



THE TEXAS TRIBUNE

CELEBRATING 10 YEARS OF PUBLIC SERVICE JOURNALISM IN TEXAS

2019 | Annual Report

On Nov. 3, 2009, when we launched texastribune.org, more than a website was born. We gave life and vitality to the idea that searching for the **truth** and telling people what you find **matters**. That holding elected and appointed officials — **regardless of party, partisanship or ideology** — and taxpayer-funded institutions **accountable** matters. **That civic engagement matters.**

From the first day to today, we've been guided by our public-service mission. From the first day to today, we've been committed to publishing news (beat reporting, breaking and daily news reporting, political reporting, watchdog and investigative reporting), making data widely accessible and producing dozens of on-the-record events each year. From the first day to today, we've believed that truly nonpartisan journalism is the antidote to life in the United States of Confirmation Bias.

Ten years in, we're at about 80 employees full and part time, including — for some number of consecutive years — the most journalists at a state Capitol of any news outlet, for-profit or nonprofit, in the country. We're now reaching about 2 million people per month across our various platforms. Our journalism consistently wins the biggest awards in competition with the best of our peers.

Ten years in, we still give away everything we create for free to all media who want to republish, re-air or repost it. Today, all across the state, from the Valley to the Panhandle, from the Gulf Coast to Big Bend, our fellow Texans are better aware of what government is doing for them and to them — of the fights being waged in their names and the stakes they have in the outcomes of those fights — because of Tribune stories in their local papers and on their local TV and radio stations.

Ten years in, we still consult at no cost with any wide-eyed, big-hearted social entrepreneurs who want advice and insight on how to create an operation like ours from scratch. Today, all across America and around the world, news organizations are starting up with our help — availing themselves of the best practices we've honed in ways that make sense for their specific circumstances and embracing the nonprofit economic model that has propelled us through our first decade and on to a sustainable future.

The success of any entity is shared, and that's especially true at the Tribune. No one person gets the credit for these 10 years and what comes next. Our amazing team, present and past, is responsible for what we've accomplished. That includes staff members from top to bottom, board members, close friends — all believers in the power of serious journalism. But, really, that credit extends to you. If you're seeing this, you're probably one of those decent souls who reads, gives, attends, amplifies. You put your faith and trust in us to help you navigate the sometimes-choppy waters of Texas. You should know that you've been in our mind's eye at every one of our key moments since launch. Everything we do is for you. We would not — and could not — have done it **without you**, and going forward we won't — and can't — do it without you. No amount of **thanks** is adequate. We are so **honored** to do this **work**.

It's been 10 great years of an audacious experiment in reviving the idea of journalism as a public good — in strengthening our democracy. Here's to the next 10.

— EVAN SMITH, CHIEF EXECUTIVE OFFICER AND CO-FOUNDER

MISSION: The Texas Tribune is the only member-supported, digital-first, nonpartisan news organization that informs Texans — and engages with them — about public policy, politics, government and statewide issues.

“We believe that civic discourse is in danger of becoming less informed and more reflexively partisan. We believe that’s bad for democracy and bad for Texas. That’s why we started The Texas Tribune.”

— JOHN THORNTON, TEXAS TRIBUNE FOUNDER

**NONPROFIT.
NONPARTISAN.
STATEWIDE.**

In 2009, the number of professional journalists covering Texas politics, government and public affairs from the Capitol full time was in steady decline, shrinking the amount of information available to Texans about their elected representatives, their tax dollars, their government and the civic projects going on in their own hometowns. As a response to this and to the technological changes transforming the news media, John Thornton, a longtime venture capitalist in Austin and a passionate believer in public media, joined forces with Evan Smith, veteran editor-in-chief of Texas Monthly, and television host and Ross Ramsey, longtime owner and editor of Texas Weekly, the state’s premier newsletter on politics and government. Together, they set out to reinvent the business model for providing statewide news for a mass audience.

Today, the Tribune is an established leader in digital-first journalism, devoted to educating Texans through in-depth investigations, data applications, statewide events and enterprise reporting on a range of topics, including public and higher education, health and human services, immigration and the border, transportation, criminal justice, energy and the environment. We produce robust nonpartisan journalism, bringing greater transparency and accountability to public policy, politics and government. Our goal is to raise the level of civic engagement in communities far and wide and to return civility to our discourse on the issues that matter.

The Texas Tribune is the only member-supported, digital-first, nonpartisan news organization that informs Texans — and engages with them — about public policy, politics, government and statewide issues.

STRATEGIC PLAN

The Tribune has a long-term commitment to its public-service mission. Through the journalism we produce, the datasets we disseminate and the in-person gatherings we convene in big cities and small towns alike, we aim to inform and engage as many of our fellow Texans as we can about the issues facing them and the consequences of decisions made in their names by elected officials.

The Tribune's Strategic Plan, launched in 2018, is designed to chart a path forward for the next several years. This roadmap begins with our mission. Our editorial North Star remains unchanged: to produce original journalism of consequence on politics and public policy in Texas, in service to the state's diverse population. While many of the report's recommendations are specific — strategies, products, new hires — others call for a cultural shift, a change in how we think about our editorial content and our relationships with our audience and one another. **By 2025, we aim to:**

- Double our audience by deliberately pursuing readers in the fastest-growing population cohorts in Texas and by making editorial, platform and hiring decisions that better reflect the diversity of Texans.
- Expand our membership program to twice its current size and value member conversion as our most important measure of audience engagement.
- Structure and train the organization for flexibility and collaboration, positioning the Tribune as a multimedia and technology innovator that doesn't chase fads but makes smart choices today to maximize our options tomorrow.
- Grow our operating revenue ambitiously year over year, with a greater emphasis on untapped major philanthropy and new and creative sponsorship and events opportunities, and generate additional funds for innovation, for capacity building and to shore up our reserves.



