



2022 | Annual Report

A LETTER FROM THE EDITOR IN CHIEF

As the population of Texas continues to grow (30 million people and counting), so does the complexity of the challenges and opportunities that this state faces. One thing that has gone unchanged is The Texas Tribune's commitment to the state we all call home. Our coverage remains free to read — and free to republish. Nearly every day, we are on the front page of at least one Texas newspaper. In fact, Tribune stories appeared on a record 480 front pages of Texas newspapers last year.

The Texas Tribune is true to its roots as a trusted statewide newsroom that covers state government and public policy more thoroughly and authoritatively than any other news organization in Texas. We are producing more and better photojournalism than ever before. In the past year, our data and graphics visualizations have served up election results, broken down pandemic trends and provided the greatest possible transparency through data. And thankfully, we were able to again welcome thousands of Texans back to downtown Austin in person for the annual Texas Tribune Festival, which has brought our journalism to life for 12 years and counting.

In 2022 alone, we hired reporters specializing in coverage of matters of mental health, law and courts, and challenges to democracy. We also established a regional reporting team with reporters based in Lubbock and Lufkin, and soon we'll add journalists based in the Permian Basin and Rio Grande Valley. With reporters based in Dallas, El Paso, Fort Worth, Houston and San Antonio — and, coming in 2023, Midland — we are becoming a newsroom that truly covers this nation-sized state, and not primarily from the vantage point of the state capital.

Change in the news business, as in life, is constant. Our founding CEO, Evan Smith, stepped down at the end of 2022, and the Tribune's new CEO, Sonal Shah, is overseeing the Trib's next stage of growth while I continue to lead our newsroom and our coverage. What have not changed are our values — our commitment to factual, rigorous, impartial, evidence-based journalism. We report what Texans need to know; we will never tell you what to think or how to vote. The only position we take is that an informed Texas is a better Texas — a more engaged Texas, a healthier Texas, a more productive Texas and a more prosperous Texas.

We are in this together.

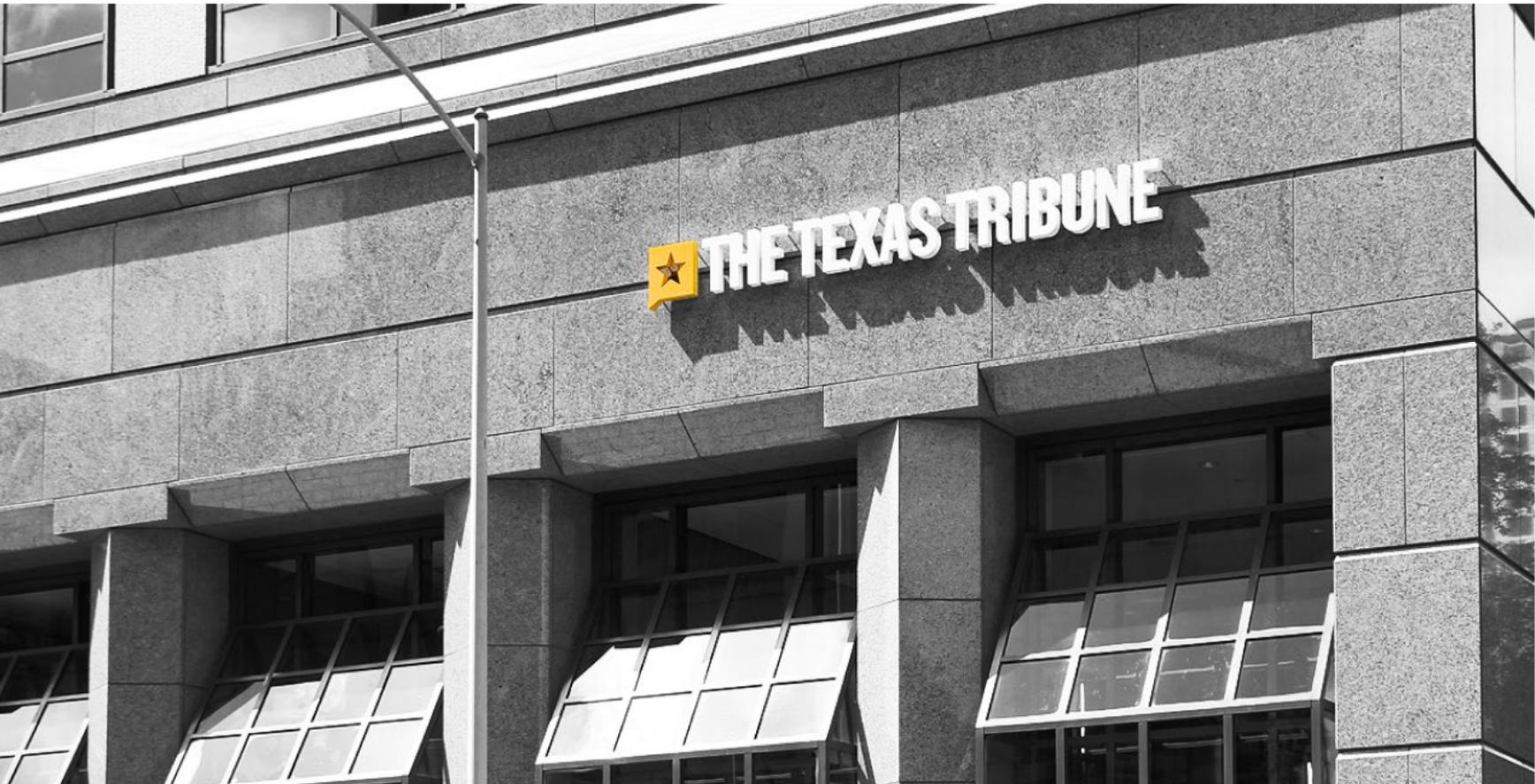


Sincerely,

Sewell Chan

Sewell Chan, Editor in Chief, The Texas Tribune

INVENTING A NEW MODEL



NONPROFIT. NONPARTISAN. STATEWIDE.

The Texas Tribune is an established leader in digital-first journalism, devoted to informing Texans through in-depth investigations and rigorous enterprise, breaking news and beat reporting informed by data, as well as informational statewide events. Our newsroom covers a range of topics, including public and higher education, health and human services, immigration and the border, transportation, criminal justice, and energy and the environment.

We produce robust, nonpartisan journalism in a range of formats — including podcasts, original video, data visualizations, easily searchable databases and editorial events — 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.

MISSION

The Texas Tribune is a nonprofit, nonpartisan public media organization whose mission is to promote civic engagement and discourse on public policy, politics, government and other matters of statewide interest.

