



Tampa Bay Times
tampabay.com



2023 IMPACT REPORT

YOUR DONATIONS. OUR STORIES. LIVES TRANSFORMED.





Table of Contents

- 3 Letter from the Editor
- 4 Impact story of the year
- 5-8 Impact stories
- 9 Editorial board
- 10-11 Visual journalism
- 12-13 Award-winning sports
- 14-15 Together, we inspire
- 16 Audience impact
- 17-19 More in the family
- 20 Partnerships & collaborations
- 21 Partner voices
- 22 Letter from the Chairman & CEO
- 23 Pulitzer-winning stories
- 24 Ways to get involved
- 25 Transparency
- 26 Thank you
- 27 Donor voices

“The owners of a publication or broadcasting station cannot compromise with the integrity of the news and information that is sold or given to the public.”

Nelson Poynter on independence - August 6, 1947.

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.



Mark Katches

Editor and
Vice President

To our Readers and Supporters,

Restaurant and dining critic Helen Freund had embarked on a story about kava bars when her reporting led to the surging popularity of kratom with its opioid-like effects.

Little is known about the safety and health implications of the Southeast Asian plant — except for this: Kratom’s main chemical ingredient has been appearing with greater frequency in autopsy reports across Florida and beyond.

In mid 2023, the Times assembled a team of reporters to dig deeper.

In December, we published *Deadly Dose*, a groundbreaking investigation that linked kratom to hundreds of deaths in the state. The Times is the first newsroom in the country to analyze kratom’s toll to this extent and to trace the shadowy path the product takes from Indonesia to overdose scenes.

It cost about \$400,000 to produce *Deadly Dose* when you account for the salaries of the two-dozen journalists, travel, laboratory testing and other expenses going back to when Freund began reporting in 2022.

The price tag underscores our commitment to journalism that matters.

And it was just one of many impactful stories brought to you by the Tampa Bay Times in 2023. Consider these highlights:

- Data reporter Ian Hodgson analyzed more than 1,000 complaints and challenges of school texts and library books statewide. Almost all of the complaints came from two people.
- Reporter Christopher Spata explored the unscrupulous world of local arcades that operate illegal gambling operations all over the state. Once he began asking questions, law enforcement cracked down.

- Investigative reporter Bethany Barnes’ reporting about a high school science teacher’s bullying prompted a district investigation and other students to come forward.
- Education reporter Jeffrey S. Solochek exposed how parents homeschooling their children had cashed in by using state voucher funds to buy big screen televisions, amusement park tickets and paddleboards.
- Tallahassee reporter Lawrence Mower delivered a series of watchdog stories about the state’s troubled insurance market, bid rigging allegations in the state’s education department and chaos inside the start-up Florida State Guard.

The year was marked by enormous team reporting initiatives. We chronicled Hurricane Idalia’s wrath and the harrowing onslaught of tornadoes that struck in a single day. We detailed the impacts of the Rays’ decision to stay in St. Petersburg and the mania surrounding Taylor Swift’s wildly popular Tampa shows.

We stayed atop developments affecting our schools, our environment, our health care, our economy and our cultural institutions. And we kept you in the know about things to do and see, while chronicling the ups and downs in the world of sports.

Alarming, U.S. newspapers closed at a rate of 2.5 per week in 2023 — once vibrant institutions gone forever. The Times, a locally-owned and independent newsroom, is not immune to the challenges facing the industry. That makes us doubly grateful for our subscribers, advertisers and the thousands who have generously donated to our journalism funds. Your support has kept our journalism strong.

Deadly Dose: A Times Investigation

BIG IMPACT

The Tampa Bay Times stakes its work on awareness. For 140 years, Times journalists have written articles about everything from politics to pop divas. Make no mistake. Our journalists are more than simply weavers of good tales. They know it is the awareness their work brings that makes a difference. When the Times publishes, lawmakers craft new statutes; lawbreakers must accept the consequences of their actions, and powerful institutions examine themselves, either on their own accord or with nudges from an informed public.

The impact of the Times' journalism manifests itself in the form of an improved region, a better Tampa Bay for all who call this area home.



A team of Times reporters examined the surge in overdose deaths involving kratom, a substance derived from Southeast Asian tree leaves – finding that it has been linked to more than 580 deaths in the past decade. A lack of regulatory oversight, meanwhile, has allowed companies to sell increasingly potent products without dosing instructions, a list of ingredients or, sometimes, any label at all.

❖ **CLICK HERE** to read the series.

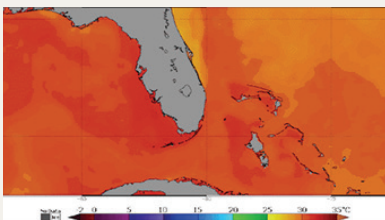
COVERING STORMS FROM EVERY ANGLE

The Times mobilized in September to keep readers informed about Hurricane Idalia. Though it wasn't a direct hit, parts of the state, including communities in Pinellas, Pasco and Citrus counties were ravaged by flood waters. Then, a month later, a flurry of tornadoes slammed across Tampa Bay, pummeling some of the same residents and businesses that were hammered by Idalia.



