact."

Consider the work of Max Chesnes and Emily L. Mahoney. Chesnes broke the story about the governor's plans to take pristine parkland and transform it into more hotels and golf courses in a state that already leads the nation in its number of places to drive a ball down a fairway. Relentless reporting brought a sharp bipartisan rebuke of plans launched in secret. It was the Times' reporting that prompted the state to back down and has resulted in one Republican lawmaker proposing legislation to protect the parks.

Or look at what the reporting from Colleen Wright and Jack Evans accomplished. They exposed the city of St. Petersburg's plans to award lucrative bonuses to top officials who helped engineer, for the time being, a Rays deal to remain in the city. It was only after the Times shone a light on this plan that the city reversed course.

Or how about Rebecca Liebson and Teghan Simonton? Their seven-part series "Buying up the Bay" showed how corporate interests had turned the housing market on its head, changing the complexion of neighborhoods and making homeownership an unattainable dream for many Floridians. Politicians on the national stage pushed plans to end corporate ownership of rental properties and lawmakers in Tallahassee set their sights on reform.

2024 was a tough year for so many of us throughout the region. Lots of Times journalists, like so many of you, were forced to deal with traumatic flooding, toppled trees and blown-away roofs. For us, storm season peaked after we had endured some internal turbulence – saying goodbye to 20% of our workforce who took buyouts. The local news climate remains a challenging one.

Since Milton, we have not been back in our downtown St. Petersburg newsroom. The damage is so extensive that it doesn't appear that we will be returning anytime soon – if at all.

But the loss of a physical newsroom has not altered in any way our commitment to serving our readers. That mission endures.

A handwritten signature in black ink that reads "Mark Katches". The signature is stylized and fluid.



FROM HEADLINES TO IMPACT

In 2024, as we celebrated 140 years of trusted journalism, the Tampa Bay Times continued to deliver essential stories to our readers and community. From breaking news that sparked statewide conversations to in-depth investigations that held powerful leaders to account, our reporting this year reflected the enduring values of truth, integrity and impact. This section highlights some of the year's most compelling stories — stories that informed, inspired and reminded us why local journalism remains vital in shaping our shared future.

STATE PARKS CRISIS

Tampa Bay Times environment and climate reporter Max Chesnes was the first to confirm the state's plans to build hotels, golf courses and pickleball courts on pristine state parklands, and he was the first to report the news. Nearly every day for a month, Chesnes teamed up with energy reporter Emily L. Mahoney to uncover more alarming details about the state's plans. The drumbeat of scoops from Chesnes and Mahoney sparked a raucous reaction from park enthusiasts and environmentalists resulted in a rare bipartisan outcry from lawmakers.



“BUYING UP THE BAY”

Real estate reporter Rebecca Liebson and data reporter Teghan Simonton analyzed data to show that 117,000 homes across Florida are owned by out-of-state corporations that have dramatically altered neighborhoods and communities. The phenomenon, our reporters found, is on full display in Tampa Bay.

	COMPANY	FLORIDA HOMES
1	Invitation Homes	25,285 homes
2	Progress Residential	19,409 homes
3	FirstKey Homes	10,491 homes
4	Amherst Group	9,751 homes
5	AMH	7,959 homes
6	Tricon Residential	5,719 homes
7	Home Partners of America	3,844 homes
8	ResiHome	2,029 homes
9	KKR	1,910 homes
10	Starwood Capital Group	1,712 homes

Tampa Bay Times tally of single-family homes owned by each company as of September 2023. Owners were identified using mailing addresses, which the Times linked to investment firms.

“RIPE FOR ABUSE”

When a violent bus crash killed eight migrant farmworkers and injured dozens of others, Times reporters produced a master class of accountability reporting on deadline. Immigration reporter Juan Carlos Chavez, investigative reporter Hannah Critchfield and photographer Dirk Shadd painted harrowing accounts of what occurred on the bus and afterward. Local accountability reporter Justin Garcia pieced together the troubled history of the impaired driver who caused the crash and Tallahassee correspondent Romy Ellenbogen chronicled Florida’s long failure to keep farmworkers safe on the road. The reporting served as a springboard for deeper stories from Chavez and Critchfield that detailed horrific abuses facing immigrant workers.





PLANE DOWN

The scene was unimaginable. A small plane crashed into a single mobile home in Clearwater. A team of Times reporters, photographers and editors rushed to cover the evening crash after the pilot attempted to land the sputtering plane, having lost sight of the airport. The Times' coverage captured the confusion and the tragedy and raised important accountability questions.



