



2020 | Annual Report

Has there ever been a moment when public service journalism has had more of an impact? When it mattered more?

There's no way to sugarcoat it: 2020 was an awful year. A **once-in-a-century pandemic** and a **once-in-a-century economic collapse** and a **once-in-a-century racial reckoning** all played out at the same time before our eyes. Texans have suffered enormously since the start of 2020 — our friends and neighbors have been sick, have lost loved ones, have been forced to shelter in place, have been kept out of classrooms and restaurants and sporting events, have been turned out of jobs, have spent hours and hours in line at food banks and on hold applying for unemployment insurance, have taken to the streets to protest systemic inequality, have been targeted by enemies of our democracy.

Through it all, they've sought credible news that is literally the difference between life and death. Through it all, The Texas Tribune has been their source and resource, providing relevant, reliable reporting on public policy and politics. That's what we got into business to do in 2009, and that's what we're still doing today — only with more drive, ambition and motivation.

2020 was a year in which so many of our peers in the media ecosystem were forced to cut staff, cut salaries, cut coverage. **I am happy and lucky to report that the Tribune got through it upright and intact.** We continue to hold people in power and institutions accountable regardless of party and ideology — always important, never more than now. We continue to give away everything we produce for free, believing that you cannot accomplish the goal of greater civic engagement through greater access to information if you hide behind a paywall. We continue to be a best-practice lab for our industry, with startups and established entities alike asking our help as they seek to replicate our success by emulating our model.

Speaking of our model: If you're reading this annual report, you built this. You make all this possible — whether you count yourself among the millions who affirmed the power of our mission in the last 12 months; attend our events, either in person (quaint!) or online; amplify and vouch for our work on the various platforms; or generously send us a few bucks or more than a few to help us cover the cost of our operations. Last year especially there were many good causes to support; that you put your faith and trust in us to help you navigate the sometimes choppy waters of Texas says and means so much. Please know you're in our thoughts at all times. **We would not — and could not — have done it without you, and going forward we won't — and can't — do it without you. We are so honored to do this work.**

— EVAN SMITH, CHIEF EXECUTIVE OFFICER AND CO-FOUNDER



"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 informing Texans through in-depth investigations

and rigorous enterprise, breaking news and beat reporting informed by data and 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 and easily searchable databases — 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.

MISSION

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INNOVATIVE. ENTERPRISING. ENGAGING.

On the national stage, Texas is a superlative: It's home to five of the of the 13 most populous cities in the country, has the ninth-largest economy in the world, produces the most crude oil of any state, has the second-highest public school and higher ed enrollment of any state, and has the nation's largest contiguous border with Mexico. 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."



Photojournalist Jordan Vonderhaar has used personal protective equipment and other gear while covering protests and the COVID-19 pandemic.

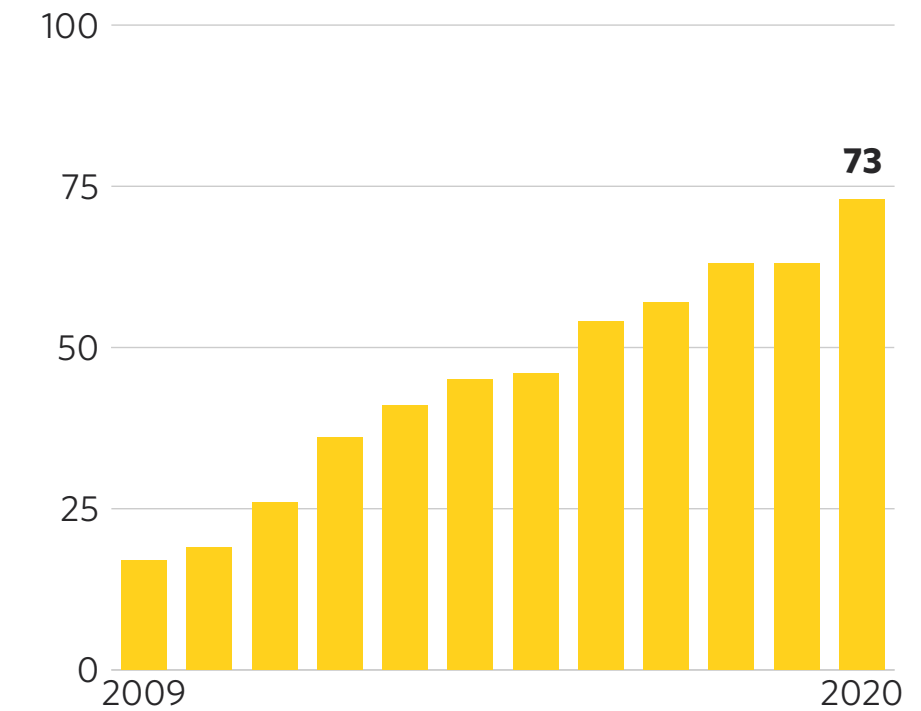
This is why the work of The Texas Tribune is so important. In everything we do, **The Texas Tribune newsroom strives to:**