OUR IMPACT IN 2022

AUDIENCE

 **3.5M** MONTHLY UNIQUE VISITORS

 **42M** SITE USERS

 **10,092** TRIBUNE MEMBERS

NEWSLETTERS

 **175K** SUBSCRIBERS

FRONT PAGES

480 FRONT-PAGE REPUBLISHES

463 FRONT PAGES WITH TRIBUNE STORIES

323 UNIQUE STORIES REPUBLISHED

20 PUBLISHERS FEATURING TRIBUNE STORIES ON FRONT PAGE PRINT EDITIONS

THE TEXAS TRIBUNE FESTIVAL

 **366** SPEAKERS

 **189** SESSIONS

 **35K** VIDEO LIVESTREAM VIEWS¹

 **5K** TICKET HOLDERS²

 **3-5K** OPEN CONGRESS ATTENDEES

1: source: YouTube, TTF + 7 days, 2: paid and comped

Census estimates it missed more than a half-million Texans

By Alexa Ura
THE TEXAS TRIBUNE

Tripped up by politics and the pandemic — and with only a last-minute investment in promotion by the state — the 2020 census likely undercounted the Texas population by roughly 2%, the U.S. Census Bureau said Thursday. The once-a-decade national count put Texas' official population at 29,145,505 after it gained the most residents of any



Glenda Joe, parents fill Youth Cou

High court's monumental ruling on abortion will set up Texas ban

By Eleanor Klibanoff
THE TEXAS TRIBUNE

The U.S. Supreme Court ruled Friday to overturn Roe v. Wade, eliminating the constitutional protection for abortion and allowing states to set their own laws regulating the procedure. This represents one of the most signifi-

fertilization, starting 30 days after the ruling, with narrow exceptions only to save the life of a pregnant patient or prevent "substantial impairment of major bodily function."

The law that will go into effect in 30 days criminalizes the person who performs the abortion, not the person who un-

state in the last dec earning two additi congressional seats.

UVALDE MASS SHOOTING



School police chief defends actions

Arredondo describes what happened outside classroom

James Barragán and Zach Despart
THE TEXAS TRIBUNE

Only a locked classroom door stood between Pete Arredondo and a chance to bring down the gunman. It was sturdy built with a steel jamb, impossible to kick in.

He wanted a key. One key and he could get through that door to the kids and the teachers.

The killer was armed with an AR-15.

See ARREDONDO, Page 4A

Arredondo thought he could shoot the gunman or at least draw fire while another officer shot back. Without body armor, he assumed he might die.

"The only thing that was important to me at this time was to save as many teachers and children as possible."

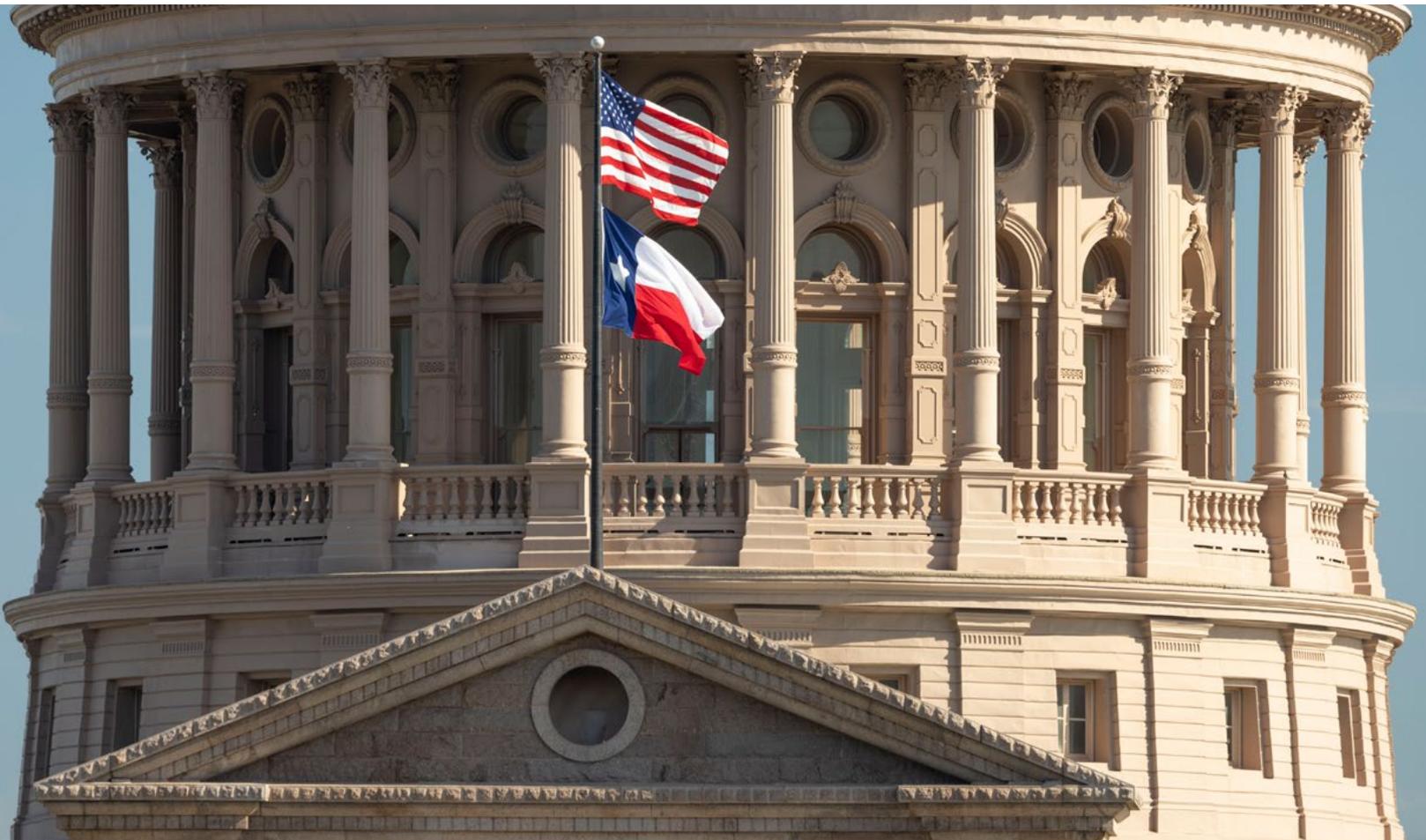
TOP: Uvalde Consolidated Independent School District Police Chief Pete Arredondo stands Wednesday on the outskirts of his town. As one of the first officers to respond to the mass shooting at Robb Elementary School, he says, "The only thing that was important to me at this time was to save as many teachers and children as possible." EVAN L'ROY/SPECIAL TO THE TEXAS TRIBUNE

WHY THE TEXAS TRIBUNE

WHY TEXAS?

In 1999, Texas' population was 20 million; by 2022, it was 30 million. Texas' growth [comes from all directions](#): immigration from abroad, migration from other states and natural increase from births. And this year, 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; it has more uninsured people than [any other state](#). On virtually every issue, and in its fast-changing demographics, Texas is a bellwether — “as Texas goes, so goes the nation.”



Credit: Spencer Selvidge/The Texas Tribune

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.
- **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.

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, immigration, criminal justice, energy, the environment, urban affairs** and so much more. They deliver this important coverage through engaging storytelling forms,

including vivid text narratives, striking photo and video packages, and quality data visualizations. The Tribune's storytelling goes deep to break down complicated issues that matter to everyday Texans. As a result, those Texans have the tools to be more thoughtful and engaged — and not just at election time.

Here's a look at just some of what we covered in 2022 ...



21 killed at Uvalde elementary in Texas' deadliest school shooting ever

BY [SNEHA DAY](#)



U.S. Supreme Court rules there's no right to abortion, setting up Texas ban

BY [ELEANOR KLIBANOFF](#)



What you can expect from our elections coverage

BY [TEXAS TRIBUNE STAFF](#)



Kids in foster care who'd been victims of sex trafficking endured fresh abuse at a state shelter, report says

BY [REESE OXNER](#)



Gov. Greg Abbott brags about his border initiative. The evidence doesn't back him up.