"THE MARKED MAN"

With details plucked from tens of thousands of pages of transcripts and hundreds of hours of interviews, reporters Christopher Spata and Dan Sullivan explored every twist in the tragic saga of a wrongfully accused teenager who would spend 37 years behind bars for a crime he didn't commit. Spata and Sullivan transported readers to Tampa in 1983, bringing the past to life in blazing color. They blended rigorous reporting with cinematic style in an astonishing 16,000-word series. Their narrative traced the political fallout and the trail of destruction left by two serial killers. Powerful, authoritative and precise, "The Marked Man" was a monumental piece of Times narrative journalism.



ST. PETERSBURG BONUSES RESCINDED

St. Petersburg reporter Colleen Wright, with a big assist from education reporter Jack Evans, exposed the city's efforts to bestow 17 high-ranking officials with a total of \$250,000 in bonuses for their role in helping to keep the Rays in town – at least for the time being. The expenditure of tax dollars sparked outrage, and the bonuses were rescinded.



2024 VOTER GUIDE

On the heels of historic storms came a hugely consequential general election. The Times' voter guide, produced by dozens of reporters and editors, featured nearly 100 candidates and helped readers make sense of the ballot. Then, on Election Day, more than 50 journalists – two-thirds of our newsroom – brought readers wall-to-wall election coverage. With several Tampa Bay and Florida political leaders stepping into high-profile roles in the new administration, the Times will continue to track closely how decisions in Washington, D.C., impact Floridians.



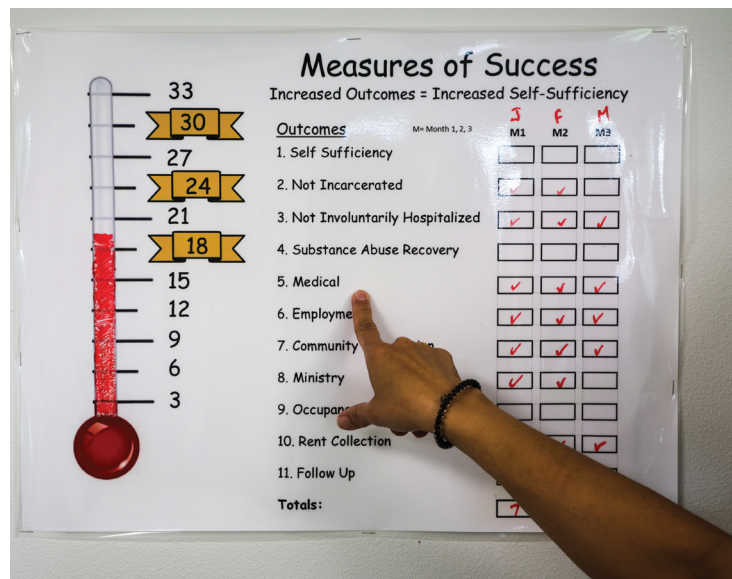
DOUBLE WHAMMY

Hurricane Helene inundated coastal communities with historic storm surge in late September, killing 14 people around Tampa Bay. Soon after came Milton's ferocious winds. The hurricane blew away roofs and toppled thousands of trees. It knocked out power for millions, sent scores of tornadoes dancing across the state and wrecked unsuspecting inland neighborhoods — engorged by stormwater and raw sewage. Milton dumped 18 inches of rain on St. Petersburg in a day. Reporters chronicled the drowning deaths of coastal residents who failed to heed mandatory evacuation orders. They detailed the angst of homeowners who lost everything in no-flood zones besieged by unrelenting water. They revealed an alarming lack of foresight to keep massive construction cranes from toppling. And they showed how sewage and floodwater systems repeatedly failed the region's citizenry. Our coverage was helpful, urgent and necessary. It guided readers through the storm and its aftermath. It was public service journalism at its finest.



"THE HOUSING EXPERIMENT"

Enterprise reporter Lane DeGregory took readers on a journey inside an innovative housing complex in St. Petersburg where recently homeless people had been given rent-free housing. In monthly installments, DeGregory opened a window into this empathetic experiment — one that is not without its difficulties as people come to terms with their new environment.



LISTENING TO OUR READERS

A few years ago, the Tampa Bay Times launched a reader panel to connect directly with our community. This initiative allows us to engage in meaningful conversations, hear diverse perspectives and ensure that the stories we cover reflect what matters most to you.