- Own breaking and developing stories on 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.

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** 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.

HOW OUR FULL-TIME STAFF HAS GROWN



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 communities 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.

As the Tribune has grown, so has its emphasis on investigative reporting and data-intensive projects. Even as the pandemic wears on, our deep-dive enterprise reporting is designed to go beyond daily updates to uncover stories that might otherwise go untold.



Meatpacking in Moore County

Demographics reporter Alexa Ura led a thorough investigation into the rapid spread of COVID-19 at a meatpacking plant in the Texas Panhandle. Workers, many of them immigrants, were contracting COVID-19, but management was suppressing that information. Through her research, Alexa identified Moore County as a place where immigrants and people of color make up a huge share of the population and workforce, but they have little representation politically. When the pandemic struck, Moore County became a real-time case study in what happens to vulnerable populations without power or representation. Ultimately, Ura's investigation into the meatpacking plant's lack of transparency — and its decision to turn down the state's offer to test its workforce — led the company to reverse its decision.



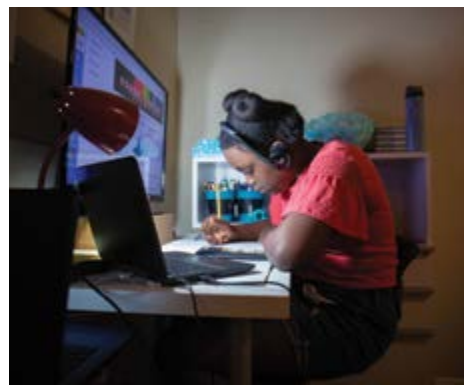
COVID-19 Danger Rises in Prisons

In the early days of the pandemic, criminal justice reporter Jolie McCullough quickly realized that the situation in Texas prisons and jails could be dire — even before the state had announced any inmate cases. She wanted to find out the reality inside facilities, beyond what state and agency officials were saying. But inmates can't be interviewed in person during the pandemic, family members can't visit and phone access has been severely limited. Much of the reporting was slowed as it relied solely on written, mailed communication received by McCullough or loved ones.



The Last Responders

As the summer of 2020 stretched on, county-level coronavirus data in Texas showed a troubling trend: exceptionally high numbers of cases and deaths in South Texas' Rio Grande Valley. The Tribune dispatched a two-person team of Shannon Najmabadi, a key member of the health reporting team, and Miguel Gutierrez Jr., staff photographer and photo editor, to the region. It was clear, particularly after watching tragedy unfold that spring in New York City, that existing inequalities would affect health outcomes. One of the several powerful stories they produced was about the unglamorous but crucial work of the "last responders," who move bodies from morgues to funeral homes while contending with the possibility of contracting COVID-19 themselves.



Failure of Remote Education

Shortly before Thanksgiving, Aliyya Swaby, the Tribune's public education reporter, published an in-depth accountability story that reached a grim conclusion: Whatever the state was doing in terms of remote learning, it wasn't working. Parents, students and teachers were tired of the "delays" and "inconsistencies" from Texas leaders. And data showed that the students most at risk of falling behind were also more likely to be stuck at home. In majority low-income districts, 67% of students were learning from home. In majority Hispanic school districts, it was 77%, and for majority Black districts, the figure reached 81%. For comparison, in majority white school districts, just 25% of students were learning from home.