BY [LOMI KRIEL](#) AND [PERLA TREVIZO](#), THE TEXAS TRIBUNE AND PROPUBLICA, AND [ANDREW RODRIGUEZ CALDERÓN](#) AND [KERI BLAKINGER](#), THE MARSHALL PROJECT



Rural Texas is the state's foundation. And it's in jeopardy.

BY [POOJA SALHOTRA](#), [JAYME LOZANO](#), [NIC GARCIA](#) AND [ALLISON P. ERICKSON](#)

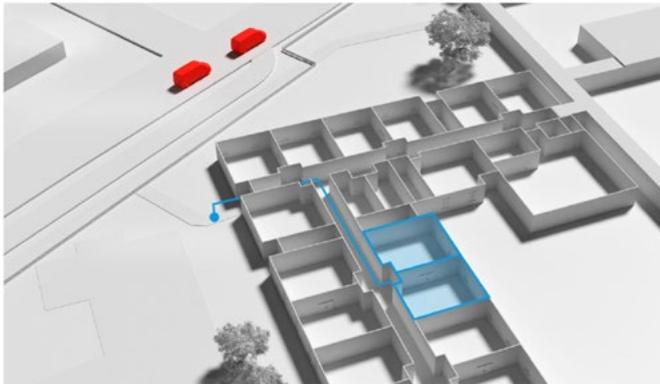
BEYOND THE DAILY HEADLINES

In addition to providing context on state policy and politics, the Tribune helps Texans better understand the how and why of important events in real time. The Tribune does this through a mix of breaking news, explanatory features and accountability coverage during and between legislative sessions. This continues to be evident through our work covering the pandemic, and this approach served Texans immensely during major news events in 2022.

Just a few of those include:

Records reveal medical response further delayed care for Uvalde shooting victims

BY ZACH DESPART, LOMI KRIEL, ALEJANDRO SERRANO, JOYCE SOHYUN LEE, ARELIS R. HERNÁNDEZ, SARAH CAHLAN, IMOGEN PIPER AND URIEL J. GARCÍA



Not 1925: Texas' law banning abortion dates to before the Civil War

BY ELEANOR KLIBANOFF



Election results: How Texas voted in the November 2022 midterms

BY CARLA ASTUDILLO



Texas child welfare official resigns, saying top agency leaders scapegoated employees

BY REESE OXNER



"I hate it here": National Guard members sound off on Texas border mission in leaked morale survey

BY DAVIS WINKIE, MILITARY TIMES, JAMES BARRAGÁN AND CHRIS ESSIG, THE TEXAS TRIBUNE, AND RACHEL COHEN, MILITARY TIMES



Almost 600 Texas youths are trapped in a juvenile prison system on the brink of collapse

BY JOLIE MCCULLOUGH



TEXAS TRIBUNE + PROPUBLICA

The Texas Tribune and ProPublica's [Texas investigative unit](#) continued to take aim at corruption, injustice and malfeasance across the state. In 2022, the team published investigations examining the state's border security measures, extremist movements and environmental hazards, among other critical issues. Stories were republished or cited by other media outlets, both statewide and national, and honored with awards from organizations including Investigative Reporters and Editors, National Headliners, NIHCM, the Association of Health Care Journalists, and the Texas Managing Editors.

In the wake of the deadly mass shooting at Robb Elementary School in Uvalde, the unit submitted nearly [70 open records](#) requests and published pieces on [laws that allow teenagers to acquire assault weapons](#) and [laws that weren't being enforced](#). They pored over unreleased video, audio and interview to look at missteps of first responders and medical providers.

The team published an investigative series in partnership with The Marshall Project exploring Operation Lone Star, the state's most expensive border operation, costing taxpayers \$2.5 million per week. As part of an investigation into the operation's mission, the team [identified seven instances where officials misled the public](#) and pointed to goals that lacked important context or failed to match reality. For example, the operation is nabbing not only immigrants, but also U.S. citizens and others with authorized status across a broad region of 63 counties, at times charging them for [crimes with no connection to the border](#). The team reported that [the largest share of Operation Lone Star arrests was of people accused of trespassing on private property](#). The strategy has not slowed immigration, and Operation Lone Star is now under [DOJ investigation](#).

Texas agencies resist releasing public records that could help clarify response to Uvalde school shooting

BY LEXI CHURCHILL, THE TEXAS TRIBUNE AND PROPUBLICA



Reality Check: Seven Times Texas Leaders Misled the Public About Operation Lone Star

BY PERLA TREVIZO AND LOMI KRIEL, THE TEXAS TRIBUNE AND PROPUBLICA, KENGO TSUTSUMI, PROPUBLICA, AND ANDREW RODRIGUEZ CALDERÓN, THE MARSHALL PROJECT



"Through audio, video, data visualization and stunning reporting, the team brought to light a major catastrophe with massive consequences. This is investigative and accountability journalism at its finest."

— Jamie Stockwell,
Executive Editor, Axios Local

ELECTION RESULTS AND RESOURCES FOR VOTERS

In 2022, Tribune journalists set out to reimagine how we report election results. We know standard practices in newsrooms, such as prioritizing the horserace of vote-counting, can sow confusion and mistrust on election night. The Tribune continued to iterate on tools we've used in the past to make informed participation in democracy easier. This included publishing a new customizable [voter guide](#), which had a list of candidates on the ballot, contact information for local elections administrators and maps of Texas' new political districts.

We also redesigned our [election results maps](#). Texas counties range in size from Harris, where nearly 1.1 million people voted this year, to Loving, where 78 people voted. But on a standard election map, those counties are about the same size. We developed a creative new visualization that more accurately shows population distribution in Texas. We also tracked the number of outstanding votes by region to add context throughout election night.

GREG ABBOTT'S FUNDRAISING

Our journalists also used data to explore what makes Gov. Greg Abbott the most [prolific political fundraiser](#) in Texas history. Since Abbott first declared he would run for governor on July 14, 2013, he's raised the equivalent of \$83,793 per day to fund his pursuit of power, as of October 2022. His donors enjoy access, appointments to boards and commissions, and a chance to bend the ear of a politician who may harbor bigger ambitions. We also tracked the money raised by Abbott's challenger, [Beto O'Rourke](#).

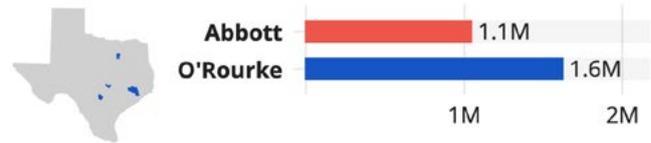
UVALDE SHOOTING COVERAGE

The Tribune's coverage of the school shooting in Uvalde included innovative and comprehensive visualizations. [Our timeline](#) shows how state lawmakers have steadily loosened restrictions on carrying firearms despite Texas' eight mass shootings in the past 13 years. We published a [minute-by-minute account](#) of what happened inside the school. And our [investigation](#) with ProPublica and The Washington Post's visual forensics team revealed how the medical response further delayed care for the victims.