Seeing the Story

Visual journalism transcends words, offering a powerful lens through which stories are told and understood. Through striking photography, engaging videos and insightful graphics, our photojournalists, videographers and designers bring depth and emotions to the news. Their work captures the essence of moments, simplifies important topics and connects with audiences in profound ways. Through their craft, visual storytelling strengthens our community, fosters a deeper understanding and inspires meaningful action.





Game-Changing *Coverage*

Tampa Bay is a sports town like no other, where triumphs and tribulations often play out on a national stage. Our sports reporters capture every pivotal moment with sharp analyses, in-depth reporting and unmatched expertise. From following our iconic teams to uncovering the stories that shape the future of local sports, we bring readers closer to the action and the issues that matter most.



News & Scores
Sports



The Tampa Bay sports scene lost two icons, perhaps permanently, this year, and our reporters were driving many of the local and national conversations. As if the NHL free-agency period isn't hectic enough, longtime captain and face of the Lightning franchise, [Steven Stamkos, exited the state](#). Our staff churned out smart, analytical free-agency stories explaining why the [Lightning weren't bringing back Stamkos](#) and broke down how the negotiations soured, all while paying [homage to one of the greatest sports figures](#) ever to come through this area. And while things appeared to be settled with our MLB team for years to come, one hurricane sent any stability reeling. When [Hurricane Milton ripped the roof off Tropicana Field](#), suddenly everything was in doubt. We were the first to detail the insurance conundrum facing the city, and we broke down how all the [politics and posturing might send the Rays packing](#). We continue to distill a lengthy, complex, multilayered saga into the core issues readers care about most.



Beyond the News:

Inspiring Our Community



A local newspaper is more than just a source for traditional news – it's a catalyst for connection, creativity and change. Through the voices of our columnists and culture and entertainment writers, we share stories that spark inspiration in readers' lives. From personal triumphs to cultural insights, these narratives showcase the many ways our work impacts the community. By inspiring thought, conversation and action, we prove that storytelling and creativity have the power to uplift, unite and make a difference far beyond the headlines.



Stephanie Hayes
COLUMNIST

COLUMNS | Meet Stephanie Hayes, a columnist whose sharp wit and thoughtful storytelling capture the heart of Tampa Bay. In her piece about [the crane that crashed into the historic Tampa Bay Times building](#), she weaves humor and insight into a tale of resilience, local history and the unexpected connections that shape our community. Beyond its narrative, the column is a powerful call to action, urging readers and leaders alike to prioritize safety and accountability. Hayes' work inspires conversations that drive meaningful change.



John Romano
SPORTS
COLUMNIST

COLUMNS | In the wake of two hurricanes, the [Pinellas County Commission delayed approving bond sales](#) for a new baseball stadium in St. Petersburg. It seemed an inconsequential decision at the time, but a column by Times sports columnist John Romano explaining how it could doom the entire \$6.5 billion redevelopment of the

Historic Gas Plant District sent reverberations throughout the community. It led to various accusations between the team and politicians, a lobbying effort by MLB commissioner Rob Manfred, [elected officials in Pinellas and St. Petersburg changing votes](#) in subsequent meetings and a still-unsettled future for the [Tampa Bay Rays](#) in this market. Romano has remained on top of the story throughout the process and will continue to do so in 2025.



The Times food and culture team has its finger on the pulse of Tampa Bay and is on the lookout for vibrant and interesting ways for you to spend your leisure time or to get a glimpse of ordinary people doing extraordinary things. We chronicle our best restaurants, tell stories about the people behind new trends and offer insights on things to do. From insider guides to must-see annual events like the [Gasparilla Parade](#), the [Florida State Fair](#), the [Florida Strawberry Festival](#), [St. Pete Pride](#) and [Tampa Riverfest](#), our team shines a spotlight on the traditions that make our region unique.



Gabrielle Calise
CULTURE
REPORTER

[A local fairy tale](#): Hayley Milks was in a Miami hospital room, high on morphine and down one kidney, when she met her future husband. He sat by her bedside and thanked her. Her organ donation had just saved his brother's life.



Helen Freund
FOOD & DINING
CRITIC

As the Tampa Bay dining scene continues to grow and evolve, 2024 felt like a perfect time to launch our first ranking of the [Top Restaurants of Tampa Bay](#). The list included newcomers and stalwarts, special occasion spots and more affordable options – each offering a unique dining experience. Having dined at more than 150 local restaurants over the previous five years, food and dining critic Helen Freund's list proved to be a must-read, authoritative guide for anyone with an appetite.



In April 2024, we launched our latest newsletter, [Do & Dine](#). This weekly guide arrives in your inbox every Thursday morning with a roundup of Tampa Bay restaurant news and reviews and offers insights into that weekend's best options for arts, entertainment and things to do.



