A LETTER FROM THE CEO

We are in a time of constant change. It is uncomfortable, but it challenges us to grow and adapt. It also reminds us that despite all of this change, we must continue to provide accountability. This is why journalism is more critical now than ever. We know our industry is experiencing significant change, and we are ready to embrace it. We are even more committed to ensuring good and fair journalism that provides our fellow Texans with the information they need to make decisions. We believe that journalism is a public service, and we will continue to do our part to make a positive impact on our society.

In 2009, our founders showed that public service journalism could empower Texans by providing them the information to engage and make our state a better place to live and work. We have become the most-read publication covering Texas state policy and politics. Our reporting brings greater clarity, accountability and understanding on matters of public policy, politics and government in Texas. We are grateful to our readers and supporters — thank you for your trust in us and your partnership in our mission.

We appreciate all of the readers who tell us about how our journalism has affected your lives. We also appreciate your willingness to provide critiques. Your feedback makes us better. We hope our journalism helps you make decisions based on what you’re learning from our reporting.

As Texans, we have the power to define how we want our state to grow and change. That’s why we launched “We the Texans” in 2024. We want to hear from Texans, boost civic engagement and dialogue, and better understand how democracy is experienced in Texas. This initiative brings together statewide reporting, live events, listening sessions, academic research, guides and more to help our readers, our newsroom and our state better understand where Texas stands.

Absolutely none of this happens without a dedicated team. They are the reason everything works and why public service journalism continues to thrive. They give us all hope that we can make change. We want to thank all of you — our readers, members and donors who have placed trust in us and our work. We are grateful for philanthropic support, sponsorship support, corporate support and your belief in our journalism.

Fourteen years ago, the Tribune showed the way for a new kind of journalism. Today, we are on the cusp of even more change, and we look forward to working with you as we move forward.

Join us as we change and grow.

Sincerely,

Sonal Shah, CEO, The Texas Tribune
The Tribune laid out its diversity goals in our 2018 strategic plan and has made steady progress in ensuring our organization, from top to bottom, better reflects the people of Texas.

We scour the country for the best talent, and we post our job openings with affiliation groups to reach a diverse group of candidates. Here’s how we’re doing: At the end of 2023, 47% of staff members were people of color, compared with 49% in 2022, 39% in 2021, 37% in 2020, 33% in 2019 and 30% in 2018. In 2023, 49% of Tribune employees were women. People of color made up 43% of our 2023 hires. That’s progress, but we have work left to do to ensure that our newsroom is as diverse as it should be.

Our diversity goal is essential to our success. Diversity — not just in race and ethnicity but also gender, sexual orientation, socioeconomic background, disability status, military service and age, among other characteristics — leads to better journalism. Journalists from different backgrounds offer a variety of perspectives on how we cover news and what we consider newsworthy. Those varied points of view help us better connect with the diverse residents of Texas.

Our commitment to diversity doesn’t stop at hiring. We utilize a pay equity framework for all compensation decisions to ensure our pay structure remains fair. We’ve assembled a cross-departmental compensation committee that comprises employees at all levels of the organization to consider and recommend continuous improvements for the employee experience at the Tribune. And we survey our employees annually about inclusiveness and belonging in our workplace.

With the 2023 launch of the Tribune’s HBCU Fellowship, we’re investing in the future, deepening relationships and recruiting at historically Black colleges and universities.
WHY TEXAS

In 1999, Texas’ population was 20 million; in 2023, it was more than 30 million. Texas’ growth comes from all directions: immigration from abroad, migration from other states and natural increase from births. And recently, Hispanic Texans became the state’s largest demographic group. Texas’ growth, its immensity, its diversity and its dynamism all make this state one of the most exciting places in America. Texas is also, of course, a place of stark inequalities. For example, it has more uninsured people than any other state. Also, a 2023 U.S. News & World Report ranking of the best states for education placed Texas at 35. On virtually every issue, Texas is a bellwether — “as Texas goes, so goes the nation.”

This is why the work of The Texas Tribune is so important. In everything we do, The Texas Tribune newsroom strives to:

- Own breaking and developing stories on Texas politics and policy that have repercussions across the state.
- Hold those in power accountable for their actions while amplifying the voices of the people they serve.
- Write stories and produce projects that have a lasting impact and relevance to a broad audience of Texans.
- Produce service journalism, such as guides, to help Texans better understand and navigate our state’s complicated systems.
- Share our journalism and resources widely and freely with other state and national news organizations.
- Connect and engage with our audience through the journalism we produce — on our website, through social media and at in-person and virtual events.