VOTES BY REGIONS

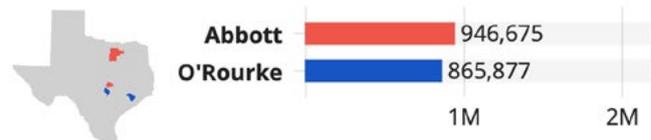
Big blue counties

Harris, Bexar, Dallas and Travis



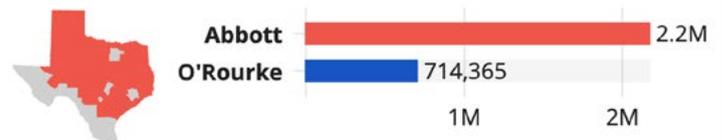
Fast-changing counties

Tarrant, Fort Bend and 4 others



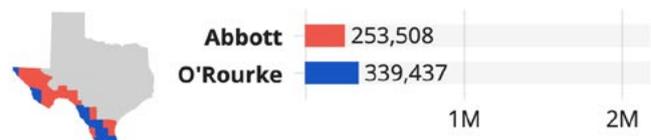
Solid red counties

Montgomery, Lubbock and 214 others



Border counties

El Paso, Hidalgo and 26 others



Screenshot of The Texas Tribune Election Results Map

COVID-19 TRACKING

After nearly two and a half years, the Tribune [stopped tracking](#) daily coronavirus cases, hospitalizations, deaths and vaccinations in August 2022. In all, our [tracker page](#) received 4.3 million page views since it was launched and was the most popular article on the Tribune's site during the first year of the pandemic.

OUR AUDIENCE

Public policy and politics affect real people. That's why we view journalism as a service and believe growing our audience is about helping communities come together around the statewide issues they care about. These issues and the stories the Tribune tackles range from the practical how-tos of engaging with the state's elections to heartbreaking and difficult tragedies. None was more so in that second category than the Robb Elementary School shooting in Uvalde, when readers across the nation turned to the Tribune to understand what happened and how we got here again. Our breaking news story on the Uvalde school shooting was our most-read piece of news this year — with more than 6 million page views across our site and off-site platforms, such as Apple News and SmartNews.

The Uvalde shooting made Texas a central part of the national conversation on guns and mass shootings, as 66% of our on-site readers came from outside of the state. Cities in Texas with the most readers included Dallas-Fort Worth with 19% of our Texas audience, Houston with 13%, Austin with 12% and San Antonio with 5%.

The rest of the year saw major activity as well; our website had a monthly average of 3.5 million readers. We covered the midterm elections, threats to the state's power grid, a drought that sapped the state of water, a crisis at the border as migrants were bused all over the country and more. In these moments, the Tribune served its native audience in Texas — and the many readers across the nation who looked to the Tribune to understand what was happening here.

Whether through social media, email newsletters, events or podcasts, we continue to seek better ways to make our journalism accessible to audiences statewide. We believe better informed Texans make a better Texas.



Screenshot of Apple News Homepage Featuring The Texas Tribune



@TexasTribune ✓
314K followers



texas_tribune ✓
76.1K followers

AUDIENCE BY THE NUMBERS

2022 AUDIENCE BY THE NUMBERS



5,800,000

AVERAGE MONTHLY PAGEVIEWS



175,000

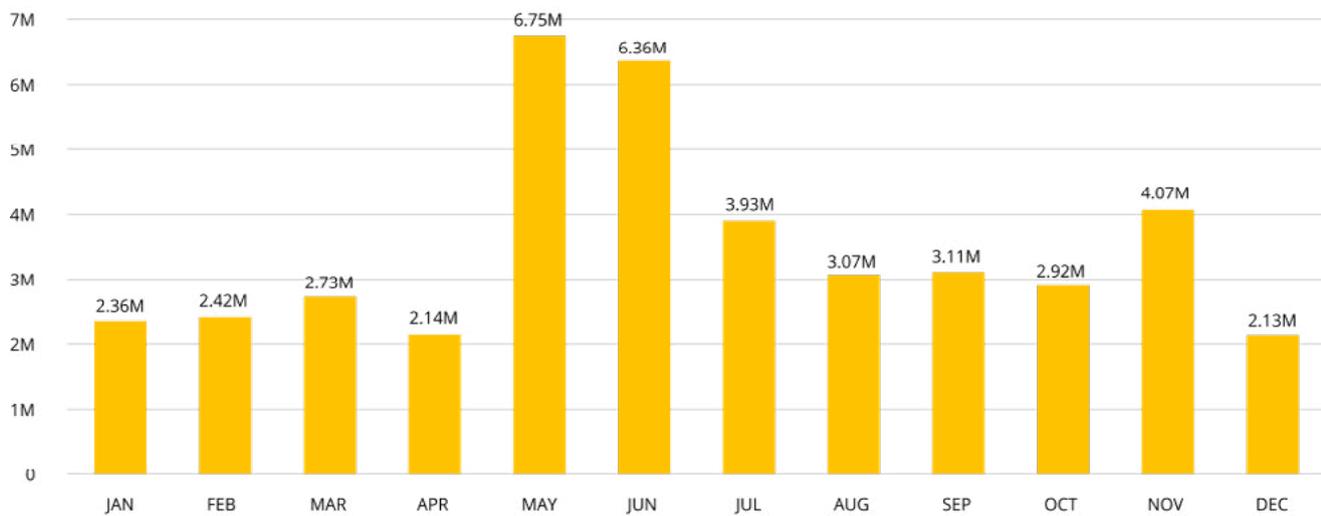
NEWSLETTER SUBSCRIBERS



83,700,000

TOTAL OFF-PLATFORM REACH
* [A combination of Apple News + SmartNews
+ Digital Republishing]

AVERAGE MONTHLY UNIQUE WEBSITE VISITORS



3,500,000

AVERAGE MONTHLY UNIQUE WEBSITE VISITORS

NEWSLETTERS

We produce a series of newsletters to help our audience stay engaged and informed on politics and policy. They cover issues ranging from education to immigration to the economy and more.

Some of our most popular newsletter offerings include ...

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 readership of this newsletter grew by 12% in 2022.



BREAKING NEWS

Delivered as major Texas policy and politics news breaks. The readership of this newsletter grew by 10% in 2022.

INDUSTRY IMPACT

The Texas Tribune's impact extends far beyond our readers, serving hundreds of publications and newsrooms across Texas and the U.S. each year with content sharing and sustainability support.

Thanks to our supporters, the Tribune is able to provide original reporting and offer best practices in business to newsrooms free of charge. By sharing our journalism and offering training and 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.

BY THE NUMBERS



463

THE NUMBER OF FRONT PAGES FEATURING TEXAS TRIBUNE STORIES



15.4M

PAGEVIEWS OF TRIBUNE STORIES VIA REPUBLISHING PARTNERS



300+

PUBLICATIONS REPUBLISHING OUR WORK

SUPPORTING ALL INDEPENDENT MEDIA

Now entering its fourth year, RevLab at The Texas Tribune is a training and innovation center that shares lessons learned on sustainability with news media organizations across the country and around the world.



Since its launch, RevLab and Texas Tribune leaders have supported more than 350 newsrooms, provided one-on-one support to hundreds of publishers and news leaders, and facilitated programming on revenue initiatives including grant writing, major gifts, membership, sponsorship development and live journalism events.

RevLab staff also supports the development and execution of new initiatives and research at the Tribune in order to share those learnings industrywide. And we closely collaborate with colleagues in associations and organizations like LION Publishers, News Revenue Hub, the Lenfest Institute, the Institute for Nonprofit News, the Local Media Association and others to increase the Tribune's impact on news sustainability for local and regional newsrooms.

Based on critical industry feedback, RevLab joined with several of these partners to launch two innovative and highly regarded collaborations in 2022: the Independent News Sustainability Summit and the Statewide News Collective. With partners from Lenfest Institute and Spotlight PA, RevLab founded the new collective to support news organizations serving statewide audiences. In October, alongside summit partners News Revenue Hub and LION Publishers, RevLab welcomed more than 500 news leaders to Austin for the first-ever Sustainability Summit for three days of programs.