THE CONSEQUENCES FOR CORAL

Reporter Max Chesnes was the first to tell readers about the toll that rising temperatures had taken on a vital part of the marine ecosystem – our coral. He witnessed efforts to pull dying coral from the hot water in the Keys, then followed north, where they were rehabbed in the Tampa Bay area. He helped illuminate a little-understood consequence of climate change in Florida.



Florida's coral reef off the Florida Keys is finally seeing some relief as a water cooling trend has continued in recent weeks. Now, coral experts are beginning to relocate rescued corals back to their homes offshore.

[Courtesy of the National Oceanic and Atmospheric Administration]





AS THE TROP TURNS

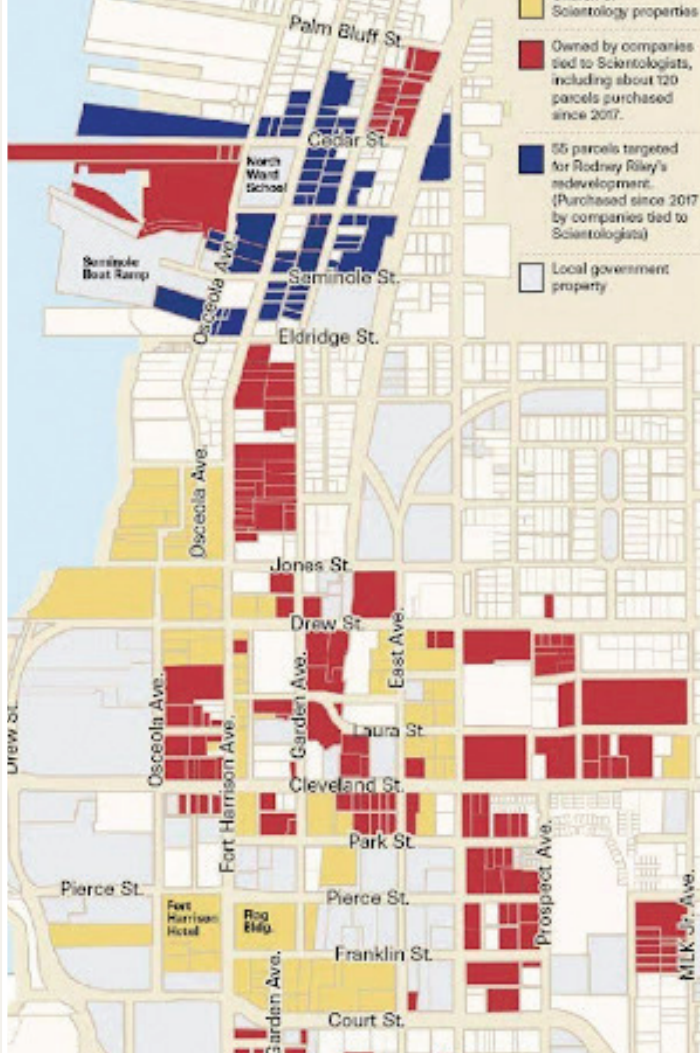
The multibillion-dollar redevelopment of Tropicana Field has so many ripple effects across Tampa Bay that it needed a team to cover it. Reporters and editors delved into mayoral politics, explored the history of displaced Black residents and tracked the developments that led to one of the biggest scoops of the year – that the Rays and St. Petersburg had agreed on a deal to keep the team in Tampa Bay.

GETTING TO THE BOTTOM OF THE STATE'S TEXTBOOK COMPLAINTS

As talk of book bans accelerated across Florida, the Times dug deep. Reporter Ian Hodgson contacted each of the state's 67 school districts for records on how many book challenges had been filed – a mammoth task. The Times found that two people were responsible for most of them. Hodgson's work brought home an important point – that the book banning movement in Florida was not as widespread as the loud public debate had made it seem.



A collection of complaints submitted by Bruce Friedman and Vicki Baggett. The two Floridians accounted for more than half of the roughly 1,100 complaints reviewed by the Tampa Bay Times. [photo illustration by Sean Kristoff-Jones | Times].



SCIENTOLOGY'S STEALTH DEVELOPMENT

When a new developer arrived in Clearwater with plans for a \$350 million waterfront development, reporter Tracey McManus meticulously uncovered what was really going on – the developer was working in secret for wealthy Scientologists, who had recruited him to be the public face of a major project.