In March, The Texas Tribune and ProPublica, the award-winning investigative news organization, launched a collaborative Texas investigative unit. This five-year pilot project brings a 10-member investigative team to Texas to take aim at corruption, injustice and malfeasance across the state. In keeping with our nonprofit newsrooms' missions, both online news organizations publish the team's stories, and the unit's work is distributed free of charge to news organizations in Texas and beyond.

COVID-19 Transparency

In April, we published a report demonstrating the impact of the state's refusal to share information about which nursing homes had confirmed COVID-19 cases. Citing a state medical privacy law, Texas was refusing to release the names of long-term care facilities where residents died from COVID-19, even as those case numbers soared and families pleaded for information.

Oportun Inc.

The team broke the story of Oportun Inc., a lender with roots in Silicon Valley that made predatory loans to thousands of Latino immigrants during the pandemic. A monthlong investigation revealed that Oportun Inc. routinely uses lawsuits to intimidate a vulnerable population into keeping up with high-interest loan payments — even amid COVID-19. We have stayed on the story as the company now seeks to become a national bank against objections of civil rights groups and consumer advocates.

Asylum Seekers at the Border

In August, we revealed that federal agents were expelling asylum seekers from the border — some as young as 8 months old. Citing the threat of COVID-19, federal agents were granted sweeping powers to return individuals to Mexico. Children are typically entitled to special protections under the law, including the right to have their asylum claims adjudicated by a judge. Federal agents were instead expelling them — without a judge's ruling and with no access to social workers, lawyers and sometimes not even their families.

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

The team published more than 80 graphics about Texas politics and policy in 2020, explaining important topics from polling to police budgets. We also used data to explore the impact of the pandemic on Texas' economy.

Coronavirus Case Tracker

In 2020, more than 1.5 million people in Texas tested positive for the coronavirus, and at least 27,000 died. But the burden of the coronavirus was not spread evenly across the state. Maps and charts on the Tribune's daily case tracker page made it easy for readers to see the situation in their area and hold officials accountable.

Government Salaries Explorer

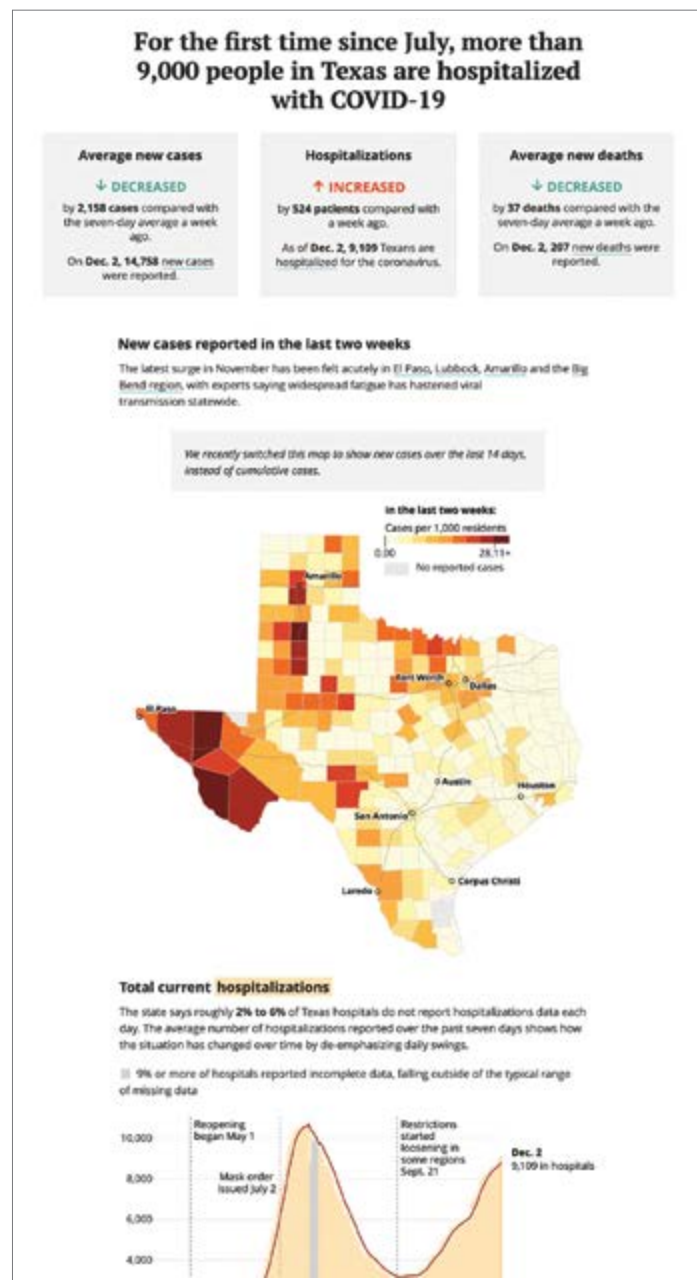
Because the public has a stake in knowing how tax dollars are spent, the Tribune publishes the salaries of state government employees. In 2020, we presented a redesigned salaries explorer with more historical data and context.