TRIBUNE EVENTS

Tribune events are the perfect embodiment of our civic engagement mission — facilitating dialogue between Texans and leading policymakers and public officials in conversations on important topics facing the state. The Tribune's free events ensure that our journalism is represented across all mediums and, with the addition of livestreaming, reach Texans in every corner of the state.

In 2022, the majority of our events were in person and livestreamed simultaneously, providing opportunities for Texans to learn more about critical policy areas and ask panelists tough questions. We presented several deep-dive and multiday events, as well as robust conversations on major issues that affect every Texan.

HIGHLIGHTS INCLUDED:

The Future of Rural Texas: a dynamic two-day event with state and local leaders as well as stakeholders discussing topics including broadband internet access, jobs, education, the economy and other topics driving conversations in rural Texas.



San Antonio Mayor Ron Nirenberg speaks at Texas Tribune Festival



Tribune reporter Joshua Fechter in conversation with Texas state Sens. Paul Bettencourt and Sarah Eckhardt

The Winter Storm, One Year Later series: More than a dozen guests discussed Texas' power grid, how climate change affects the state's weather and what another winter blackout could mean for Texans in a Texas Tribune symposium on the storm's anniversary.

Serving Hispanic Students: Three leaders at Hispanic-Serving Institutions — universities or colleges at which Hispanics make up at least 25% of the student population — spoke on what progress has been made and the work left ahead, moderated by Texas Tribune CEO and co-founder Evan Smith.

A Preview of the 2023 Legislative Session: a six-part event at which newly elected officials, old-guard incumbents and stakeholders discussed the major issues and opportunities facing Texans in the upcoming 88th legislative session.



Attendee at The Great Student Resignation event held in Odessa, TX

THE TEXAS TRIBUNE FESTIVAL

The premier expression of the Tribune's live journalism and event expertise is the annual Texas Tribune Festival, a convention on politics, policies and ideas that dives into the biggest challenges facing Texans and the nation. Each year, thousands of decision-makers, industry leaders, community activists and students attend to take part in shaping the public conversation.

The signature Texas Tribune Festival made its highly anticipated return to an in-person experience on Sept. 22-24 after being held virtually for two years. Overall, Festival attendance rivaled 2019 and delivered big-thinking conversations to a large in-person audience with content that was shared with millions of people in Texas and across the country. With timely conversations and sought-after panelists, other media outlets looked to us for coverage, which resulted in more national press attention than in previous years.

Festival programming focused on critical issues impacting Texas and the country including public health, voting rights, public education, health care, reproductive health care, social justice, the humanitarian crisis on the U.S.-Mexico border, midterm elections and the upcoming legislative session.

"I had a positive experience at Open Congress. I appreciated being close to the speakers and that they could see me as well. I feel that made the conversations more honest and they were more so speaking to us rather than at a huge crowd."

— 2022 Festival attendee

Our 2022 Festival received widespread praise and drew national attention for its ambitious programming, seamless execution and star-studded speaker lineup. Panels and news from speakers were featured prominently by CNN, Fox News, MSNBC, Newsweek, The Hill, AP, Business Insider, Houston Chronicle and countless local outlets.

BY THE NUMBERS



189

SESSIONS



366

SPEAKERS



9,002

ESTIMATED ATTENDEES



3.35M

VIEWS ON TWITTER



1.1M

SESSION VIEWS*

*across Tribune and media partners



Former U.S. Rep. Liz Cheney, R-Wyoming, closes out TribFest 2022 as keynote speaker



Marquee of the Paramount Theatre at TribFest

OUR COMMUNITY

Our mission to engage and inform Texans means our work doesn't end when we publish a story. We consider it our duty to actively engage our audience in matters of politics and policy, developing channels for meaningful discourse with and among our readers. This is especially important during a midterm year, when millions of Texans all over the state turn out at polling locations to select their elected officials.

The Tribune helped Texans and our community of readers navigate this moment in many ways. We provided weekly updates over our texting line that we initially launched during the February 2021 winter storm. We solicited feedback from our audience about questions and concerns they had ahead of the November election, a survey that inspired more than 15 additional stories and explainers beyond what we had initially planned to report. We explained our approach to elections coverage by publishing a mission statement that walked our readers through the five tenets of our work. We published an encompassing voter guide that was translated into three languages (Spanish, Vietnamese and Tagalog). We provided Texans with the accurate and reliable information they needed in real time, as our newsroom worked to hold government officials accountable for what they were (and were not) doing on behalf of the state. Our approach to the 2022 midterms represented some of our most ambitious engagement loops and community building to date.

COMMUNITY BUILDING AMONG MEMBERS

The Tribune builds community among its members with member events and an exclusive monthly newsletter providing an inside look at our newsroom and the month's most captivating journalism. The Tribune hosted four members-only events over the course of the year, offering a virtual format to ensure members, regardless of geography, could access events. In the monthly members newsletter, we gave members behind-the-scenes access to the making of a big story or project with 10 Q&As with reporters, editors and other Tribune staff.

"I ❤️ Texas
Tribune! Thanks
for ALL that you
do in order to keep
the population
informed!"

"I get my emergency
info from these texts!
The cold season is
coming so I would
love to keep updated
about boil notices
and power grid stuff
through y'all."



Members at The Texas Tribune Festival

Thousands of readers value our work and our mission so much that they support it with donations; they often cite our helpful and in-depth coverage as their reason for giving. These folks — our members — are among our most engaged readers. To more deeply connect them with our work, we offer a variety of perks, from an inside look at the making of a story after it's published to special benefits at The Texas Tribune Festival.