INNOVATIVE. ENTERPRISING. ENGAGING.

On the national stage, Texas is a superlative: It's home to five of the 13 most populous cities in the country; has the 11th-largest economy in the world; produces the most crude oil of any state; has the second-highest public school enrollment and the second-highest higher ed enrollment of any state; and has the nation's largest contiguous border with Mexico. But the challenges facing the nation are magnified here, from the state's sky-high rate of uninsured residents to its abysmal rankings on everything from voter turnout to high school graduation rates. On virtually every issue, and in its fast-changing demographics, Texas is a bellwether — "As Texas goes, so goes the nation."

Through the journalism we produce each day; the data sets we acquire, visualize and disseminate; and the in-person events we convene in big cities and small towns, we aim to inform as many Texans as we can about the work of elected officials, the workings of state government and the impact policymaking in the Capitol has on them.



Our coverage runs the gamut from nonpartisan beat and enterprise reporting to columns, podcasts, original video and links to must-read news from other sources. Before embarking on a story, our reporters ask: Will this have an audience outside of the state capital? Will this matter in 24 hours? Will the story add value to what's already been reported?

In everything we do, **The Texas Tribune newsroom strives to:**

- Own breaking and developing stories on state politics and policy that have repercussions beyond the state capital
- 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 on and relevance to a broad audience of Texans
- 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 events

REPORTING

A TRUSTED SOURCE

Tribune journalists work to inform millions of Texans about the challenges we face in **public and higher education, health and human services, race and immigration, criminal justice, energy, water and transportation**. They unearth facts that aren't being reported elsewhere, giving Texans the tools to be more thoughtful and engaged — at election time and at all times. The Tribune delivers exceptional storytelling that goes deep to provide context and clarity on issues that matter to everyday Texans.

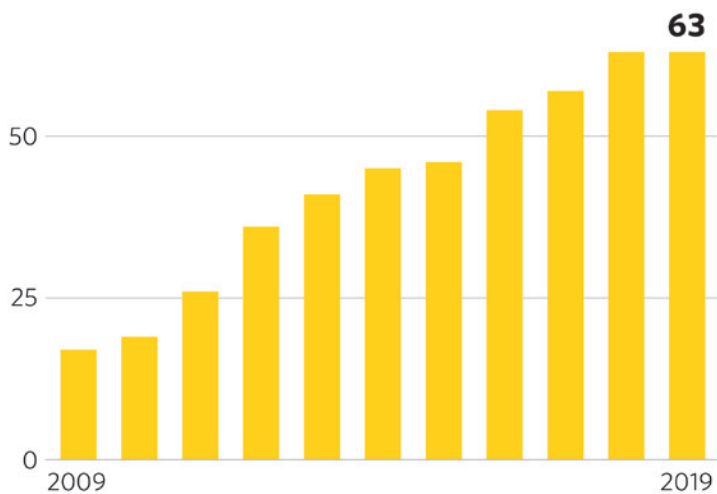
Our team of public-service journalists continues to grow: The Pew Research Center reports that the Tribune has the largest statehouse bureau of any news organization in the country.

By providing reliable, thorough, fact-based reporting, the Tribune has become a trusted source for news. Through our commitment to news partnerships, Texans can find Tribune coverage in their community, in every imaginable format — TV, radio, print and online. We're dedicated to our belief that listeners, viewers and readers in big cities and small towns alike should have equal access to news and information.

We're also firm believers in collaboration. In 2019 alone, we teamed up with 60+ community organizations and newsrooms, working side by side to provide unparalleled reporting and in-person experiences. Partners included TIME Magazine, ProPublica, Nexstar, The Huffington Post's Highline, NBC and MSNBC, NPR's 1A, Community Impact, KXAN -TV, the Austin American-Statesman and a host of others.



HOW OUR FULL-TIME STAFF HAS GROWN





Multimedia

The Texas Tribune’s multimedia team is dedicated to producing innovative and impactful projects that highlight the most important issues in Texas politics and policy, utilizing audio, video, animations and visualizations. To better serve our audience and attract new readers, our journalists focused their coverage of the 86th session of the state Legislature on providing more explanatory journalism, unpacking and explaining complex matters for a broader audience. We’ve increased our efforts to expand the model that advances community engagement and civic dialogue by producing rigorous reporting that highlights solutions, not just problems. We are also producing video content like “[Under the Dome](#)” to enhance our ability to reach new audiences and explain and contextualize important issues for Texans. During the session, a new podcast, “[Point of Order](#),” hosted by CEO Evan Smith, took the audience inside, behind and underneath the politics and issues of the Texas Legislature — the turning of gears and pulling of strings that power government.



Urban Affairs

In 2016, thanks to individual philanthropy and foundation support, we added an urban-affairs reporter to our team who works out of the newsroom of KERA, Dallas’ public TV station. This reporting is designed to analyze, interpret and explain how statewide issues such as school choice, environmental protection, the struggles of the uninsured and infrastructure and transportation migrate down to the big-city level.



Washington

In 2014, we received a grant to expand our national footprint by hiring a Washington, D.C.-based reporter. This crucial reporting has significantly increased the supply of quality information on the actions and decisions of Texas’ sizable congressional delegation — going beyond the noisy rhetoric to tell important policy stories from Capitol Hill. This coverage is holding Texas’ elected officials accountable and is significantly increasing Texans’ awareness of federal issues as they relate to the state. Whether the topic is public education, health care or immigration, policy changes made at the federal level have a magnified effect in Texas. Our Texas-based reporting staff collaborates with our Washington bureau to report on the impact of policy decisions back home.