Connecting with Our Audience

At the Tampa Bay Times, our mission extends beyond delivering the news – it's also about connecting with our audience in meaningful ways, across a variety of formats and platforms. From tampabay.com and the Times e-Newspaper to engaging podcasts, topical [newsletters](#) and more, we provide dynamic, diverse ways for readers to stay informed and inspired in a world where quality journalism is needed, now more than ever.

Through our expansive reach and trusted affiliates, we engage with audiences across multiple platforms, ensuring that our journalism resonates far and wide. These pages highlight the strength of our connection to the Tampa Bay community and beyond, showcasing the depth of our impact and the trust we've built with our readers. Together, we continue to inform, engage and inspire.

Florida's Largest Newspaper

Every week the Times, tbt* and tampabay.com combined, with no duplication, reach nearly 1 million people in Tampa Bay.

Local Weekly Audience

Daily Tampa Bay Times: 346,400*

Sunday Tampa Bay Times: 394,000

tampabay.com visitors (local): 524,600

tbt*: 169,900

Five-day cumulative net audience. No duplication means each adult who reads one or more of the Times publications is counted only once.

DIGITAL SUBSCRIBERS

In 2024, we grew our digital-only subscriptions. Approximately 32,000 people now subscribe to the Times exclusively for our digital products, and that number continues to expand. Digital subscriptions have allowed readers who live outside of the Tampa Bay area to engage with our journalism and stay informed about what is happening in the region.

PRINT + DIGITAL VALUE

Our print subscribers enjoy the format and experience of receiving the printed paper two times a week. When our print readers also engage with our digital content, it's both a value to them and to the Times.

In 2024, readers utilized the Times app and tampabay.com for essential updates when hurricanes Helene and Milton brought devastation to the bay area. Our newsroom filed hundreds of stories, covering every angle of the storms, from writing early tracking reports to covering the storms' heartbreaking aftermath.

Source: 2024 Nielsen Scarborough Report r1.

The Times' flagship brands are well known for providing news and information for our region and beyond. Additionally, we also cover niches with our weekly and monthly publications.

FLORIDA TREND

For more than 60 years, Florida Trend has provided insightful columns and in-depth reporting on the issues that impact economic development, job creation and quality of life in every corner of the state. With more than 270,000 readers in print and an average subscriber household income of \$274,000, this monthly magazine is a must-read for business executives, government officials and local leaders across Florida.

TAMPA BAY NEWSPAPERS

From prep sports to school board meetings, entertainment reviews and things to do, no one covers Tampa Bay neighborhoods better than Tampa Bay Newspapers. With a portfolio of 12 newspapers and growing, the Beacon, Suncoast News and Bee publications have a combined circulation of more than 330,000 copies.

CENTRO

Tampa Bay's largest Spanish language publication, Centro, reaches 85,000 readers every Wednesday. This award-winning newspaper is delivered for free to the heart of the Hispanic community in the West Tampa area. Entertainment, sports and local and international news are part of the mix each week that serves this growing and vibrant community.

BAY MAGAZINE

Bay magazine, Tampa Bay's premier luxury lifestyle publication, reaches 40,000 affluent households in Pinellas and Hillsborough counties. Of the total audience, 2,500 households valued at \$2 million+ and \$250,000+ household income receive a copy mailed directly to their home. In September, Bay magazine turns its attention to area nonprofits. This special edition known as the Charity Register also includes a calendar of society events and major fundraisers for the following 12 months. Starting in 2025, Bay will switch from publishing eight issues a year to publishing monthly, from February through December.

AUDIENCE IMPACT



“The ache for home lives in us all.” – Maya Angelou



Conan Gallaty
CHAIRMAN & CEO

The Power of Resilience: Journalism That Stands Firm

Disoriented. Unsettled. Astray. These words describe the more than 126,000 Floridian families in 2024 whose

homes were significantly damaged or destroyed from hurricanes Helene and Milton. There were all too many stories of disrupted lives, especially in the Tampa Bay region.

The weeks and months following a tragedy are when local news is needed most. Long after national news outlets have flown home, the Tampa Bay Times is still here, chronicling the slow road to recovery for those who were displaced. These are painful stories of loss — flooded garages, living rooms and kitchens. Drywall and floorboards piled in front yards. Memories now covered with mold.

It's hard losing a home. Ours was 100 years old.