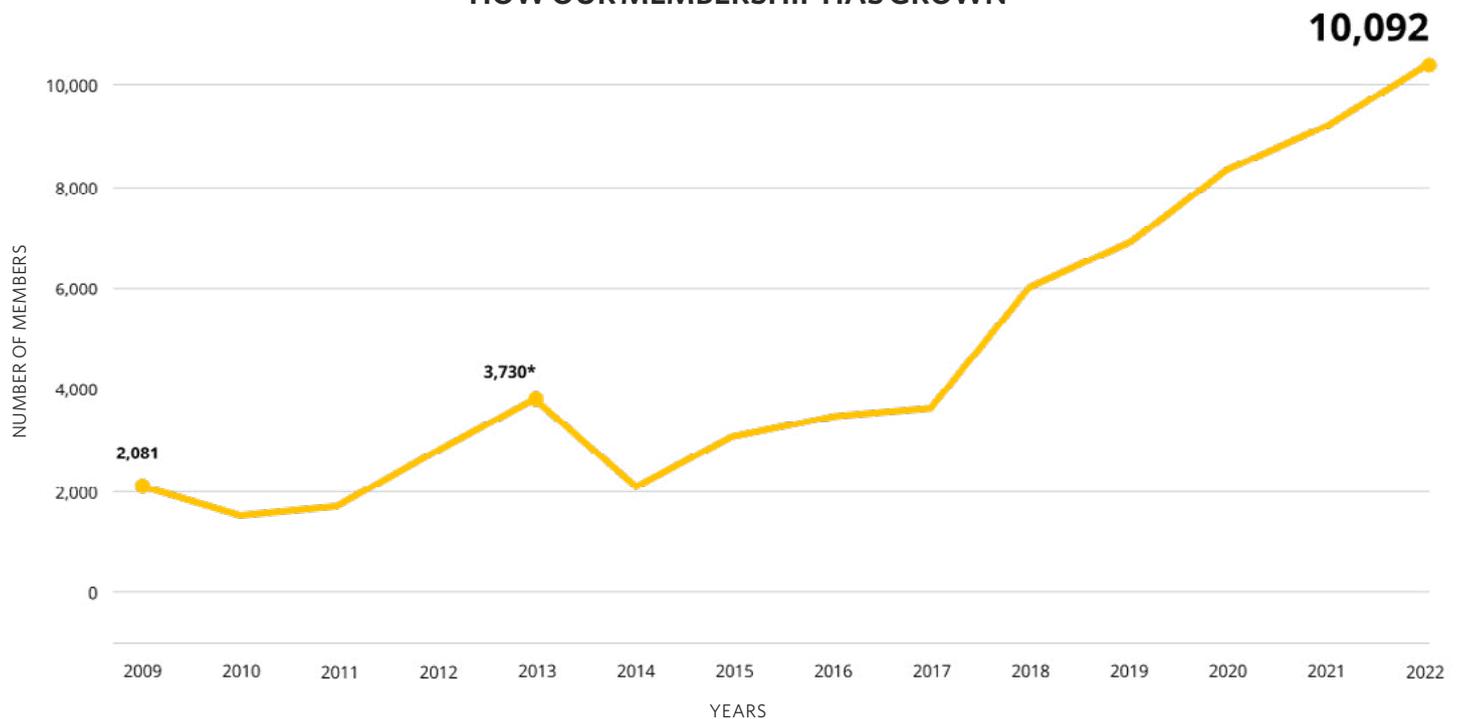
We ended the year with the largest membership base we've ever had: Just shy of 10,100 people in Texas and across the country support the Tribune. There is no minimum donation to join as a member. Support from members helps ensure that our stories, multimedia projects, events and newsletters are available free of charge and that our newsroom has the resources it needs to pursue significant projects and stories.

When tragedy struck Uvalde and the state's deadliest school shooting occurred at Robb Elementary School, our newsroom delivered empathetic, diligent and

community-focused reporting from Uvalde. Tribune members signaled their support for that coverage in an outpouring of donations. Once we shared our commitment to report from Uvalde to honor the victims and their families, hold officials accountable and chronicle how the community heals and changes, members donated to support our long-term coverage from Uvalde.

As more readers turn to The Texas Tribune for public service journalism, it is critical for the Tribune's membership program to include people from all corners of Texas. As our audience grows, our membership efforts will focus on reaching more readers across the state and building a stronger sense of community among existing members.

HOW OUR MEMBERSHIP HAS GROWN

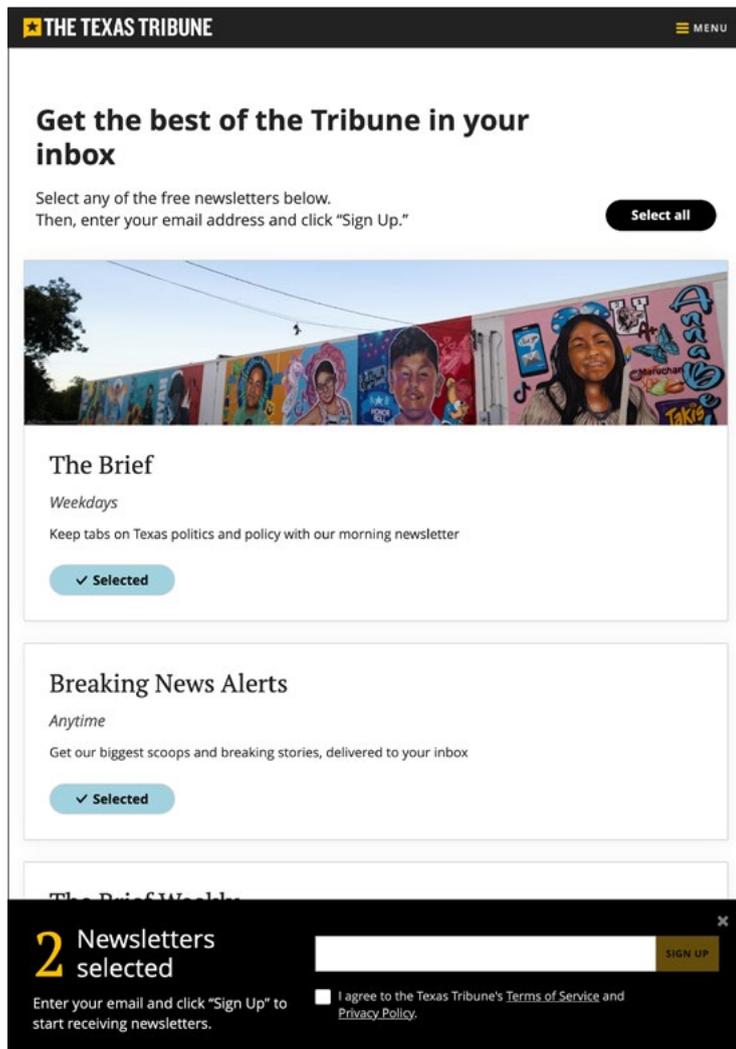


*We saw a spike in membership in 2013 after livestreaming Sen. Wendy Davis' filibuster.

PRODUCTS

The Tribune works to present and distribute information in formats that reach new audiences and resonate with our readers, ranging from our core daily coverage to our big investigations and data-rich projects and to the platforms and partners that expand our audience and impact. In 2022, we doubled our full-time product staff, welcoming new engineers, designers, analytics and product managers, plus IT and security support staff. The team collaborated across the organization to launch, support and measure the success of each of our core products.

Working closely with our data visuals and audience teams, we launched big editorial productions, ranging from [our 2022 election coverage](#) to our [major investigations](#) led by The Texas Tribune/ProPublica unit. We also focused on digital security, making sure that our reporters were safe both in the field and online during a tumultuous election cycle.



Newsletter sign-up page

Our website moved forward on innovative approaches for article recommendation, circulation and conversion as well:

- We [partnered with The Brown Institute's Local News Lab](#) to experiment with AI-powered article recommendation and recirculation systems.
- We launched a new [newsletter sign-up page](#), improving the experience for potential subscribers while minimizing bot signups.
- We ramped up our republishing and licensing efforts, improving our measurement practices, rich visuals on partners' sites and our republishers' experience.
- We also built momentum on our consistently speedy, accessible and user-friendly website. We received [praise from the Reynolds Journalism Institute](#) for our top-rated Core Web Vitals scores, which keeps our site at the top of Google's search results and readers' preferred destinations.

Through it all, smart measurement remains a priority; we launched an internal analytics hub, built on a custom-built data warehouse, for staff to access dashboards focused on our growing audience, products and marketing efforts.



Texas Tribune investigations page

THE TEXAS TRIBUNE FELLOWS

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 45 student fellows we host annually receives a mentor, as well as professional development in a variety of 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 each year. Students come from all over the country — and sometimes from other countries — to participate in our summer program. For some, a Tribune fellowship is their first experience working for a professional news organization.

We hire students of various disciplines who want hands-on experience in all aspects of a modern news publication, including copy editing, data visuals, Design, engagement, engineering, events, marketing and communications, multimedia, photography, and reporting in Austin and Washington, D.C.