INVESTIGATIVE PROJECTS

As the Tribune has grown, so has its emphasis on investigative reporting and data-intensive projects. Our deep-dive enterprise reporting is designed to go beyond daily coverage to explain and demystify the long-term challenges we face as a state.

Broken Border

A surge of migrants arriving at the Texas-Mexico border has pushed the country's immigration system to a breaking point as new policies aimed at both undocumented immigrants and asylum seekers have contributed to a humanitarian crisis. Throughout 2019, the Tribune maintained its in-depth reporting on this national issue with support from the Pulitzer Center on Crisis Reporting.



Captured by Coal

The Texas Tribune partnered with Grist in this investigation showing that regulators in the Lone Star State have given a hand up to struggling coal companies as they face millions of dollars in mandated land-restoration costs. Texas regulators have helped cash-strapped coal companies avoid costs by allowing them to do the bare minimum. The result: Potentially, thousands of acres across Texas are contaminated with toxic chemicals.



Civil Asset Forfeiture

This investigative project was part of a national reporting series called "Taken," led by the Pulitzer Center for Crisis Reporting. The reporting was built on exhaustive data collecting in four Texas counties to find out how Texas law enforcement uses a powerful tool: civil asset forfeiture. Our journalists discovered that despite the law enforcement narrative that the law helped officials go after big criminal organizations, officers often seize small amounts of cash or property from regular people — typically as a result of traffic stops.

Voting Rights

State leaders have instituted a series of changes over the last several years that have made it harder to vote, particularly for communities of color and in the poorest parts of Texas. In 2019, the Texas secretary of state launched a "citizenship review" of some 95,000 people alleged to have illegally registered to vote in Texas, a politically motivated initiative that cratered under the reporting of the Tribune's resident voting-rights expert, Alexa Ura. Voting Rights is an ongoing series, supported by the Solutions Journalism Network, on the ways state politics and policies are keeping Texas voters out of the ballot box — and what can be done to reverse the trend.



In October 2019, The Texas Tribune announced that it will be joining forces with ProPublica, the award-winning nonprofit news organization, to publish world-class investigative journalism in and about Texas. This five-year pilot project will have an 11-member team, including a lead editor and seven reporters, for the purpose of overturning rocks in the realms of politics and public policy. We'll focus on waste, fraud and abuse, public corruption, agency malfeasance, campaign finance issues and the like. We'll produce traditional narratives, multimedia, data visualizations and every other kind of content imaginable.

This will be a more than \$8.5 million investment in the kind of in-depth, time-intensive journalism that is not nearly enough in evidence these days. And of course, in classic Texas Tribune style, we're giving this incredible reporting away for free. In addition to publishing on our platform and ProPublica's, we'll make the products of this partnership available at no cost to any print, digital or broadcast outlet that wants to republish, repost or re-air it.

Why are we doing this? Because no place is more in need of watchdogging than Texas — a target-rich environment if you're in the business of holding people in power and institutions accountable. The resources available to realize this worthy mission are never enough, but teaming up with the very best investigative outfit in the country expands the limits of what's possible and serves the public interest in ways that will make our state better.

This is a big win for all Texans.

DATA VISUALS

The Tribune's data visuals team gathers unwieldy public information and presents it in user-friendly formats. These data visualizations provide context for our reporters' watchdog reporting, fact-based journalism and deep-dive investigations — and serve as useful stand-alone tools for our readers.

The Tribune's data visuals team published more than 100 graphics about Texas politics and policy in 2019, explaining important topics from **Texas property taxes** to **migration policy**. We also used data to explore whether **Texas is really going "purple"** and the state's **history of mass shootings**.

Government Salaries Explorer

Because the public has a stake in knowing how tax dollars are spent, the Tribune publishes the salaries of state government employees. In 2020, we'll present a redesigned salaries explorer with more news and context.

Education Explorers

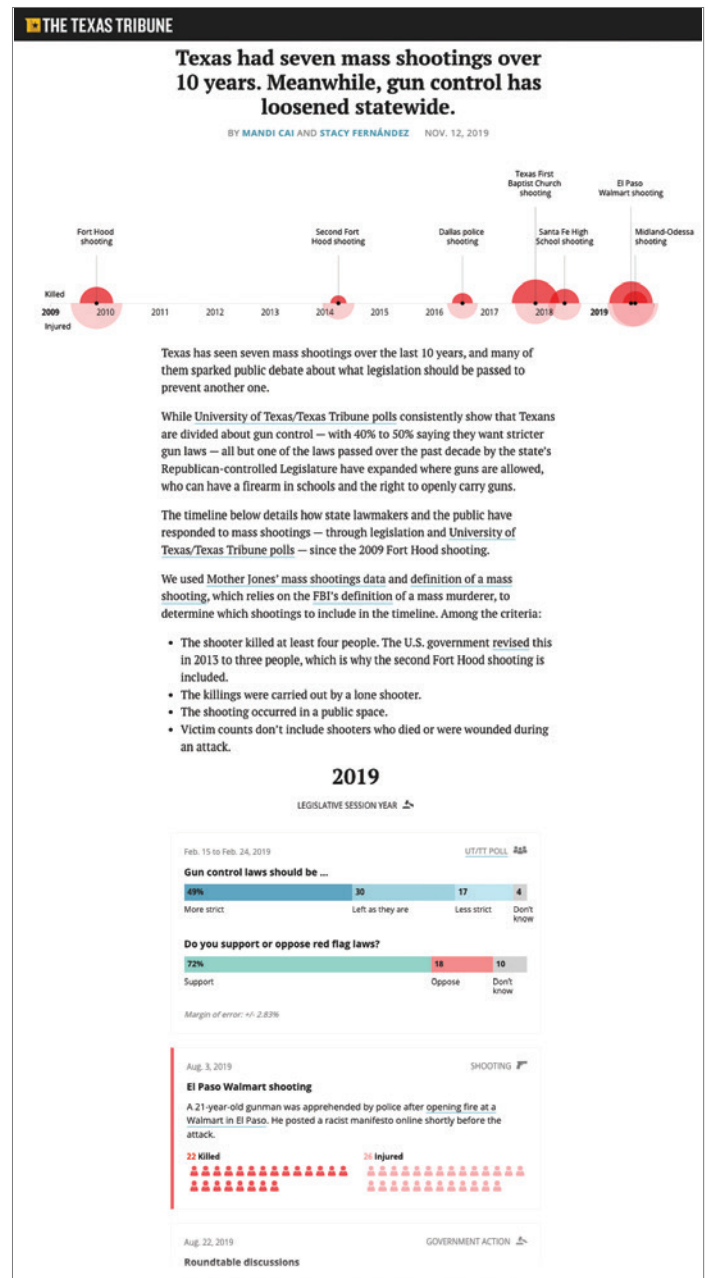
Our education news applications provide a wealth of data on the state's 1,203 school districts and 8,700+ public schools, charter schools and alternative campuses. They also track higher education outcomes and achievement. Officials, lawmakers, teachers and parents have a stake in this information, and we make it searchable and easy to find and share.