Amid a period of increased misinformation and disinformation in the world, the Tribune aims to grow its reach as a trusted news source that audiences can rely on when they need to understand the truth amid the noise. As part of that effort, the Tribune has become a full partner of The Trust Project, an international consortium of news organizations that adhere to the highest standards of transparency, accuracy, inclusion and fairness so that the public can make informed news choices and find accurate, credible information.

Started in 2022, the Tribune’s regions team brings forward the diverse experiences of families and individuals across these regions and shows the regional disparities in the impacts of decisions made in Austin. The team also elevates stories that might otherwise go untold and amplifies those stories to a statewide and national audience, as well as to lawmakers, regulators and other decision-makers in Austin.

The team has a dedicated editor and reporters based in Lubbock, Lufkin and Odessa. Those journalists will soon be joined by a reporter based in the Rio Grande Valley.

This initiative has produced quality journalism that represents these regions on a consistent basis. Examples of that work include features on East Texas teenagers having little to no access to sex education and contraception, efforts in West Texas to expand emergency services to more residents, efforts to reduce Lubbock’s rate of attempted suicide by youths, and battles over transparency in East Texas.

The regions team also conducted deeper investigations, producing an examination of Texas cities’ weak water infrastructure. The team has worked with the events team to expand our reach through direct community engagements, helping produce a rural symposium and other events.

For teens in Deep East Texas, accessing sex education and contraception is next to impossible

By Pooja Salhotra and Sneha Dey

A Texas politician wants to provide emergency services to constituents who don’t have them. Will they let him?

By Carlos Nogueras Ramos

This Texas town has the highest rate of youth attempted suicides in the state. A grieving father hopes to reverse it.

By Jayme Lozano Carver

[Credit: Spencer Selvidge for The Texas Tribune]
Launched in 2020, the Texas Tribune-ProPublica Investigative Unit focuses on critical accountability and watchdog journalism that takes aim at corruption, injustice and malfeasance across the state. The team has consisted of a senior editor, five reporters, a research reporter, a visuals producer and a development associate. Stories published on ProPublica platforms and Apple News have been viewed 2.8 million times. The impact of the unit’s work has been clear to see, with their stories impacting legislative policy and garnering state and national awards.

AWARDS IN 2023

NATIONAL EDWARD R. MURROW AWARDS
Winner, Excellence in Innovation, Large Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)

INVESTIGATIVE REPORTERS AND EDITORS
Winner, Breaking News, Unprepared: Texas Winter Storm 2021 (with ProPublica)

TEXAS MANAGING EDITORS AWARDS
Winner, Star Investigative Report of the Year-4A, Invisible Threat: Carbon Monoxide’s Unchecked Toll (with ProPublica and NBC News)
Second Place, Online Package of the Year-4A, Invisible Threat: Carbon Monoxide’s Unchecked Toll (with ProPublica and NBC News)
Second Place, Freedom of Information Award-4A, Invisible Threat: Carbon Monoxide’s Unchecked Toll (with ProPublica and NBC News)

SOCIETY OF ENVIRONMENTAL JOURNALISTS AWARDS
First Place, Outstanding Investigative Reporting-Large, Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)

HEADLINERS FOUNDATION AWARDS
Charles E. Green Award for Excellence in Journalism, Star Investigative Report of the Year, Invisible Threat: Carbon Monoxide’s Unchecked Toll (with ProPublica and NBC News)

NIHCM AWARDS
Digital Media Award, Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution (with ProPublica and Mountain State Spotlight)

The Texas Tribune produces a rich suite of newsletters to help our audience stay engaged and informed on politics and policy in the format and cadence that best meets their needs. Our newsletters cover a wide variety of issues and highlight the work that happens across our newsroom.

Some of our most popular newsletter offerings include:

The Brief: A quick rundown of essential Texas news and how state politics and policy decisions impact people and communities across Texas. Delivered each weekday.

The Blast: The Texas Tribune’s premium paid newsletter brings insider intel, exclusive analysis and behind-the-scenes updates on political moves across the state for highly engaged insiders in Texas.

The Brief Weekly: A Saturday roundup of our must-read coverage about the people and policies shaping the future of the state.

The Y’all: A weekly dispatch produced by Texas Tribune journalists embedded in communities across the state.

Texas Tribune Events: A weekly newsletter that informs readers about our upcoming and recent events, including our conversation series, one-on-ones with elected officials and daylong symposia.

Breaking News Alerts: Our biggest scoops and breaking stories, delivered as they happen.

Top Story: Our most ambitious reporting, delivered to readers a few times a week.