[Tribune fellows do important 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 produce groundbreaking journalism on various topics, including the pandemic and the Texas Legislature. They also help plan events, such as the annual Texas Tribune Festival and the [Independent News Sustainability Summit](#), and support the technology efforts of our nonprofit digital newsroom. We had reporting and photography fellows in Uvalde following the school shooting in May and in San Antonio to help cover the deaths of more than 50 migrants in a tractor-trailer in June. We've also sent a multimedia fellow who

is fluent in Spanish to Mexico to help cover an angle on the fallout of the Supreme Court decision on abortion.

We announced the creation of fellowships for students at historically Black colleges or universities. In 2023, we plan to continue working with nonprofit foundations and our academic partners, such as the [Reynolds Journalism Institute](#), on opportunities to grow and enhance our fellowships.

"I can't even describe how much *The Tribune* has helped me move closer to my career goals. My mentors have helped me narrow down what I want to do, improve things I need work on and do basic things like resume/CV. Hands-on assignments that I completed completely solo are an invaluable addition to my portfolio. I learned something in every workshop. All of it pushed me one degree closer to my career goals."

— Emma Williams, University of Texas,
fall 2022 engagement fellow



Multimedia fellows

DIVERSITY

The Tribune laid out its diversity goals in our 2018 [strategic plan](#) and has made steady progress in the years since in ensuring our organization, from top to bottom, better reflects the people of Texas.

We scour the country for the best talent, and 78% of our 2022 hires were people of color. Here's how we're doing: At the end of 2022, 49% of staff members were people of color, compared with 39% in 2021, 37% in 2020, 33% in 2019 and 30% in 2018. That's progress, but we have work left to do to ensure that our mission-driven, nonpartisan newsroom is as diverse as it should be.

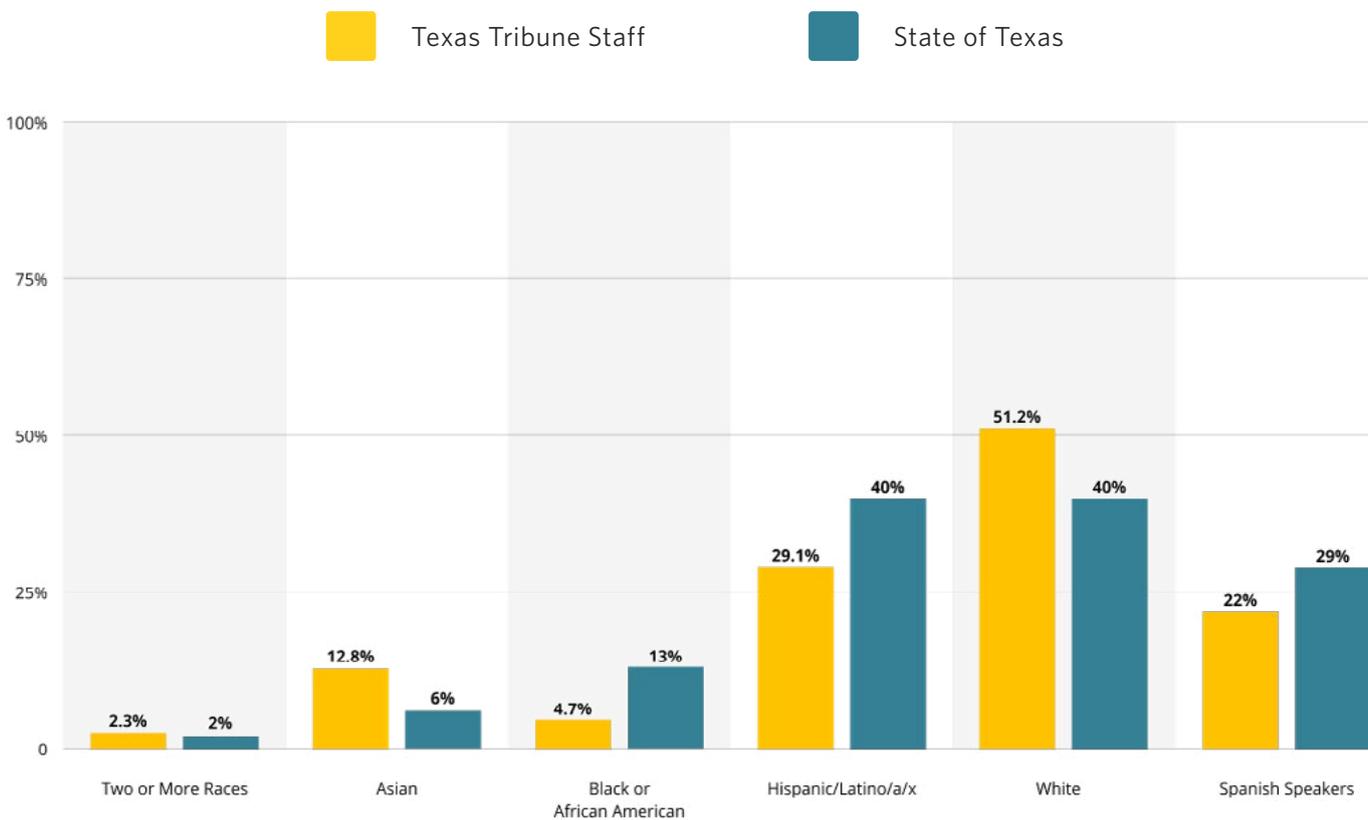
We feel our diversity goal is essential to our success. Diversity — not just in race and ethnicity but also gender, sexual orientation, socioeconomic background, disability status and age, among other characteristics — leads to better journalism. Journalists from different

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 have conducted a pay equity analysis and put checks in place to ensure our pay structure remains fair. We survey our employees annually about inclusiveness and belonging in our workplace, and we're working with Courageous Conversation©, a firm that counsels organizations on racial equity transformation, on ways to improve.

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

DEMOGRAPHICS OF TRIBUNE STAFF VS STATE OF TEXAS



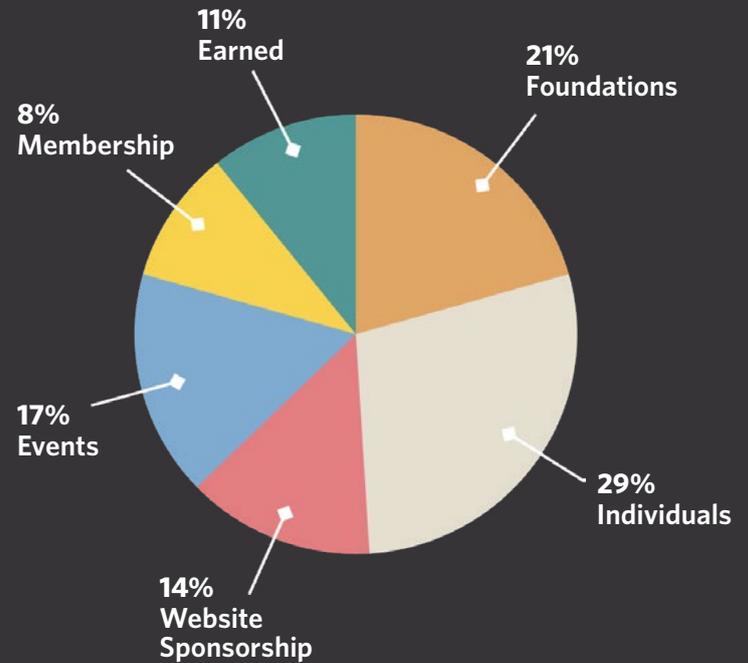
Sources: Tribune staff data and U.S. Census Bureau 2022 estimates

* People of Middle Eastern or North African descent are not counted by the U.S. Census Bureau, but 2% of Tribune staff identifies as such. No Tribune staffers identify as American Indian, Alaska Native, Native Hawaiian or Pacific Islander, but those groups make up about 1.5% of Texans.