Elections and Campaigns

We track campaign finance for candidates running in races large and small across the state and investigate how candidates' personal financial interests conflict with the jobs they're running for. Each election night, we publish the most comprehensive real-time election results in Texas, as well as offering those results to the rest of the state's news organizations for free.

Polling

In collaboration with the University of Texas at Austin, we also conduct online, statewide surveys to ask Texans about their views on issues and policies. During election years, our polls take the pulse of voters statewide; during legislative sessions, they give Texans the chance to weigh in on the work they'd like to see from their legislators.



The Tribune's data visuals team created a timeline to contextualize mass shootings in Texas. It combines 10 years of poll results, data on shooting incidents and significant related actions taken by lawmakers.

We share our passion for civic engagement through live events across the state — where newsmakers, policy leaders and public officials answer for the work they're doing and how they're spending tax dollars. In the process, we're facilitating an important public conversation about our values, as Texans and Americans, and bringing people together to have tough conversations and listen to each other.

★ TEXAS TRIBUNE EVENTS

Free, town-hall-style conversations and symposia are an essential part of our DNA. Our statewide events provide Texans with the rare opportunity to see, hear and directly question their elected officials, community leaders and policymakers. These conversations are not only held in the big cities around the state; we convene events in communities from Alpine to Tyler, Amarillo to Brownsville, to ensure that all Texans have an opportunity to interact with their elected officials and discuss major public policy issues that affect their lives.



★ LIVESTREAMING

Leveraging technology to connect Texans with their elected representatives, we livestream a majority of our events, drawing thousands of participants into the conversation each year. This means it's no longer necessary to be in the room to learn more about politics and public policy; using desktop browsers and mobile devices, more Texans are joining our events virtually.

But it's not just our events that we make available via livestream. We first started livestreaming the Texas House and Senate floor proceedings in the 2011 legislative session so that Texans could watch and listen to their elected officials in real time. Today, we also use livestreaming to share breaking news, election night coverage, committee meetings, and political rallies and protests.

TEXAS TRIBUNE FESTIVAL



Our signature annual event, The Texas Tribune Festival, attracts thousands of attendees who want to learn about Texas' biggest challenges and engage in thoughtful discussions about solutions. Thousands of decision-makers, industry leaders, community activists and volunteers come to take part in shaping the public conversation.

We also invite students to experience the festival and get involved in the conversation. The meet-and-greets and interactive sessions we offer initiate them into a lifelong love of civic engagement and interest in public policy.

“My favorite part was being able to interact directly with leaders, politicians, journalists and other world-changing figures from across Texas and the nation. It is an event that cuts across political ideology, race, religion and affiliation to embrace collaboration, understanding and learning.”

— TEXAS TRIBUNE FESTIVAL STUDENT ATTENDEE



The Texas Tribune Festival draws thousands to Austin, including students, politicians, journalists, activists and thought leaders who come together for civil dialogue about statewide issues.

We invested heavily in tools for our users in 2019, first by adopting a new commenting system that discourages abuse and encourages productive dialogue. We then launched a new user portal that lets Tribune members securely view their giving history and will soon make it easier for them to update their contact and donation details.

Behind the scenes, our engineering and design teams collaborated to vastly improve our site's performance. As a result, our website now loads faster than any publication in Texas, and it's among the fastest news sites in the country. Zippy pages please our users, as well as Google, which elevates fast-loading sites in its search rankings.

Our product innovations were recognized with grants and numerous requests to share our expertise. The National Association of Broadcasters, for example, recognized our creative use of video to engage audiences with the Texas legislative process. The Local Media Association selected the Tribune as one of 10 publishers to launch its Branded Content Project. The only nonprofit in the program, we joined ABC, McClatchy and other media innovators in a six-month, collaborative program to devise better ways to monetize content. Our product staff was invited to speak and teach at a range of conferences, from ONA to NICAR, SRCCON to the National High School Journalism Convention.

Always bullish on sharing best practices, we open sourced several of our products this year, and media organizations near and far are adopting what we built. Chicago's public radio behemoth WBEZ, for example, is using our design system as a lynchpin of its own website redesign. In 2020 we aim to significantly scale our sharing ability, as well as our product innovation, with the launch of Revenue Lab. A three-year project funded in part by a grant from the Facebook Journalism Project, RevLab will help publishers around the world adopt the Tribune's revenue playbook and expand our ability to experiment with new revenue-generating ideas, which we will test locally and then share freely for the benefit of any newsroom.