This map shows the properties owned by the Church of Scientology and companies tied to parishioners. It also shows 55 parcels targeted for redevelopment by developer Rodney Riley. [Ron Borresen]

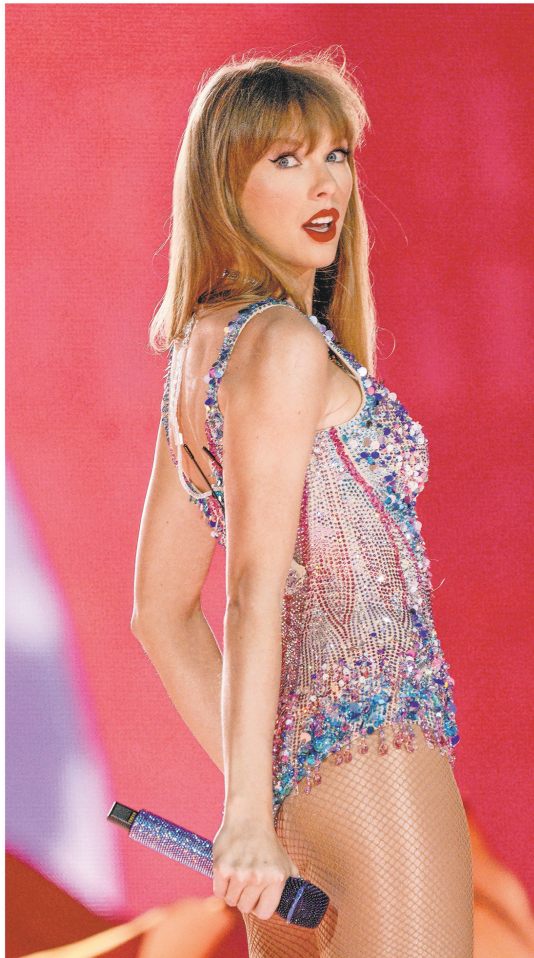
EXPOSING ILLEGAL ARCADES

As he drove around town earlier this year, reporter Christopher Spata found himself asking a simple question – what are these so-called “arcades” up to? That spark turned into a deeply-reported story shedding light on how illegal slot machines across Tampa Bay take advantage of vulnerable people. Spata visited dozens of arcades and

talked to gamblers and arcade owners. Backed by shoe-leather reporting, he laid bare how authorities have chosen to ignore these illicit businesses. After Spata’s reporting, authorities ramped up their crackdown on arcades.



Tampa Bay Times
***** Saturday, April 15, 2023 *****



Taylor *enchants* Tampa

For complete Taylor Swift coverage, see inside today's e-Newspaper or go to [tampabay.com](https://www.tampabay.com)



TAYLOR SWIFT TAKES TAMPA

Coverage of the three-night Eras Tour stop in Tampa started months in advance. Teams throughout the newsroom kept fans informed about every development before the show. And the concert coverage featured beautiful photos, a crisp review and a stunning front-page poster. The team effort made Tampa Bay shimmer.



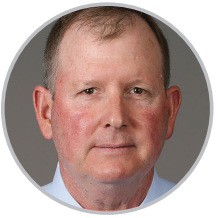
Conan Gallaty
CHAIRMAN
AND CEO



Graham Brink
EDITOR OF
EDITORIALS



Jim Verhulst
DEPUTY EDITOR
OF EDITORIALS



John Hill
EDITORIAL
WRITER



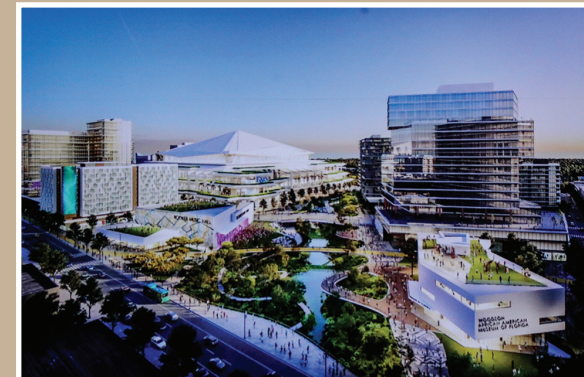
Sherri Day
COMMUNICATIONS
DIRECTOR



Sebastian Dortch
HUMAN RESOURCES
DIRECTOR

Editorial Board

The editorial team focused on issues of utmost importance to Florida and the Tampa Bay area, from Gov. Ron DeSantis' run for president to the Hillsborough school board's struggles to get its financial house in order. The team also weighed in on the Tampa municipal elections, the proposed redevelopment of the Tropicana Field site in St. Petersburg and the ongoing property insurance crisis.



Visual *Journalism*

The Times' photojournalists are unwavering in their commitment to rich storytelling anchored in truth, transparency and community service. Year after year, our talented staff employs cutting-edge technology and resources to complement narratives in news, sports and features. Through their lenses, photojournalists capture vibrant images and videos, painting vivid portraits of the people in our region and the narratives that define them.

They are dedicated to capturing every story, every moment and every voice, often going to great lengths and even risking their safety to do so.





Award-Winning *Sports Coverage*

It might be easier to address what didn't happen in the world of Tampa Bay and Florida sports this year. The news off the field tended to dominate headlines. Future Hall of Fame quarterback Tom Brady, who joined the Bucs for three blissful seasons, retired from the NFL. For real this time. The Rays, who have been on the hunt for a new ballpark for years, found a new spot ... right on the site of the old one. After flirtations with Tampa, the Rays announced they were staying in St. Petersburg. The Rays also stayed in international headlines thanks to shortstop Wander Franco. He was accused of inappropriate relationships with minors on Aug. 13 and did not play another game this past season. The case against him remains unresolved.