Elections and Campaigns

The Tribune engages voters in democracy by offering personalized election content. This was especially useful during a pandemic when the ways Texans voted changed dramatically — 60% cast their ballots early. On election night, we published the most comprehensive real-time election results in the state.

Polling

In collaboration with the University of Texas at Austin, we also conduct statewide surveys to ask Texans about their views on issues and policies. During election years, our online 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 coronavirus case tracker is updated every day.

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.

We saw that last year with a pandemic that affected all Texans. Our website saw an average of almost 5 million people each month — double that of our 2019 audience — 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.

From February to March, we went from about 400,000 views to the homepage to more than 1 million. This was due to the news of the coronavirus. But more importantly, that new audience stayed with us through the rest of the year.

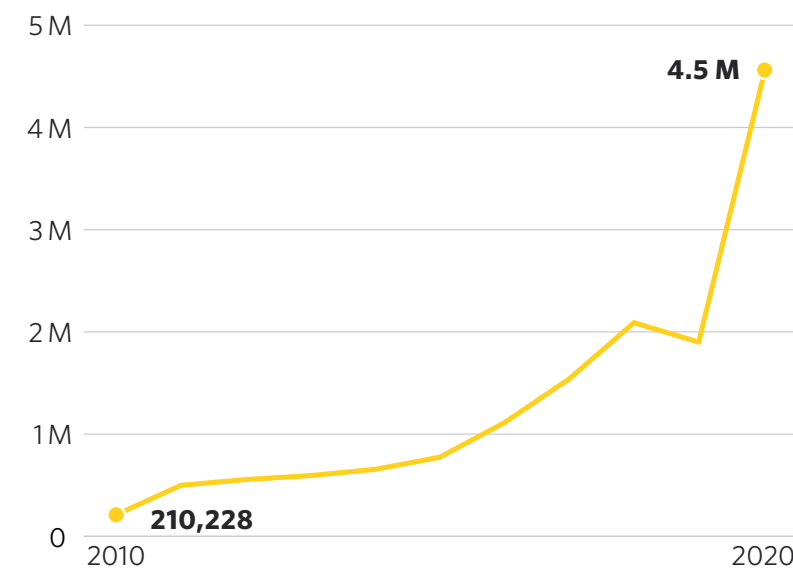
Fifty-three percent of site readers in 2020 came from Texas, and 46% were from around the country. Our top markets in Texas were Dallas-Fort Worth with 34% of our Texas audience, Houston with 27%, Austin with 15% and San Antonio with 10%.

Whether it's through social media, email newsletters, in-person events or 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.

2020 AUDIENCE BY THE NUMBERS

- 9.9M** AVERAGE MONTHLY PAGEVIEWS
- 35M** TOTAL OFF-PLATFORM REACH
- 152K** NEWSLETTER SUBSCRIBERS
- 366K** TOTAL VIRTUAL EVENT VIEWS
- 8,369** TOTAL MEMBERS

MONTHLY AVERAGE USERS:



*A combination of Apple News + Smart News + Flipboard + Newsbreak

REPUBLICAN PARTNERS

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

268
FRONT PAGES

11.4M
PAGEVIEWS OF TRIBUNE STORIES
VIA REPUBLICAN PARTNERS

100+
PUBLICATIONS REPUBLICAN
OUR WORK

EVENTS

We share our passion for civic engagement through live events, bringing together some of the state's leading policy experts, public officials and community leaders for conversations on the political and policy measures that most affect Texans. We utilize events as live expressions of our journalism — showcasing our reporters and editors as experts in Texas policy and politics and bringing to life the award-winning reporting of our newsroom. Through the Tribune's nearly 50 free events each year, we ensure that our journalism is represented across all mediums and, with the addition of streaming, reaches Texans in every corner of the state.