In 1924, Paul Poynter moved the Times into a modest brick building on First Avenue South in downtown St. Petersburg. His son, Nelson, would eventually grow the publication into one of the best local news organizations in the country. The booming company needed more space, and over the decades, the entire block was nearly filled with offices and press equipment.

Thousands of journalists would work and strive to live up to the expectations he set over the years. It worked. The Times would go on to win 14 Pulitzer Prizes, displaying each one proudly on the newsroom wall.

But on Oct. 9, 2024, it all came crashing down. Literally.

A construction crane, the symbol of St. Petersburg's growth and vitality over the past decade, would deliver a crushing blow to the longest-standing business in Pinellas County. Hurricane Milton knocked the 500-foot-tall metal arm into the oldest part of 490 First Ave. S., slicing through walls and windows. The result was heartbreaking. The crash allowed rainwater to pour onto the floors and set off emergency sprinklers.

In the dreary aftermath a few days later, a group of us went in to assess the damage. Sloshing across the drenched carpet, we came to the newsroom. On the wall, covered in grime and mold, were our 14 Pulitzer Prizes, standing just as defiant as the bold journalists who earned them.

We have chronicled the stories of enough hurricane survivors to know that recovery comes in phases. It starts with disorientation and sadness for what's lost. As time goes on, hope is found with the assistance of others who care enough to help.

Despite losing our century-old home, we persevered. Our journalists, several of whom lost their personal homes in the storm,

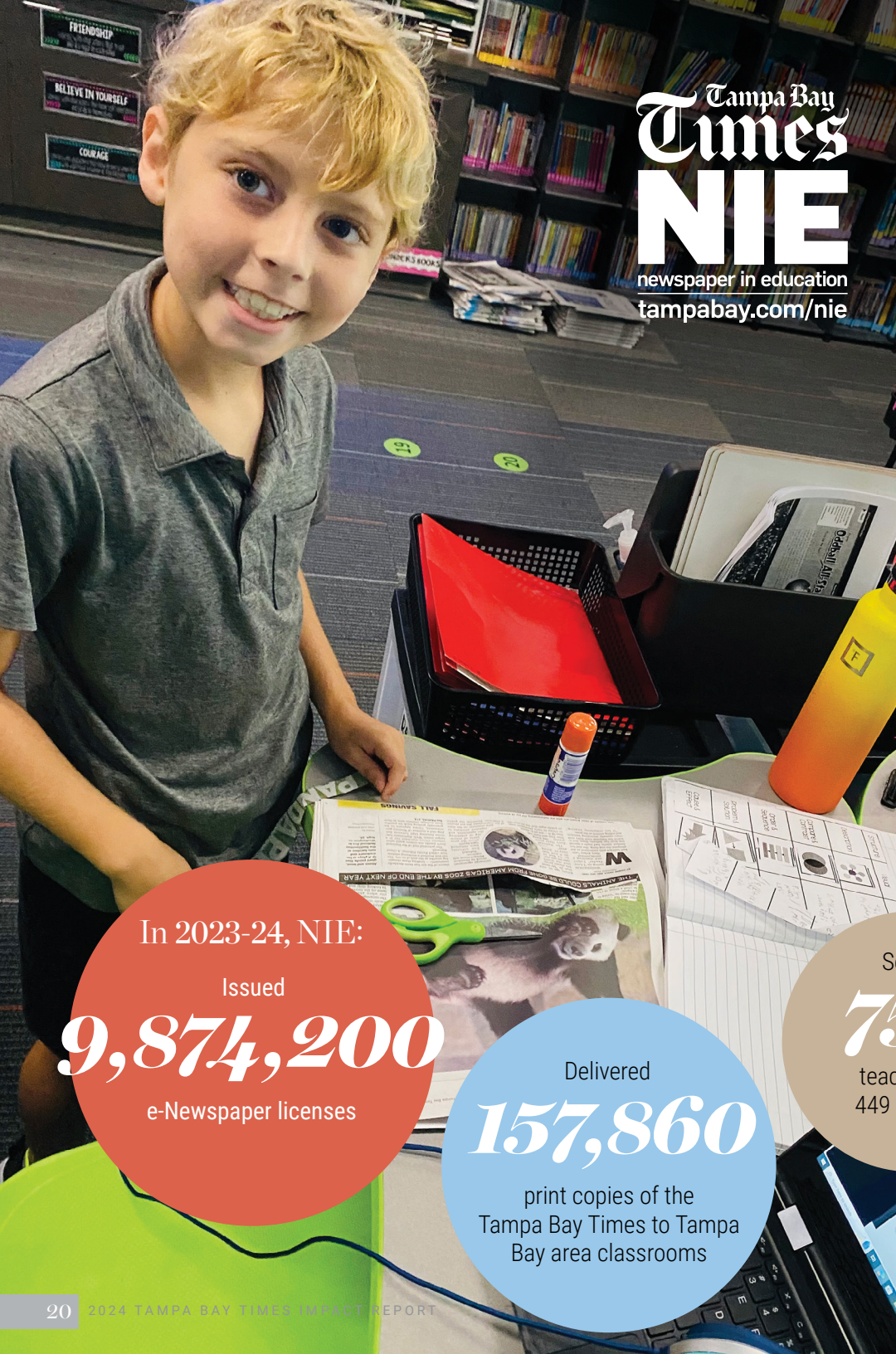
no longer had an office for refuge. Yet, they continued to report on our community — covering everything from storm recovery to elections, sports and everyday life in Tampa Bay.