Meanwhile, Florida State's football program seemed to be a team of destiny all season, dispatching every foe while boasting a quarterback in the Heisman Trophy hunt.

Then came a devastating injury and a College Football Playoff snub, followed by political intrigue and lawsuits. Our reporters were on top of everything, often guiding national and local coverage.

❖ [CLICK HERE](#) for the latest **Sports News**







FOOD & DRINKS | Michelle Stark
12 Tampa Bay happy hours you have to try.

❖ [CLICK HERE](#) for Life & Culture News



Stephanie Hayes
COLUMNIST

COLUMNS | Stephanie Hayes' role as a local columnist allows her a unique freedom, and she flexed that muscle in an inspiring way amid Pinellas County's foray into book banning. She drove to Barnes & Noble, bought a half-dozen

copies of *The Bluest Eye* and spent a morning depositing them in little free libraries around town. She paired this call to action with a moving column tracing her family's personal ties to Pulitzer Prize-winning author Toni Morrison. It was just one of a series of columns Hayes wrote in 2023 that picked apart the state's efforts to ban books.



Together, *we inspire*

Our columnists and lifestyle journalists are more than storytellers. They are beacons of inspiration. The power of their words and creativity can spark change, challenge perceptions and captivate hearts. Explore their work's tangible impact on individuals and communities, and embrace the remarkable influence of their stories.

These are the voices that inspire us to see the world in new ways, to dream bigger and to pursue our passions.



John Romano
COLUMNIST

COLUMNS |

Sports columnist **John Romano** had another stellar year, but his writing talents were never more on display than when a fan suffered a heart attack during a Rays game and Romano sprung into action. The ensuing story was a riveting tale of how one fan, who fate brought to the same section behind the dugout, saved another fan's life.

ARTS & ENTERTAINMENT | Maggie Duffy

No museum has embraced technology like The Dalí in St. Petersburg. To accompany the exhibition "The Shape of Dreams," which featured paintings spanning 500 years, the museum added an artificial intelligence experience called "The Dream Tapestry." Powered by DALL-E text-to-image technology, Duffy plugged her dreams into the machines in a series of phrases and got fascinating results. The experience made the technology seem approachable and, most of all, fun. It was the first time DALL-E had been used interactively in a museum.

The Dalí also debuted "Dalí Alive 360" in its new dome structure in the museum's Avant-Garden. Created by museum staff, animations of Spanish surrealist artist Salvador Dalí's works are projection-mapped from the floor to the ceiling, swirling all around. The experience tells Dalí's life story, set to music. The museum is the first in the world to present this kind of experience in a permanent dome setting. How cool is that?



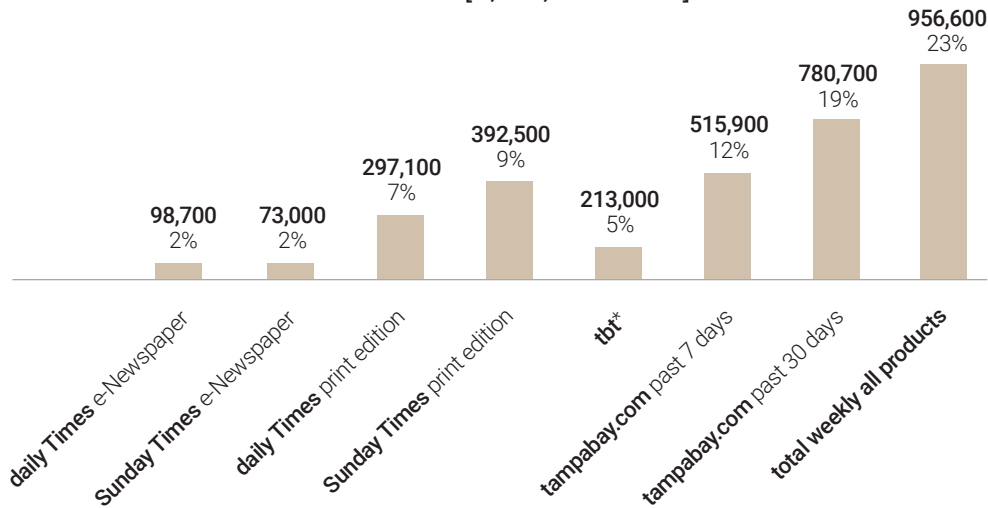
Audience Impact

How do you enjoy your Tampa Bay Times? The answer for each reader is as varied as the news topics covered. While many subscribers enjoy the printed Times delivered to their home twice a week, the majority read digitally throughout the week, and throughout each day, in a multitude of formats.