Weekly Roundups: Whether politics, education, environment or health care, these topic-specific newsletters provide readers with our latest coverage, delivered Fridays.

The Tribune also produces pop-up newsletters dedicated to specific series and initiatives, as well as regular email updates for our members highlighting the Tribune’s coverage and the newsroom.
The Tribune's data visuals team told the stories of 2023 in easy-to-read formats that gave clear context.

Working closely with others in the newsroom, the team helped cover major stories that impact Texans, from climate change and hate crimes to charter schools and the unprecedented impeachment of Attorney General Ken Paxton.

The Tribune is an authoritative source of user-friendly databases of public information for Texans. Our journalists and software engineers collaborate to present a full picture for readers using data, giving them the tools to be more thoughtful, productive and engaged residents. Examples include our government salaries database, our tool for finding your political districts and our elected officials directory.

In a single frame, photographs offer vibrant details and context about the people and places in a news story.

This is especially valuable in a state as massive as Texas, when people may not know what life is like for others hundreds of miles away, or when disaster strikes. That’s why photojournalism is indispensable and a core part of The Texas Tribune’s journalism.

We work with freelance photojournalists in cities across Texas who rely on knowledge of their community and its people to contextualize the Tribune’s reporting with compelling, intimate and sometimes visceral photography. It’s intentional that we have photojournalists based in their own communities — they know them best. The Tribune has built a network of photographers who are on the ground and meet people face to face for every assignment they work on. We’re proud of our nuanced and community-based reporting, including compelling photography, and we have plans to do more of it in the future.

**What is an education savings account?**

Some education savings accounts are a form of school vouchers, which gives families state money to pay for their children’s private education. They are essentially taxpayer-funded bank accounts for parents who remove their children from the public education system.

- **Student**

If their parents set up a savings account...

- **Education savings account**

They can stay in a public school — or go to a charter school or private schools — and still have access to education savings account funds.

The student leaves public school and transfers to a private school, using money from the account to help pay for tuition.

- **Families**

Could use the money to pay for expenses related to homeschooling, online schooling or private tutoring.

**Police departments that report hate crimes are mostly in major cities**

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**Source**: FBI Hate Crimes Uniform Crime Report

**Credit**: Carla Astudillo

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**The Tribune photo department culls through photographs created in 2023 for its annual “Year In Photos” picture spread, at the Tribune office in Austin, on Dec. 7, 2023. From the Pecos River valley to the Piney Woods and from the High Plains to the Rio Grande, the Tribune’s photo department received nearly 18,000 photos from staff and freelance photojournalists.**

**[Credit: Eddie Gaspar/The Texas Tribune]**

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**[Credit: Eddie Gaspar/The Texas Tribune]**

**Source**: FBI Hate Crimes Uniform Crime Report

**Credit**: Carla Astudillo

Police departments that report hate crimes are mostly in major cities. The majority of hate crimes reported in 2022 came from the police departments in big cities and counties in Texas. Many have dedicated units to investigate and document hate crimes.
Each year, we host dozens of free, public conversations across the state and online with Texas’ industry leaders, policymakers, public officials and changemakers on recent Texas Tribune reporting and other important topics facing our state. These events empower attendees to ask questions directly of those who take the stage and make way for more civil dialogue in Texas.

Free Tribune events, which regularly draw hundreds in attendance in person and online, are held on college campuses, community centers and everywhere in between, further connecting statewide conversations to local communities. Our events are also livestreamed and recorded, allowing attendees to join us in real time or when their schedules permit. Recorded conversations also create a public archive of important conversations with those in positions of power.

In 2023, we held dozens of events that were in person and livestreamed simultaneously. Through this work, Texans across the state learned more about critical policy areas and had the opportunity to ask panelists tough questions. We presented several deep-dive events and robust conversations on major issues that affect every Texan.

The ultimate expression of the Tribune’s live journalism is The Texas Tribune Festival, a multi-day celebration of big, bold ideas about politics, public policy and the day’s news, headlined by names attendees already know of alongside others they should. Each fall, the Festival engages, challenges and surprises attendees with thoughtful panel discussions, unexpected talent mashups, must-see interviews and provocative programming curated by the award-winning journalists at The Texas Tribune.

Festival programming spans statewide and national issues including the economy, public and higher education, immigration, transportation, health care, the media, technology, elections, public policy matters, and so much more. On average, we welcome 300 speakers to the Festival each year who make and break news from our stages. The news made at TribFest is covered by hundreds of state and national reporters, who share it with their audiences, helping Festival news reach millions of readers, viewers and listeners across the U.S.