Our feelings of disorientation and sadness have transformed into hope because of you. Just as you have helped your neighbors recover, you have also aided us. Your donation to the Times Journalism Fund comes when we need it most.



Your generosity gives our reporters and editors the resources they require. Our community calls for great journalism right now, and you help make that possible.

The tens of thousands of families affected will recover. Eventually, they will find a place to call home. So will we. And we will tell their stories — because of you.



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

Shaping Young Minds through Journalism

The Times' Newspaper in Education program empowers students with real-world news, fostering literacy, critical thinking and civic engagement.

The [Tampa Bay Times Newspaper in Education program \(NIE\)](#) provides students with access to Pulitzer Prize-winning news, helping teachers integrate current events into their curriculum in a way that helps young learners develop literacy and critical thinking skills. Through local news stories, students engage with issues that impact their daily lives — from the environment to health to local government. This fosters a sense of community and civic responsibility that will help them grow into informed and engaged citizens.

Since the 1970s, NIE has served Tampa Bay educators, students, families and community members by providing access to the Times plus award-winning original educational publications, teacher guides, lesson plans, educator professional development resources and much more — at no cost to schools, teachers or families.

In 2023-24, NIE:

Issued

9,874,200

e-Newspaper licenses

Delivered

157,860

print copies of the
Tampa Bay Times to Tampa
Bay area classrooms

Served

756

teachers at
449 schools

Published

12

Original educational
publications*



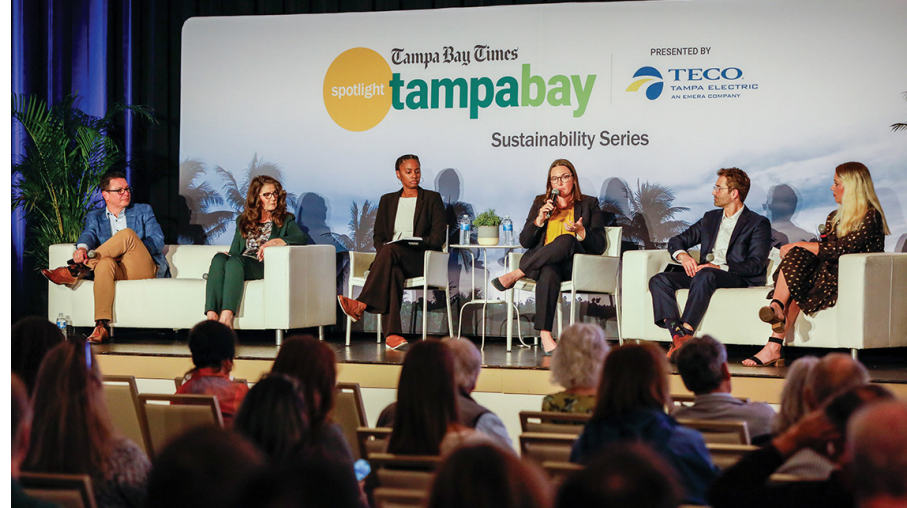
*Three of which received awards in the
National Newspaper Association Foundation's
2024 Better Newspaper Editorial Contest.

Expos & Events:

Connecting, Inspiring, Amplifying

Through thoughtfully curated events and expos, we create opportunities that extend far beyond journalism.

Our [expos](#) invigorate the local economy, connecting businesses with new audiences and fostering growth. At the same time, community events bring people together to share ideas, spark inspiration and amplify voices for positive change. These moments celebrate the heart of Tampa Bay, building connections and empowering individuals and organizations to shape a brighter future.