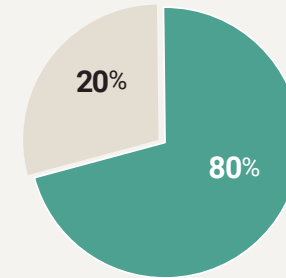
Overall, nearly a quarter of all adults in the 10 counties surrounding Tampa Bay read the Times in one or more formats. The largest audience visits tampabay.com for breaking news updates. The e-Newspaper has emerged as a favorite product among loyal readers, and other formats, such as our daily newsletters and podcasts, are increasing in popularity.

How adults in our community take their Times

[4,214,800 adults]



Source: Nielsen Scarborough Survey Data 2023 - Tampa Bay, 10-county market



DIGITAL SUBSCRIBERS BY LOCATION

- Inside Florida
- Outside Florida

As the website and app audience has grown, so have digital-only subscriptions. More than 30,000 people now subscribe to the Times solely for its digital products and the number continues to build. Digital subscriptions have allowed many new subscribers who live outside the Tampa Bay area to pay for access. Nearly a fifth of all digital subscribers live outside the state of Florida.

PRINT + DIGITAL VALUE

Print subscribers 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 also 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.

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. 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, TBN introduced new publications in Hillsborough and Pasco counties, expanding the footprint of our local reporting.

Times Publishing Company serves 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 Trend's insightful reporting on economic development, job creation and quality of life.

Our publications 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, while the weekly Thunderbolt engages the men and women at MacDill Air Force Base who honorably serve us all.

The formats in which we present the news and the frequency of delivery may change, but the mission of Times Publishing Company remains the same: To report with honesty, integrity and purpose for a better Tampa Bay.



AUDIENCE IMPACT



Tampa Bay Times

FLORIDA'S BEST NEWSPAPER

tampabay.com

★★★★ Monday, December 11, 20

Fla. sees rainfall disparity

After record rain totals and severe droughts, what's next? And could this become a reality elsewhere?

BY CURT ANDERSON
Associated Press

ST. PETERSBURG — In Florida, this year has been a tale of two states as far as rainfall totals, with the southeast coast deluged by sometimes-record rainfall and much of the Gulf of Mexico coast, including the Tampa Bay area, facing a drought.

Counties up and down Florida's west side are under new water use restrictions, especially in one area where the water table has gotten so low that wells could dry up. Now Florida's wettest season is over until late spring.

What's happening in Florida could soon become a reality elsewhere, as farmers and residents increasingly have to deal with changes in weather patterns because of climate change. This means hotter temperatures in the summer, more powerful hurricanes and other heavier rainstorms and droughts during unexpected seasons.

For most people, the restrictions affect lawn and landscape watering, which accounts for about half the water used daily in the affected areas. For example, in three counties around Tampa Bay, watering is only allowed one day a week, and only then before 8 a.m. or after 6 p.m.

Why was summer so dry in Tampa Bay?

For most people, the restrictions affect lawn and landscape watering, which accounts for about half the water used daily in the affected areas. For example, in three counties around Tampa Bay, watering is only allowed one day a week, and only then before 8 a.m. or after 6 p.m.

"The whole western coast of Florida has been impacted by this deficit rainfall during the rainy season," said Mark Elsner, water supply bureau chief for the South Florida Water Management District. "With the west coast having a deficit about 30%. See DROUGHT, 4A

\$510M
hospital
project

BUCCANEERS 29, FALCONS 25



For nearly 140 years, thousands of area businesses have depended on the Times to help meet their marketing and sales growth needs. Powered by award-winning coverage, the Tampa Bay Times, tampabay.com and Tampa Bay Newspapers, our growing family of weekly publications, delivers an attractive audience and a significant reach of over one million consumers each week. No other media source in the region delivers a more desirable audience with the buying power to generate results and contribute millions of dollars to the 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, optimizes search results and delivers target display and video advertising to nearly every audience segment imaginable. Getting the right message to the right audience is our specialty, and we do it all with a local staff to ensure world-class customer service.

Always looking for new ways to service Tampa Bay consumers and businesses, the Times launched mytbtickets.com. This full-service ticketing site provides a turnkey solution for event owners/organizers to promote and sell tickets. It's also a convenient one-stop shop for consumers to buy tickets to some of the area's most popular events. Unlike national competitors that provide similar services, mytbtickets.com keeps the majority of proceeds in Tampa Bay supporting the local economy. In addition, event organizers who use mytbtickets.com benefit from the full marketing power of Times Publishing Company to maximize ticket sales.

All and all, the Times, through its partnerships with area businesses, creates jobs, grows the local economy and adds greatly to the wonderful quality of life we all enjoy in Florida.



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.