NEWSLETTERS

We offer a number of newsletters to help our audience stay engaged and informed on politics and policy. They cover a range of issues, from education, immigration, health, the economy and the environment to Ross Ramsey's Unconventional Wisdom.

The **BRIEF**

Delivered daily, The Brief keeps Texas voters and political observers up to speed on the most essential coverage of their elected officials, the policies that shape their daily lives and the future of our great state.

The **BRIEF** *Weekly*

ON TEXAS POLITICS AND POLICY

A weekly guide to our must-read coverage of the people and policies shaping the future of Texas.

THE BLAST

Our premium newsletter, The Blast, gives political insiders the latest campaign moves and behind-the-scenes information — all without the partisan spin.

AUDIENCE

Public policy and politics affect real people — which is why we view journalism as a service. For us, growing our audience isn't about getting more clicks on a page; it's about helping communities come together around the statewide issues they care about.

We know there is an appetite for this information: Our website attracts an average of almost 2 million people each month — 10 times higher than our first year — and thousands of others consume our journalism in their local newspapers, on their local newscasts, through social media and at the Tribune's statewide events. Fifty-two percent of site readers in 2019 come from Texas and 47% from around the country. Thirty percent of our Texas audience comes from Dallas-Fort Worth, 25% from Houston, 20% from Austin, 7% from San Antonio and 18% from other parts of the state.

Whether it's through social media, email newsletters, in-person events or our livestreams, we continue to seek better ways to make our journalism accessible to readers statewide, so they can engage more deeply with important news and events, as well as with the greater community of fellow Tribune readers and viewers.

2019 AUDIENCE BY THE NUMBERS



5,123,673 AVERAGE MONTHLY PAGEVIEWS



1,934,700 AVERAGE MONTHLY UNIQUE VISITORS



354,612 SOCIAL FOLLOWERS



67,768 NEWSLETTER SUBSCRIBERS

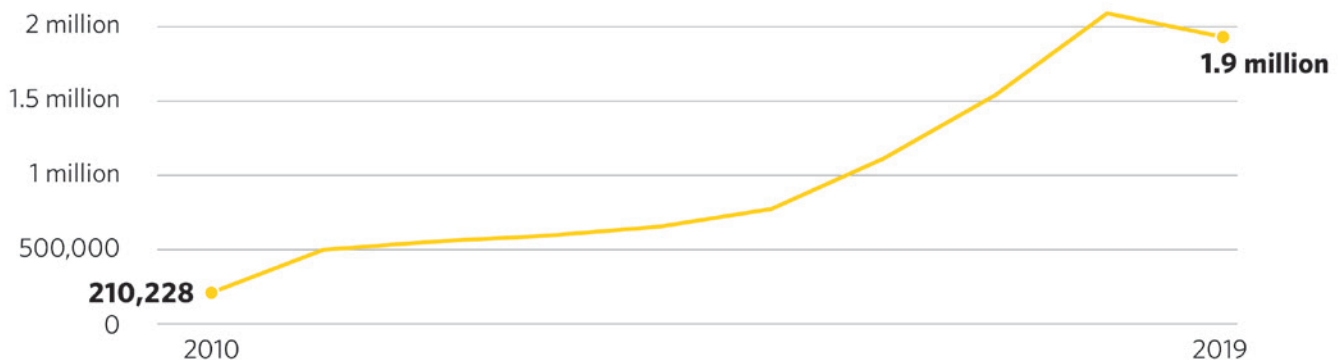


13,428 EVENT ATTENDEES



6,900 MEMBERS

MONTHLY AVERAGE USERS



PARTNERSHIPS

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 Tribune coverage of state politics and policy and free up our partners to use their resources to cover more local issues.

139 FRONT PAGES

1,515,935 PAGEVIEWS OF TRIBUNE STORIES VIA REPUBLISHING PARTNERS

60 TOTAL PARTNERS

Our mission to engage and inform Texans means our work doesn't end when we publish a story. We believe it is our duty to actively engage our audience in matters of politics and policy, developing channels for meaningful discourse with and among our readers. Our events were the first embodiment of this, convening our audience with public officials, subject-matter experts and our journalists to explore the impacts of policy. Our community-engagement efforts now also include **Texplainer**, a crowdsourced series that seeks to answer reader questions on politics and policy, and **This Is Your Texas**, a Facebook group for Texans who want to engage in a constructive dialogue on policy issues. Since launching in early 2018, the group has grown to more than 4,100 members and sparked conversations members say they wouldn't have elsewhere.