In March, we were one of the first media organizations to hold a virtual event on the coronavirus pandemic. By the end of the year, we had produced 36 virtual events — more than 35 hours of timely conversations with some of the nation's top newsmakers — that had received more than 319,000 views, all while setting the industry standard for news-making virtual events and finding new audiences for our live journalism.

Tribune events feature a lineup of high-profile, important thought leaders across the state, providing our audience with access to statewide decision-makers that is unmatched by other media organizations. When the coronavirus pandemic hit Texas in March, we spoke with noted health experts Dr. Peter Hotez and Andy Slavitt, head of Medicaid and Medicare under former President Barack Obama, to provide Texans with critical, timely information about protecting themselves. We also interviewed top public officials in the state's largest counties, including Austin Mayor Steve Adler, Dallas County Judge Clay Jenkins and Harris County Judge Lina Hidalgo, about how they were addressing the developing public health and economic crises in their local areas.

And we didn't stop there — we checked in regularly with Texas Comptroller Glenn Hegar about the pandemic's impact on the state economy and with Texas congressional members about the federal response and the effects on their constituents. We also spoke with candidates for office ahead of the November election and with key lawmakers ahead of the state's biennial legislative session.

We showcased the range of the Tribune's coverage with live events diving into health care, public and higher education, rural issues, the economy, energy and environment issues, state and national politics, broadband access, immigration, transportation and more. These events featured reporters and editors from across the newsroom as moderators and panelists. We also experimented with event formats to better reach our audience members where they are, and we are working to ensure our journalism and events are accessible to all Texans.

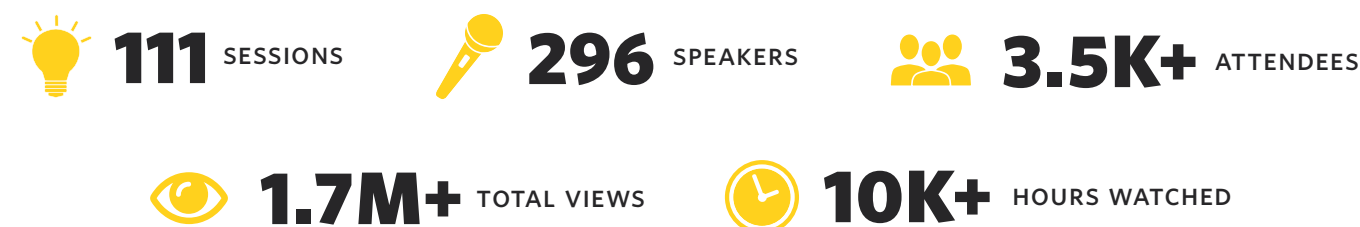
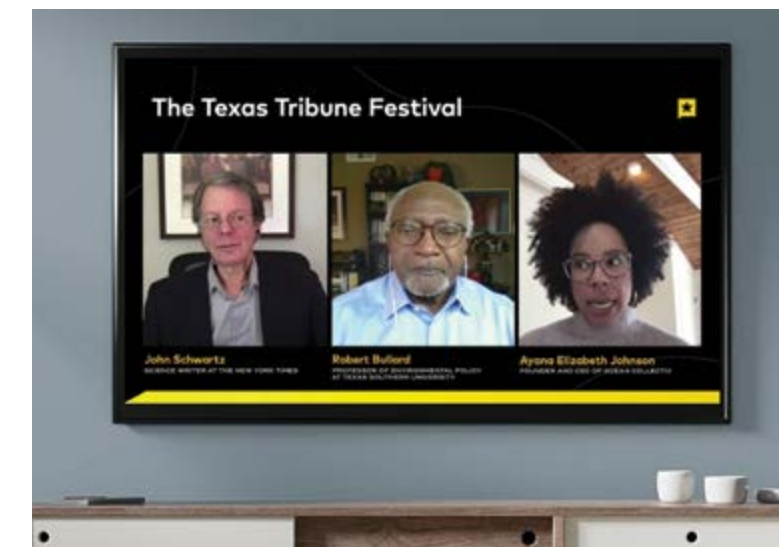
Tribune events are regularly cited as leading the way for in-person and virtual editorial events, and our virtual event models are best in class in the industry. As part of the Tribune's mission to make our journalism free and accessible to all, we have pulled back the curtain of our event strategy and production, and have actively shared everything we've learned about virtual events with other media organizations.