The [Spotlight Tampa Bay](#) community conversation series explores the most pressing issues in our region, from housing affordability to climate change. Moderated by our trusted Pulitzer Prize-winning newsroom, Spotlight Tampa Bay is designed to foster meaningful dialogue and create powerful change in the Tampa Bay area.



Top
30
restaurants
of 2024

In November, the Tampa Bay Times published food and dining critic Helen Freund's [Top Restaurants of Tampa Bay](#) and announced the top 10 restaurants at a chef-studded live reveal at Tampa's Shuffle bar.

We held
24
engaging expos
in 2024.



We secured
1,340
vendor
contracts

Our expos
had over
20,000
attendees

Impact through Collaboration

At the Times, we believe in the power of collaboration to create meaningful change. Throughout the year, we partner with many nonprofit organizations across the Tampa Bay area, providing in-kind support to amplify their missions and extend their reach. These partnerships highlight the extraordinary impact we can achieve when we work together, united by a shared commitment to serving our community. By combining resources, expertise and passion, we help make a difference in countless individuals' lives and strengthen the fabric of our region.



Sharing knowledge and resources with media partners amplifies our collective ability to inform, engage and make a difference.

Poynter.

LocalMedia
Association

**REPORT
for AMERICA**



Partner *Voices:*

Shared Vision. Shared Impact.

“The Palladium at St. Petersburg College has enjoyed a long relationship with the Tampa Bay Times. We’ve done many community events in partnership with the Times, including being the venue for the Times Festival of Reading for two years in a row. Recently, the Times has brought its Spotlight event to the Palladium and filled the house. We look forward to continuing our wonderful partnership with the Times.”

Paul Wilborn
Executive director
Palladium Theater

“For over 70 years, Parc Center for Disabilities has been proud to partner with the Tampa Bay Times, a collaboration that has profoundly impacted our community. Through its commitment to storytelling and advocacy, the Tampa Bay Times has helped make visible the lives and needs of children and adults with developmental and intellectual disabilities — individuals who are often overlooked and invisible to most. Together, we continue to champion inclusion, compassion and opportunity for those we serve.”

Michelle Detweiler
President & CEO
Parc Center for Disabilities

“As an organization deeply committed to supporting Florida’s 2.7 million family caregivers, AARP Florida is proud to partner with the Tampa Bay Times’ Spotlight Tampa Bay community conversation series. The Times’ journalistic integrity and trusted reporting provide an essential platform to highlight the challenges caregivers face and bring awareness to this critical issue. Together, we’re fostering meaningful conversations and driving solutions that empower and uplift family caregivers across our community.”

Jeff Johnson
State director
AARP Florida

“The Tampa Bay Times has long been a vital resource in our region, fostering an informed and engaged community. Its commitment to investigative journalism and thoughtful reporting provides our students and faculty with real-world examples of integrity, critical thinking and the power of storytelling. Beyond the classroom, the Times helps us bridge the gap between academic research and the public by elevating key issues that shape our region. We are proud to partner with a publication that shares our mission of education, enlightenment and service to the Tampa Bay community.”

Christian E. Hardigree, regional chancellor of USF St. Petersburg

Engage. Support. Inspire.

Our readers are at the heart of everything we do. By getting involved, you help us inform, connect and uplift our community. Attend our events and expos to celebrate local stories and spark meaningful conversations. Subscribe to stay informed and support trusted journalism that matters. Donate to our journalism fund to ensure we continue to deliver impactful reporting that drives change. Together, we can inspire progress and make a lasting difference in Tampa Bay and beyond.

MAKE A DONATION

Send a check to:

Tampa Bay Times
Attn: Annica Keeler
490 First Ave. S.
St. Petersburg, FL 33701

For more information or options to donate, please visit our website at tampabay.com/donate.



Readers who attend our events have the opportunity to connect with journalists, engage with fellow supporters and experience the power of community-driven storytelling. Your presence amplifies our collective voice.



NEWSLETTERS ON THE RISE

Our suite of [newsletters](#) continues to shine. Our daily newsletter, DayStarter, boasts well over 200,000 subscribers – marking a 45% increase over last year. Combined, our free newsletters count more than 660,000 subscribers. Our newest addition is The Rundown, sent every weekday afternoon to Times subscribers.

Transparency: Your Support in Action

To us, transparency is more than a value – it's a promise to you, our supporters. Every dollar you contribute plays a crucial role in sustaining the independent journalism that informs and inspires our community.

As a nonprofit-owned newspaper, our fiscal sponsor is the Poynter Institute, a globally respected institution dedicated to journalistic integrity and education. This partnership ensures that your donations are responsibly managed and directly support impactful reporting, newsroom innovation and community engagement initiatives.