Apart from two years of all-virtual Festivals, the signature Texas Tribune Festival has taken place in Austin every September since 2011, including several years on the University of Texas at Austin campus.

We regularly welcome thousands of attendees to this special free community event.

Learn more at texastribune.org/events and tribfest.org
The Texas Tribune’s impact extends far beyond our readers, serving hundreds of publications and newsrooms across Texas and the U.S. each year.

By sharing our journalism and providing information sharing to spark innovation, the Tribune sends ripple effects throughout the news industry and lifts up our peers.

PARTNERS IN JOURNALISM

Partnerships are an extension of our mission to educate Texans. That’s why we seek opportunities to collaborate with community and media organizations and to share our work with newsrooms across the state (and nation) free of charge. Our partnerships provide more Texans with free coverage of state politics and policy and free up our partners to use their resources to cover more local issues.

REUBLISHING

One of the ways The Texas Tribune continues to make a difference in Texas is by actively working with the local news outlets that Texans trust and depend on, inviting them to republish our enterprise reporting, beat coverage and breaking news without cost.

We package our stories so that Texas’ newspapers, nonprofit newsrooms, public news outlets and local TV and radio stations can distribute our work. This partnership allows local newsrooms to focus on what they do best — covering their communities — and helps our coverage reach the widest possible audience, including Texans who may not yet be familiar with us.

Texas newsrooms across the state are taking us up on the offer. Nearly every day, a Tribune story is on the front page of at least one Texas newspaper. Since 2020, more than 1,100 Tribune stories have appeared on front pages across more than 25 Texas newspapers. Putting up our stories for free republishing is one way we’re keeping the 30 million people who now call Texas home in the know about the people, policies and politics affecting their lives.

LEADING THE WAY FOR INDEPENDENT MEDIA

The Texas Tribune is uniquely positioned as both the leading statewide media outlet on policy issues and also a leader in the nonprofit news ecosystem. Since its launch, Texas Tribune leaders have supported more than 500 newsrooms through programming and thousands of publishers and news leaders in one-on-one support.

Programs offered to media peers in Texas and beyond have included information sharing on revenue initiatives, such as grant writing, major gifts, sponsorship development and live journalism events. These public engagement events have been a distinguishing feature of the Tribune since our inception, and news organizations are learning from our events model to bring greater engagement initiatives to their audiences while also attempting to monetize the work as another path toward sustainability.

The Tribune model helped catalyze the creation of other nonprofit newsrooms, such as CalMatters and Wisconsin Watch, and today, nonprofit newsrooms employ one in five journalists covering statehouses. And we’ll continue collaborating with our colleagues as we learn, innovate and grow. With partners at the Lenfest Institute, the Tribune co-founded the Statewide News Collective to support existing statewide publishers and to help cultivate the growing number of new newsrooms covering statewide issues. Collective participants seek to aid one another in addressing the unique challenges and opportunities for news organizations that serve an entire state.

The Tribune is a teaching newsroom, and the entire staff works to ensure our fellows have a career-defining experience. Employees in every department are involved in some way. Each of the dozens of students we host annually receives a mentor and professional development in various areas, such as Texas politics, investigative reporting and audience engagement.

Spring and fall fellowships are part-time, and we require those fellows to be enrolled as students at the time of the fellowship. Fellows work full-time during the 10-week summer program and may be recent graduates. Undergraduate and graduate students are eligible for all three semesters, as are community college students.

Our fellowships are very competitive. We typically receive hundreds of applications for a few dozen positions each year. Students come from all over the country — and sometimes from other countries — to participate in our fellowship programs. For some, a Tribune fellowship is their first experience working for a professional news organization. Others are at the precipice of launching their post-graduation careers.

We hire students of various disciplines who want hands-on experience in all aspects of a modern news publication, including data visuals, design, engagement, engineering for AI and machine learning, events, marketing and communications, photography and photo editing, product development, and political reporting in Texas and Washington, D.C.

Tribune fellows do essential work. They report stories under their own bylines, engineer new features for the website, take pictures and create data visuals, among other projects. In the spring of odd-numbered years, fellows help cover the work of the Texas Legislature. Fall fellows often help cover elections. And full-time summer fellows have the chance to dive deep into complicated assignments.

Our fellows promote and produce groundbreaking journalism on various topics, including gun violence, education, immigration and the environment. They also help plan events, such as the annual Texas Tribune Festival, and support the technology efforts of our nonprofit digital newspaper.

“The Texas Tribune fellowship has helped me move closer to my goals because it has given me a great set of clips and equipped me with the skills I need to perform well in the industry. I’ve received a lot of great feedback that has improved my writing and reporting skills, and I think that will immensely help me start my career after graduation.”