With a focus on equity and accessibility, our events program continues to experiment with new event formats, highlight the most important speakers and issues and advance our event technology to actively reach more Texans.

TEXAS TRIBUNE FESTIVAL

The premier expression of the Tribune's live journalism and event expertise is the annual Texas Tribune Festival, a politics, policy and ideas event diving 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.

TribFest20 — our 10th annual and first all-virtual event — took place over the month of September and boasted many of the biggest names in politics and policy in high-profile conversations with leading journalists from across Texas and the nation.



“It was obvious you guys truly embraced the idea of going virtual and saw it for the possibilities it offered! Numerous things I have attended were done with an apology and with the idea that it’s something to be endured rather than an opportunity to embrace.” – A 2020 FESTIVAL ATTENDEE

For 30 days, attendees experienced conversations on the virtual stage with politician and voting rights activist Stacey Abrams, U.S. Sen. Ted Cruz, MSNBC's Rachel Maddow, U.S. Rep. Dan Crenshaw, Willie Nelson and former Secretary of State Hillary Clinton; panel discussions previewing the November election and Texas' 2021 legislative session; live podcast recordings of NBC News' "Into America," Slate's "Political GabFest" and The Washington Post's "Cape Up"; documentary screenings in partnership with Alamo Drafthouse; and much more.

Each year, we also invite Texas students to experience the Festival and get involved in the conversation with exclusive meet and greets and interactive sessions with Festival speakers. And in line with our mission of making the Tribune's journalism as accessible as possible, we made nearly one-third of the 2020 Festival program free and available to the general public, including critical conversations on voting rights, public education and the COVID-19 response.

Our 2020 all-virtual Festival received widespread praise and drew national attention for its ambitious programming, use of technology and star-studded speaker lineup. Throughout the month of September, conversations from the Festival broke news and were featured prominently by MSNBC, The Washington Post, The Dallas Morning News and dozens of other media outlets.

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 pop-up newsletters, Instagram Q&As 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 5,500 members and sparked conversations members say they wouldn't have elsewhere.

In 2020, a pandemic forced us to get creative about the ways we could engage and activate our community. We launched a callout centered around how the epidemic was affecting our readers — be it their health, economic status or otherwise. We heard from 20,000 Texans — and their stories fueled many pieces of journalism on our site. For example, we used the callout to find immunocompromised Texans at the beginning of the pandemic, families of nursing home residents who were feeling the crushing despair of isolation and Texans who were out of money as Congress debated unemployment benefits at the end of December.