46 EVENTS HELD

TEXplainer 994 QUESTIONS SUBMITTED

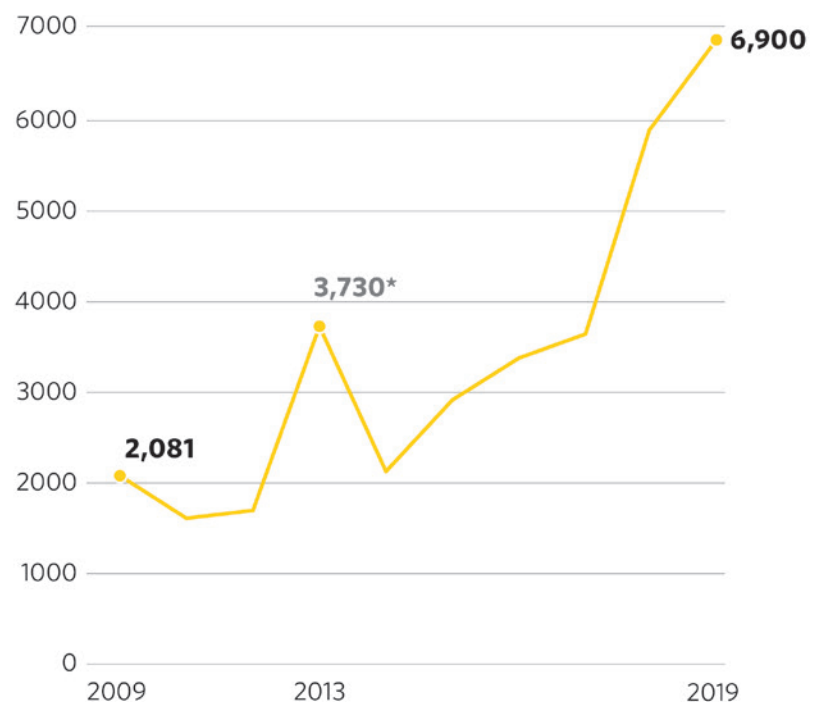
This is your **TEXAS** **4,108** GROUP MEMBERS

MEMBERSHIP

As a nonprofit news organization, we're proud that our readers value our mission enough to back it with their financial support. Our members tell us that they give to our newsroom because they support credible, nonpartisan journalism and believe their gifts help make our state a better place to live and work. Member donations help ensure that our stories, events and newsletters are available free of charge and that our newsroom has the resources it needs to stick with important stories. For instance, members went above and beyond this summer to help us raise an extra \$35,000 to continue our expanded border coverage. Overall, member support was stronger than ever in 2019, with 14% increase in member households and member revenue over 2018. As our audience grows, our engagement efforts will increasingly focus on cultivating support from our most loyal readers and building a stronger sense of community among those who support our newsroom.



HOW OUR MEMBERSHIP HAS GROWN



*We saw a spike in membership in 2013 after livestreaming Sen. Wendy Davis' filibuster.

TEXAS TRIBUNE FELLOWS

At The Texas Tribune, innovation is happening each day, with every single hand on deck playing a key role. Whether it's through the work we do to train future generations in serious reporting or the way our reporters and editors share best practices and tricks of the trade with other news organizations — we're working to share our passion for public-service journalism and civic engagement.



Our paid fellowships provide university students with the chance to work side by side with newsroom veterans. They get the opportunity to experience real mentorship, learn investigative techniques and amass a body of work that they can take out into the world.

This program is integral to the future of journalism, making it possible for emerging talent to hone their craft and learn how to do the right kind of public-interest reporting in the right way.

In 10 years in operation, we've had more than 150 fine young journalists participate in the Tribune's fellowship program. And the program's reputation and competition for acceptance have continued to increase with each semester because of the invaluable newsroom training and opportunities Tribune fellowships provide.

“In the course of one summer, I learned how to hound government officials for data, how to think outside the box on ways to obtain that data, how to keep at a story even when it gets hard, how to delve into policy-heavy reports and analyze budgets. But most importantly, I learned about the type of reporting that excites me.”

— **ANERI PATTANI, FORMER FELLOW**

DIVERSITY

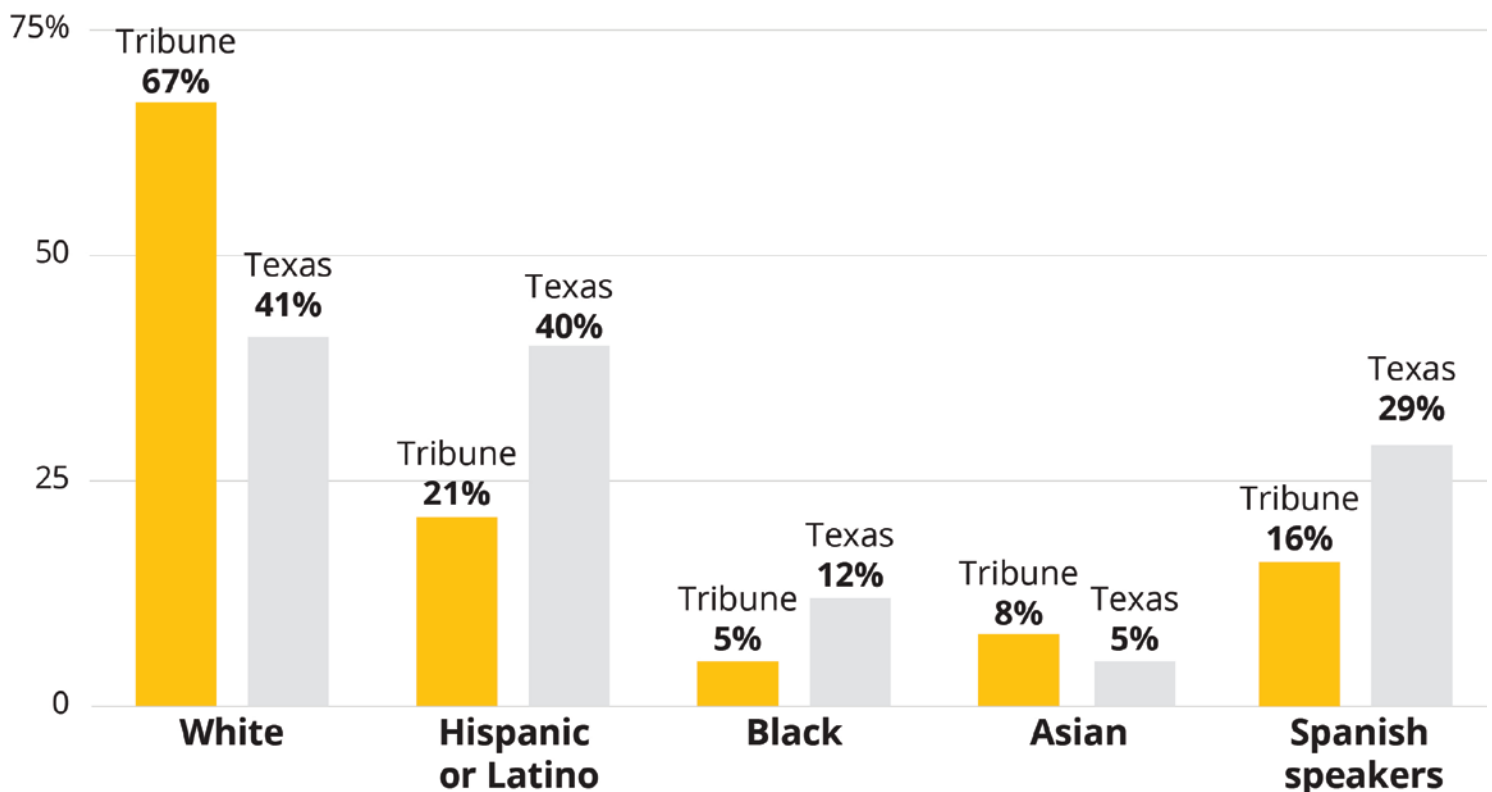
In 2019, The Texas Tribune announced our plan to better diversify not just our newsroom but our entire organization. Our goal, set out in our strategic plan, is for our staff to look more like Texas — more like the audience we want to reach.