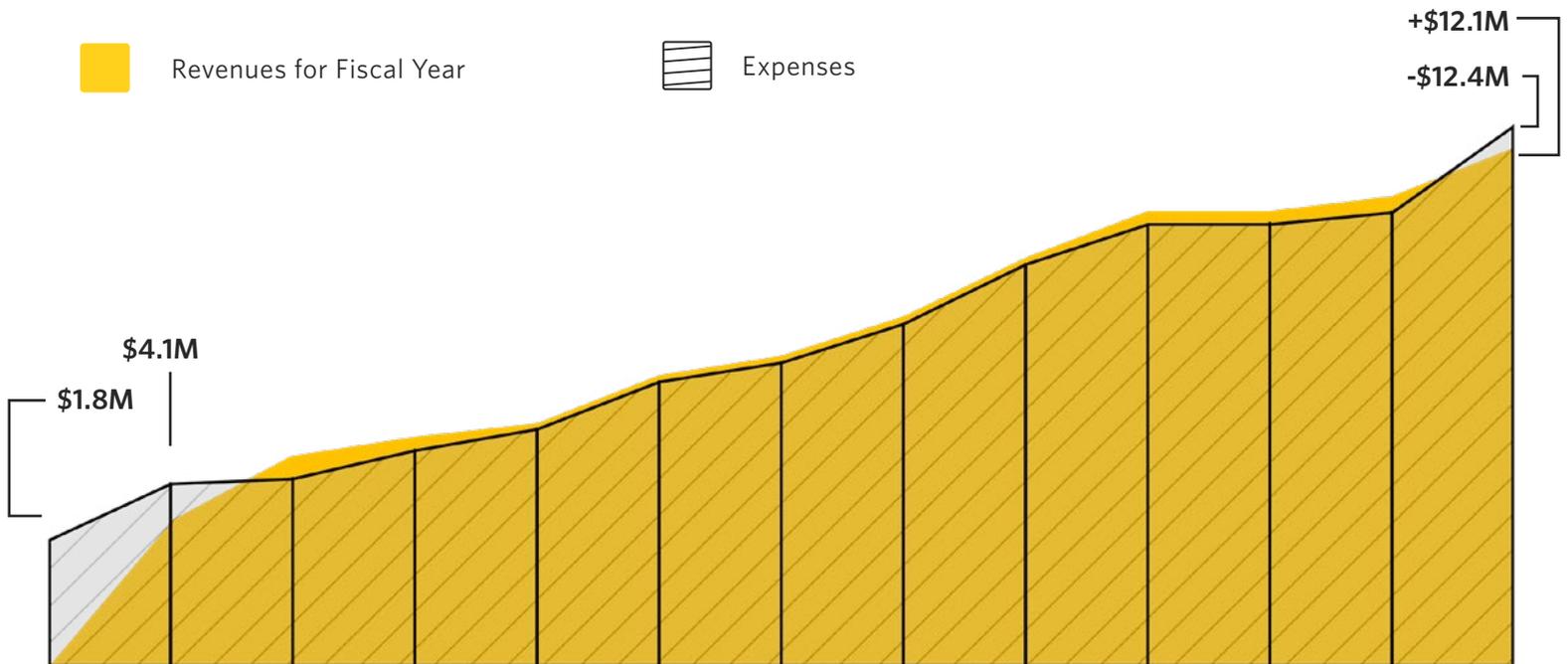
As a nonprofit newsroom, we rely on the generosity of individuals, foundations and businesses to fund our great reporting. A unique mix of philanthropy, corporate sponsorship and earned revenue makes our important work possible — and sustainable over time.

Thanks to support from around the state and across the nation, to date we have raised \$110M+ 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 donor — individual, foundation or corporate — that supports us.

REVENUE BREAKDOWN



ANNUAL INCOME TO DATE*



The same dynamic energy it took to start the Tribune in 2009 carried us through 2022. We will continue to think strategically about how to fulfill our mission and provide even more exceptional journalism for Texans.

*All figures are preliminary and unaudited, non-GAAP operations figures used for internal budget purposes.

** A previous version of this chart mistakenly showed incorrect revenue and expense numbers for 2022. This version is updated with corrected numbers.

*** Reserves were reduced by approximately \$300K in 2022 to cover the deficit between revenues and expenses.

READER COMMENTS

"I ❤️ Texas Tribune! Thanks for ALL that you do in order to keep the population informed!"

"You are doing a great job. Just keep us informed on the next legislative session. Thank you."

"I'm so grateful for credible journalists and responsible media, especially in this present age of misinformation."

"Y'all are fabulous as you are. Thank you for what you do"

"You are doing a very good job. Thank you very much."

"Hi Allyson...we are in the process of moving to Georgetown TX in Cimarron Country Club...I have been reading your newsletter for a few weeks and so appreciate your professional and crisp reporting style....it is clearly written on a factual unbiased basis and much appreciated. Our thanks to you personally and your peers for keeping us all informed."

"Texas Tribune is easily one of the best news outlets in not only Texas, but the US."

"I find that everything about voting in Texas is harder, cloaked in mystery, and/or unduly burdensome. Really, it's shameful - it feels like Texas doesn't really want people here to be informed voters. Thank you again for helping us sort out the upcoming ballot."

"The questions and answers from those participating provided a lot of information; solutions, and reasons as to 'why & how' the different communities determined what areas/items their communities needed to tackle and the results their 'Action Plans'. Each participant was positive, respectful and listened to what each other shared. Great job."

"Thank you to the @TexasTribune for the honesty and integrity in their reporting, something that these heartbroken families should have received from their elected officials."

"I was extremely impressed with the consistent experiences at all the [Festival] venues I attended. The events were ON TIME, the setup was compelling and easy to watch and the microphones WORKED!!!"

"I thought the festival was informative and entertaining as well. I enjoyed the variety of topics and guests. I appreciated all the panels on race."



Since our inception, The Texas Tribune’s journalists have been honored to receive more than 150 awards for outstanding enterprise, investigative and data journalism.

2022 HIGHLIGHTS INCLUDE:



NATIONAL EDWARD R. MURROW AWARDS

Winner, Overall Excellence — Large digital news organization category

Winner, Excellence in Innovation

Large, "Sacrifice Zones: Mapping Cancer-Causing Industrial Air Pollution" (with ProPublica and Mountain State Spotlight)



NATIONAL ONLINE JOURNALISM AWARDS

Winner, Breaking News

Uvalde school shooting coverage — Small/Medium Newsroom

Finalist, General Excellence — Medium Newsroom



INVESTIGATIVE REPORTERS & EDITORS

Winner, Breaking News — "Unprepared: Texas Winter Storm 2021" (with ProPublica)



NATIONAL HEADLINERS AWARD

Third Place, Online Investigative Reporting for Digital Partnerships

"Invisible Threat: Carbon Monoxide’s Unchecked Toll" (with ProPublica and NBC News)

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, Infographics

4A, COVID-19 and Nursing Homes

Third Place, Video

4A, Rural Broadband in Texas

Third Place, Community Service

4A, Redistricting in Texas

Third Place, Infographics

4A, COVID Deaths in Texas



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)

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