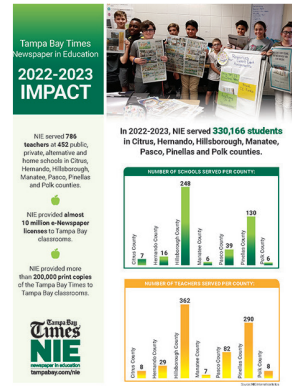
If meeting customers face-to-face is important to your business's marketing strategy, we've got that covered with Tampa Bay Expos, our consumer events division. The Times is the area's largest producer of home shows, boat shows, women's expos, senior expos and bridal shows. Each year, we draw tens of thousands of consumers to our shows to experience Tampa Bay's best local businesses, ask questions and buy all in one convenient location.

In fact, our shows are so important that many businesses say we are the most significant source of their annual sales.



❖ [CLICK HERE](#) to learn more about Newspaper in Education

AUDIENCE IMPACT





Industry partnerships

As we progress, the Times is cultivating an ever-expanding network of community and media partnerships. We collaborate with other news organizations, share best practices and work together to secure grant funding to strengthen our newsroom.



Partnerships & Collaboration

At the core of our mission lies a commitment to empower change, inspire progress and uplift communities. In 2023, we extended a helping hand to more than 300 events through in-kind support providing organizations with advertising in print and online. At the Times, we take great pride in elevating awareness of the outstanding initiatives and meaningful endeavors community organizations undertake. Together, we celebrate the strides these organizations make in cultivating a healthier and more vibrant Tampa Bay.

Partnerships Include:



Partner *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.

“As a former Tampa Bay Times columnist and editor, I’m thrilled whenever the Times collaborates with United Way Suncoast. Whether it’s volunteering at Feeding Tampa Bay or working together with Habitat for Humanity of Hillsborough, it’s a boost for the entire region when we can connect Times staffers with our nonprofit partners. We always appreciate the Times helping us give community partners the “Freedom To Rise.””

Ernest Hooper
United Way Suncoast
Chief Communications Officer

“The Firestone Grand Prix of St. Petersburg presented by RP Funding is a significant, global motorsports event, and our promotional partnership with the Tampa Bay Times is a key component to the event’s success. The team at the Times continues to over deliver on impressions to broaden awareness positively impacting the attendance for this annual motorsports event each year.”

Giles Dowden
Director of Sales & Client Services
Grand Prix

“Through our partnership, the Tampa Bay Times has provided a powerful platform to amplify Junior Achievement’s message and has played a crucial role in fostering financial literacy and work-readiness among our youth. Their engagement in JA’s building blocks of achievement: JA BizTown, JA Finance Park, and 3DE schools exemplifies a community commitment that is transformative and shaping the future success of countless students. The Times’ support is integral to our efforts in creating a lasting impact on the community by providing economic opportunity to our students through education and preparing the next generation with the tools to be our future leaders.”

Andreas Perello Garcia
Communications & Marketing Manager
Junior Achievement of Tampa Bay, Inc.

The Tampa Bay Times is the information source for the Tampa Bay region. Their coverage of issues for the multiple counties they serve helps connect multiple counties as one unified region. Now more than ever, Tampa Bay needs to be connected as we tackle the important issues facing all of us.

Bob Rohrlack
President & CEO
Tampa Bay Chamber

“Our St. Pete Chamber is proud of our longstanding relationship with the Tampa Bay Times. Quite simply they’ve demonstrated an amazing level of care and leadership for every business in our city. They continue to deliver new ways for our members to be seen and our stories to be heard.”

Christopher Steinocher
President/CEO
St. Pete Chamber

“At WEDU PBS, our partnership with the Tampa Bay Times is highly valued. Through cross-promotion, we collectively amplify our impact, delivering insightful programming and reliable news coverage to our community. This collaboration reinforces our commitment to educating and engaging our audiences.”

Paul Grove
President and CEO
WEDU PBS

Preserving Paradise:

OUR COMMITMENT TO ENVIRONMENTAL JOURNALISM



Conan Gallaty
CHAIRMAN & CEO

Over the summer, I was able to check off something that has been on my bucket list for many years: the Amazon rainforest.

The experience was amazing. There were no roads and the only way to our encampment was by dugout canoe. This gave us time to appreciate the nature around us and get to know our fellow adventurers.

We met travelers from Australia, Europe, North America and Asia. When we told them we lived in Tampa Bay, many remarked about the beauty of our beaches. They had either traveled or heard about them and wanted to visit.

One day, as we floated down the massive Madre de Dios river, we noticed people working in muddy silt that lined the banks. Crude machines billowed black smoke into the air as workers poured oily containers into a trough. We asked our guide what they were doing. Once downstream, he explained they were mining for gold in the river. The machines were pumping mercury – yes, mercury – into the silt to bind the gold together.

This mining is illegal, but cartels pay off the government to look the other way. And as for local media to expose the wrongdoing, the government has a firm hand in squelching environmental reporting.

As we continued downstream, I thought about the paradise we live in. I returned home with renewed gratitude for the work we do to preserve the fragile beauty that surrounds us. We call attention to destruction occurring from neglect, indifference or greed. Some of our best reporting in 2023 focused on environmental impacts from industry and lackluster regulation. There's more to come.