This is essential to our success. Journalists from different backgrounds offer a variety of perspectives on how we cover news and what we consider newsworthy in the first place. From top to bottom, the Tribune must have a staff that reflects the demographics of a rapidly changing state. Diversity — not just race and ethnicity but also gender, sexual orientation, socioeconomic background, disability and age — leads to better journalism.

Here's how we're doing. Of the 17 people hired since we overhauled our hiring practices in mid-2018, 60% identify as people of color. That's progress, but we have a lot of work left to do to ensure that our mission-driven, nonpartisan newsroom — which tells critical stories on Texas politics and policy — is as diverse as it should be.

The policies we've adopted to improve the diversity of our staff bear repeating. We've boosted our presence at conferences designed for journalists of color, with a goal of forming relationships for current and future job openings. We're posting jobs publicly and widely, working to ensure that the language in job posts doesn't discourage prospective applicants and actively recruiting candidates of color. Hiring committees — cross-departmental panels meant to ensure that a variety of perspectives are at the table — evaluate our candidates.

DEMOGRAPHICS OF THE TEXAS TRIBUNE'S FULL-TIME STAFF IN 2019

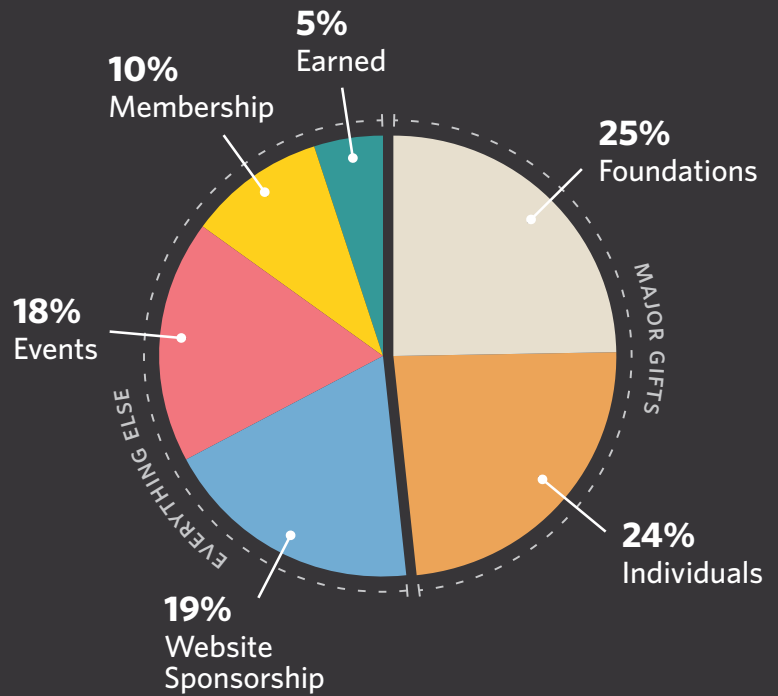


Sources: Tribune staff survey and U.S. Census Bureau

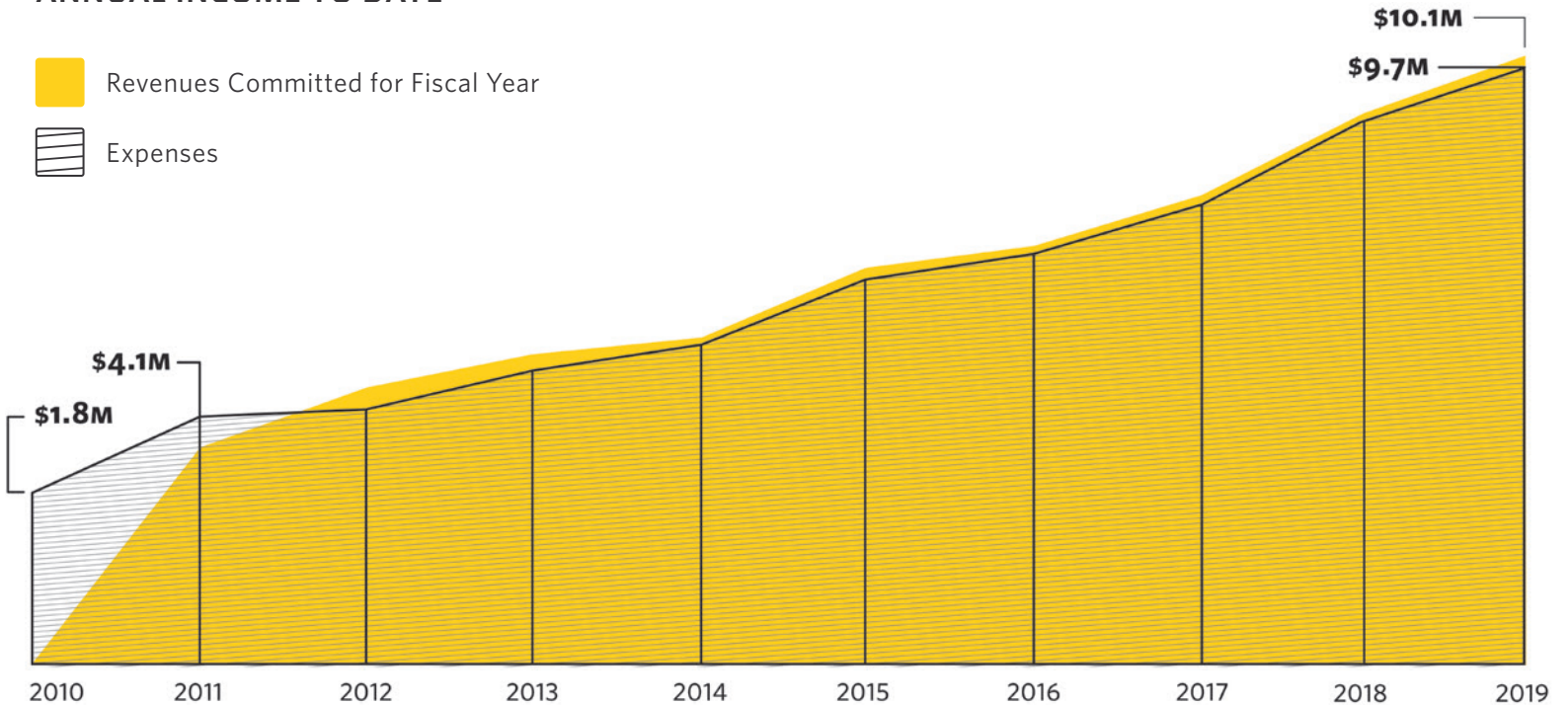
As a nonprofit newsroom, we rely on the generosity of individuals, foundations and businesses to fund our great reporting. A unique mix of philanthropy, corporate sponsorship and earned revenue makes our important work possible — and sustainable over time.

Thanks to support from around the state and across the nation, we have raised over \$80 million to fund our 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 individual, foundation or corporate entity that supports us.

REVENUE BREAKDOWN



ANNUAL INCOME TO DATE



The same dynamic energy it took to start the Tribune in 2009 carried us through our 10th year; going forward, we will continue to think entrepreneurially about how to fulfill our mission and provide even more exceptional journalism to more deeply inform and engage Texans.

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

"I feel well **informed** each morning from reading The Texas Tribune and am ready for the day's unfolding events."

"The Tribune covers the forgotten and wonky stories others won't touch. This is a **huge contribution.**"