Here's how your contributions make a difference.

EMPOWERING JOURNALISM: From investigative stories that hold the powerful accountable to community-focused reporting, your support fuels meaningful work that shapes Tampa Bay.

SUPPORTING NEWSROOM RESOURCES: Your generosity helps us invest in talented journalists, advanced tools and critical training, ensuring that we deliver news that matters.

EXPANDING COMMUNITY CONNECTIONS: Through initiatives like events, expos and community conversations, we amplify local voices and spark dialogue that inspires meaningful change.

To keep you informed, we share updates through our donor newsletter, where we highlight the stories, projects and milestones made possible by your support. Your partnership not only sustains our mission but also ensures that our work continues to reflect the highest standards of accountability, independence and community impact.

Thank you for being an essential part of our story. Together, we're shaping the future of local journalism.

DIVERSITY REPORT

Since adopting diversity goals in 2020, the Tampa Bay Times has made notable progress toward a more inclusive newsroom. At the end of 2024, 32% of our news team identified as racially or ethnically diverse, doubling from 15% in 2018 and exceeding industry norms. Women now represent 52% of the newsroom and hold 55% of editorial and managerial roles, up from 38% three years ago.

These achievements stem from a commitment from our newsroom leadership to assemble a team of journalists that can best connect with and cover the community we all call home.

[Read our report here.](#)



140 Years of Impact, Powered by You



Annica Keeler
DIRECTOR OF
DEVELOPMENT,
DONOR AND
COMMUNITY
ENGAGEMENT

As I reflect on the past year, I am filled with gratitude for the unwavering support of our donors, readers, subscribers and the entire community. Together, we have upheld and elevated a 140-year tradition of impactful journalism that remains a cornerstone of life in our region.

Your contributions — whether as donors, subscribers, readers or advocates — fuel the work that defines our newsroom. With your support, we've uncovered stories that drive change, sparked conversations that matter and celebrated the vibrant culture that makes Tampa Bay special. Every dollar donated, every subscription renewed and every shared story helps us amplify the voices of our community and hold the powerful accountable.

This impact report reflects what we've achieved together. It tells the story of a newsroom strengthened by partnerships, supported by a dedicated audience and driven by a shared mission to serve with integrity and purpose. It also serves as a reminder of the challenges we face as an independent news organization — challenges shared by local outlets across the nation.

On behalf of the entire Tampa Bay Times team, thank you. Thank you for your trust, your dedication and your belief in the power of local journalism. Together, we are shaping a stronger, more informed community — one story at a time.

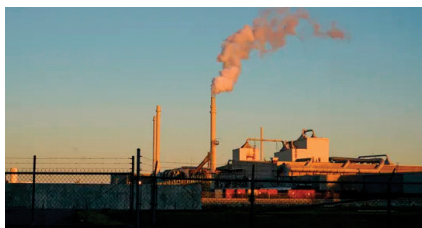
Annica Keeler





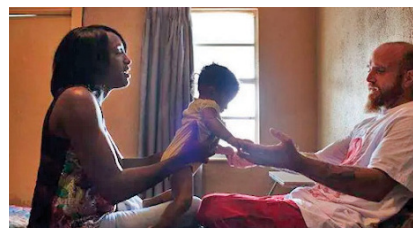
Pulitzer Stories

Read our Pulitzer-winning stories [here](#).



"POISONED" (2022)

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



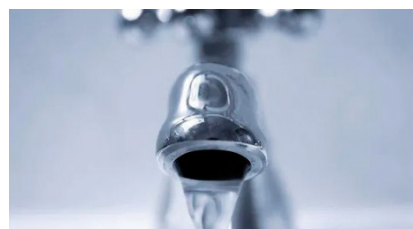
HOMELESS HOUSING (2014)

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



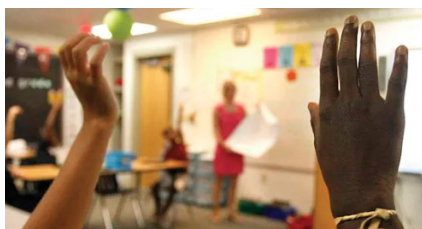
"TARGETED" (2021)

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 at 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?

More Pulitzer-Winning Stories:

"Angels & Demons" (1998), Final Indignities (1995), "A Gift Abandoned" (1991), Pasco County Sheriff John Short (1985), Scientology (1980), Florida State Turnpike Authority (1964).



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