We're fortunate we have a constitutional protection of the free press. It is the only profession enumerated in the Bill of Rights because the framers knew a democracy must have journalists who are able to hold the powerful to account. We need those protections now more than ever.

The Times is owned by an organization with journalism at its heart. The Poynter Institute teaches journalism and works to support a free press essential to democracy around the globe.

This 2023 Impact Report highlights the best of our journalism. We remain committed to our endeavors and thankful for all that we have in our little corner of the world.

A handwritten signature in blue ink, appearing to read 'Conan Gallaty', written over a background of sand with wavy patterns.



Pulitzer Stories

❖ [CLICK HERE](#) to read our Pulitzer-winning stories.



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.



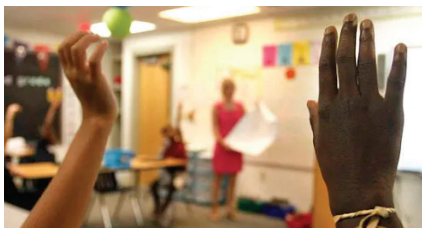
Targeted - 2021

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.



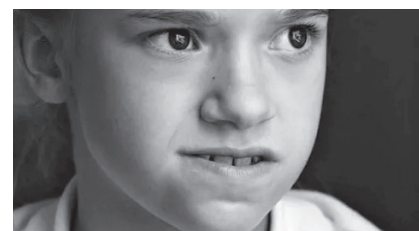
Politifact - 2009

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?

Get Involved

We invite you to get involved, and embrace our mission. Your participation can take different forms, including subscribing or attending our trade shows and community conversations. Each action helps us make an impact in Tampa Bay.

One way you can make a difference is by providing financial support. All donations, big and small, help us keep local journalism.

MAKING A DONATION

Send a check to:

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

❖ [CLICK HERE to Donate](#)

Readers who attend our events find a platform for dialogue, education and networking with individuals who share their commitment to positive change. Your presence at these events amplifies our collective voice.



SPOTLIGHT TAMPA BAY LAUNCHES

The Times launched a conversation series, Spotlight Tampa Bay to engage audiences around consequential topics and issues facing our region. The kick-off event in August featured a panel of experts discussing housing and affordability.

FESTIVAL OF READING SELLS OUT

A sold-out crowd attended the 31st annual Festival of Reading at The Palladium Theatre in St. Petersburg on Nov. 11. A-list authors like Michael Connelly, Lisa Unger, Lauren Groff, Dave Barry and Martin Baron headed a stellar lineup.



SUBSCRIBING TO OUR NEWSPAPER

keeps you informed and sustains our mission to deliver impactful journalism.

In any of these ways, your involvement is a testament to the power of community action, showcasing how together we can drive progress, inspire change and build a brighter future.

Accountability



At the Tampa Bay Times, we pride ourselves on our commitment to transparency and accountability. As we present the 2023 Impact Report, we feel it is essential to provide our stakeholders with an understanding of how the funds we receive are utilized, the impact of our initiatives and the avenues through which we raise funds.

WHERE THE MONEY IS SPENT:

The funds we receive are strategically allocated to key areas that align with our mission of delivering high-quality journalism and positively impacting the Tampa Bay community. These areas include:

Journalistic Excellence:

The core of our mission, supporting our newsroom to deliver unbiased, in-depth reporting on issues that matter.

Community Engagement:

Initiatives to foster a stronger connection with our audience, including community events and partnerships that empower and inform.

Technological Advancements:

Investments in cutting-edge technology to enhance our digital platforms, ensuring that our journalism reaches audiences in innovative and accessible ways.

FUNDRAISING OVERVIEW:

In 2023, the Times received more than \$500,000 in support of our mission. This achievement would not be possible without the incredible generosity of our community. Fundraising initiatives include:

Corporate Sponsorships:

Collaboration with local businesses and organizations that share our commitment to community well-being.

Events and Sponsorships:

Hosting events and partnering with sponsors who align with our values.

Grants & Philanthropic Support:

Securing grants and philanthropic contributions from foundations and individuals dedicated to supporting independent journalism and community impact.

Im·pact

(verb) to have a strong effect on someone or something

Dear Friends,



Annica Keeler
DIRECTOR OF
DEVELOPMENT
AND COMMUNITY
RELATIONS

News organizations often take for granted that the value of our work is evident – holding the powerful to account and giving voice to the voiceless. However, it's worth repeating that journalism's role in shaping informed citizens, fostering public discourse and upholding democracy is immeasurable.