"While most papers are paring back their Capitol reporting and others rely on 140-character news stories, the Tribune consistently analyzes and reports on all the stories with **timeliness** and **depth.**"

"I think the Tribune reports in a manner that holds elected officials **accountable** for their positions. There is nowhere to hide with the Twribune analyzing the system."

"If I want to know anything about **Texas news** I always check the Tribune."

"Tribune events really set the publication apart. It's not enough to just talk about being politically engaged, and the Tribune provides regular, wonderful opportunities for **active engagement.**"

"You are one of the **RARE** media outlets in Texas that actually reports just the straight facts without the hype, spin, slant, etc. You also cover topics that people **NEED** to know about, but don't always make the headlines, and you do the hard 'deep dive' investigative work that is necessary to **explain the issues behind the headlines.**"

"I appreciate the splendid coverage of state events and the prompt and accurate publishing of news via email. You are my **best source** of Texas news."

"I like the databases and interactive material best. It gives a **deeper level of analysis** than you get on other news media and allows you to really become informed without feeling overwhelmed."

"The Tribune has done more than any other publication to engage the public in Texas politics and news by making it very **accessible.**"

"**Unbiased, no-shouting** coverage."

"Because of you, I have contacted the Texas legislative branches to participate in homeowners association laws. You have enabled me to find out facts **BEFORE** the laws are argued and/or passed. **I now vote on every matter in every election.**"

AWARDS

Since our inception, The Texas Tribune's journalists have been honored to receive more than 90 awards for outstanding enterprise, investigative and data journalism.

2019 highlights include:



The National Academy of Television Arts & Sciences Lone Star Chapter

Best Cultural/Historical Documentary,

"13 Hours to Midnight: The Wendy Davis Abortion Filibuster, 5 Years Later"



National Edward R. Murrow Awards

Best breaking news, **"Families Divided"**

Best continuing coverage, **"Families Divided"**

Best hard news coverage, **"Families Divided"**

Excellence in social media, **"Families Divided"**

General Excellence



Society of Professional Journalists, Washington, D.C.

Dateline Award, **"Blowout"**



Society for News Design

Social Media Design Silver Medal, **"Families Divided"**

Social Media Design Bronze Medal, **"Issues Guide"**

Local Issues Bronze Medal, **"Immigration Policy"**

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