— Caroline Wilbur, Texas A&M University, fall reporting fellow
As a nonprofit newsroom, we rely on the generosity of individuals, foundations and businesses to fund our ambitious reporting.

A unique and diverse mix of philanthropy, corporate sponsorship, membership and earned revenue makes our important work possible — and sustainable.

The Texas Tribune's diverse revenue model means that we have a reduced dependency on any one revenue stream, are less vulnerable to economic fluctuations or changes in donor priorities and can adapt to capitalize on emerging revenue opportunities.

Thanks to support from around the state and across the nation, to date we have raised $130M+ to fund our ambitious public service journalism. We’ve achieved this fundraising success without sacrificing a reputation for fairness and transparency: We adopted the highest standards of financial disclosure in the industry, including publishing online lists of every donor — individual, foundation or corporate — that supports us.

While The Texas Tribune’s revenue streams have remained largely unchanged since the organization’s launch in 2009, the impact each stream has on the Tribune’s total incoming revenue may shift year over year. Shifts can be attributed to miscellaneous income, fundraising overperformance or economic factors.

The pie chart below represents the breakdown of historical revenue as per Generally Accepted Accounting Principles for nonprofit organizational financial reporting.

To make a donation or to view a complete list of our donors, please visit texastribune.org/support.

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**REVENUE BY CATEGORY SINCE INCEPTION**

- **37.4%** Foundations
- **20.6%** Individuals
- **16.9%** Digital
- **15.5%** Events
- **6.2%** Membership
- **3.4%** Earned


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**BOARD OF DIRECTORS**

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  Professor, Knight Chair in International Journalism
  The University of Texas at Austin

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  President and CEO
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- **MATT THOMPSON**
  Editor of Headway
  The New York Times
MEMBERSHIP
The Texas Tribune is supported by a growing community of more than 12,000 individuals who value our mission and share our vision for a better and more vibrant Texas. These Texas Tribune members hail from all across the state and nation are among our most engaged readers. To more deeply connect them with the Tribune and to show our gratitude, we offer a variety of perks, from an inside look at the making of a story after it’s published to discounts at The Texas Tribune Festival.

There is no minimum donation to be a member. Support from members helps ensure that our stories, events, newsletters and everything else we do on behalf of Texans are available at no cost, with no paywall. Thanks to member support, our newsroom has the resources it needs to pursue investigative projects and daily stories to cover the latest Texas news. (Donations of over $1,000 a year are considered major gifts and counted separately from membership revenue.)

Perks of being a member include:

- A Texas Tribune member sticker
- A members-only monthly newsletter, with behind-the-scenes access to the Texas Tribune newsroom, including Q&As with our reporters and sneak peeks at special projects
- Our utmost gratitude and a special place on our growing donor wall
- Plus, additional benefits at giving levels above $50, including perks at The Texas Tribune Festival, invites to members-only events and discounted rental rates to our Studio 919 event space

GIVING CIRCLES
Circle members provide sustainable support with three-year commitments to fund our newsroom. Members receive all of the perks of being a member plus access to exclusive events and behind-the-scenes information.

- Editor’s Circle — $1,000/year for three years
- Leadership Circle — $2,500/year for three years
- Chairman’s Circle — $5,000/year for three years
- CEO’s Circle — $10,000/year for three years

If you’re interested in making a gift larger than $1,000 through a Donor Advised Fund or community/family foundation, please contact development@texastribune.org.

BUSINESS MEMBERSHIP
Make a contribution in your organization’s name and join a roster of community-minded businesses supporting our public interest newsroom. Members are featured on a support page with a link to a business site, mentioned in The Brief, our flagship weekday newsletter, and receive an official Texas Tribune Business Member decal and card.

- Hat’s Off — $500/year
- Lone Star — $1,500/year
- Big Tex — $2,500/year

HOW TO SUPPORT US
Join the Tribune’s membership community
Help fund the future of Texas journalism.
texastribune.org/donate
From staff and freelance photographers, left to right, top to bottom

**FRONT COVER**
Credit: Eddie Gaspar, Shelby Tauber, Ivan Pierre Aguirre, Evan L’Roy, Jordan Vonderhaar, Evan L’Roy, Eli Hartman, Callaghan O’Hare, Bob Daemmrich, Eli Hartman

**BACK COVER**
Credit: Eli Hartman, Evan L’Roy, Evan L’Roy, Ilana Panich-Linsman, Annie Mulligan, Mark Felix, Ben Torres, Evan L’Roy, Leila Saidane, Ben Lowy