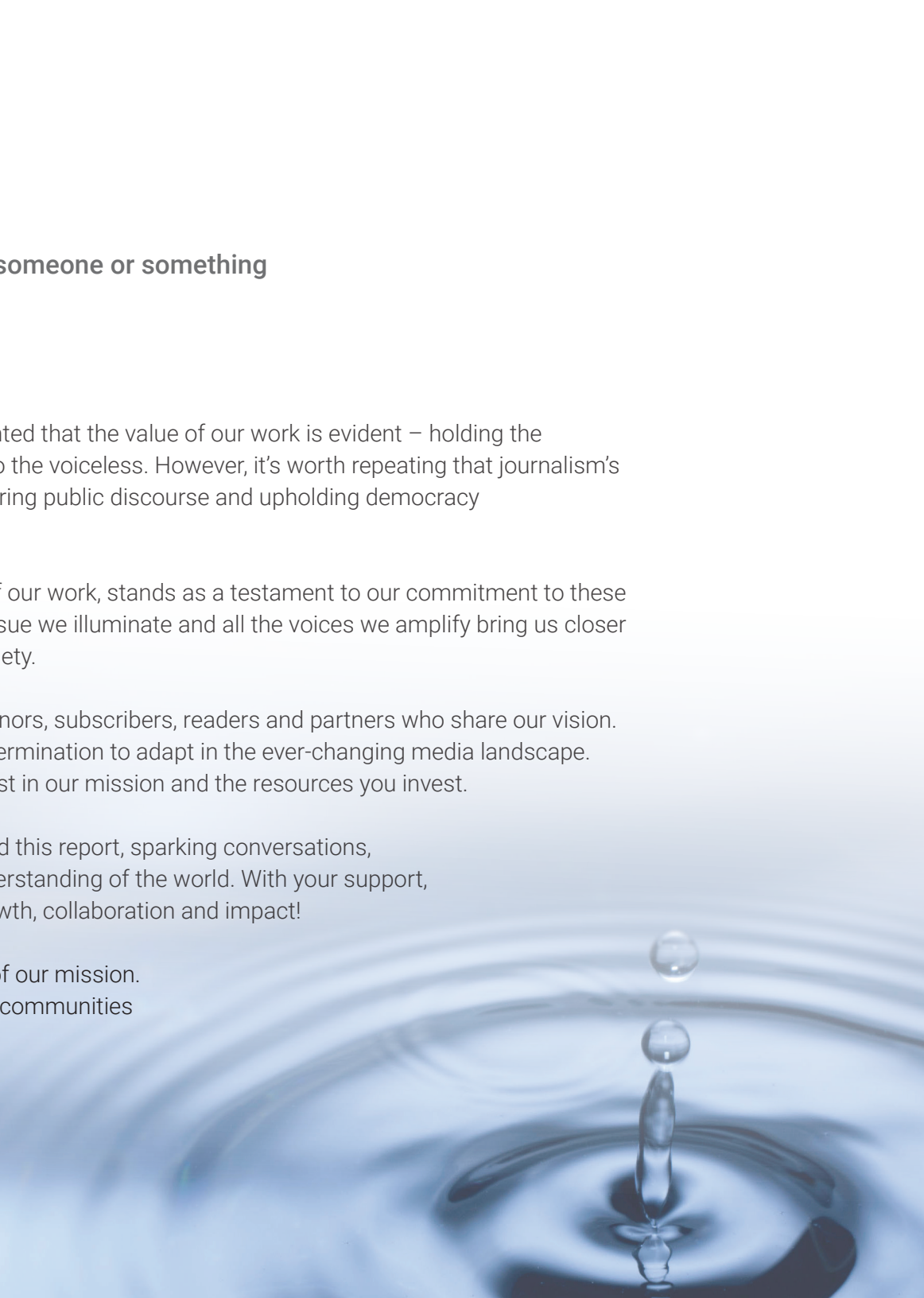
Our 2023 Impact Report, a snapshot of our work, stands as a testament to our commitment to these ideals. Every story we uncover, each issue we illuminate and all the voices we amplify bring us closer to a just, transparent and inclusive society.

We extend heartfelt gratitude to our donors, subscribers, readers and partners who share our vision. Your unwavering support fuels our determination to adapt in the ever-changing media landscape. We are immensely grateful for your trust in our mission and the resources you invest.

The impact of our work extends beyond this report, sparking conversations, driving change and deepening our understanding of the world. With your support, we look forward to another year of growth, collaboration and impact!

Thank you for being an essential part of our mission. Together, we can continue making our communities better places to live.

Annica Keeler



Donor Voices

“Love your journalists and wish I could give you much more!”

“50 years a fan and hoping for many more for you guys!”

“The best newspaper in the country.”

*“Always proud to call you our hometown paper.
We rely on your good work and are happy to contribute.”*

“Thank you for telling the story and sharing the news. Jeff Solochek has always informed the community of everything education.”

“I’ve never been more certain that journalists remain critical to ensuring a free, fair and informed society. Please keep making us think, turning over those rocks and calling out the shenanigans as you find them.”

“I’m so thankful for this newsroom, which holds power to account and keeps our community informed.”

***“Without you all, the crooks will ruin Florida.
Keep up the excellent work. Our freedoms are at stake!”***

“The TBT truthfully informs us of county, state and federal news so that we may make informed decisions in our democratic society. It also provides wonderful local and national sports coverage!”



TOGETHER WE ARE THE TIMES.



Tampa Bay Times
tampabay.com