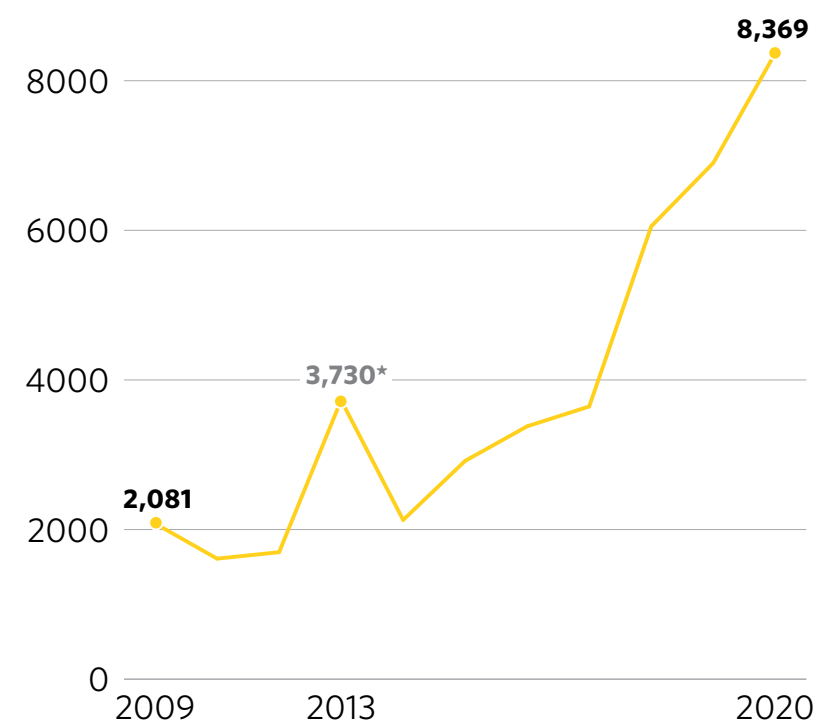
We used these stories to help inform our coverage. We compiled and updated resource guides for people who desperately needed help. An overwhelming number of responses to our callout were centered around unemployment — readers had a hard time navigating an overburdened system. Many Texans were falling through the cracks. So we created an unemployment guide packaged with a glossary of terms for the state's workforce commission. Many of the tips in this guide came from readers who spent weeks trying to get their benefits. The Columbia Journalism Review listed the unemployment guide among some of the best journalism of 2020, and it is emblematic of the type of work we want to do to help our community by including them in the process of our reporting.

44,355
CORONAVIRUS IN TEXAS
NEWSLETTER SUBSCRIBERS

20,977
CORONAVIRUS IN TEXAS
CALLOUT RESPONSES

This is your **TEXAS**
5,586
GROUP MEMBERS

HOW OUR MEMBERSHIP HAS GROWN



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

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 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.

Members went above and beyond this year to help fund our unexpected and ongoing coronavirus coverage and helped us raise \$60,000 for food banks across Texas. Member support was stronger than ever in 2020, with a 21% increase in member households and a 25% increase in member revenue compared to 2019. 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.

Behind the scenes, our engineering and design teams collaborated in 2020 to vastly improve our site's performance. As a result, our website now loads faster than any other 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. Members of our product staff were invited to speak and teach at a range of conferences, including the Online News Association Conference, Investigative Reporters and Editors' NICAR event, the journalism and tech event SRCCON and the National High School Journalism Convention.

As a leader in the nonprofit news ecosystem, we believe in sharing best practices to benefit other news organizations. To that end, we open-sourced several of our products, 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 aimed 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 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. To help our readers understand the impacts of the pandemic, we also launched a Coronavirus in Texas newsletter in 2020 that is now our most-read email. Here are a few newsletters we think you might enjoy:

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.

CORONAVIRUS IN TEXAS

From vaccination information to new public health guidelines, this evening newsletter will help you keep tabs on the latest coronavirus news.

TOP STORY

Our most ambitious reporting delivered to your inbox a couple of times a week.

Learn more at texastribune.org/subscribe



At The Texas Tribune, we're working to share our passion for public-service journalism and civic engagement by training future generations.

Our paid fellowships provide college 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.

Our 2020 fellows produced phenomenal work about COVID-19, the presidential election and more. They told important, data-driven stories about the impact of the coronavirus on nursing homes and unemployment, and why Middle Eastern Texans feel left out of the census. They produced gorgeous photos on topics like remote learning and worked on our Split Decision video series about elections. They created compelling Twitter threads and played critical roles in our first-ever remote Texas Tribune Festival.

Thirty-four fellows joined our team in 2020, representing phenomenal growth for the program, which is part time in the spring and fall and full time in the summer. Over the years, we have added fellowships in areas like marketing and engineering, and we have partnered with institutions including the Emma Bowen Foundation, which places students of color in journalism internships and provides training.

As our highly competitive program has grown, it has also diversified. About two-thirds of the 2020 fellows are people of color. The students hailed from across Texas — from tiny Big Spring in West Texas to major cities like Houston — and from Lone Star State institutions including UT-Tyler, UT-El Paso, UT-Austin, Texas State and St. Edward's University. Others joined us from across the country, from Indiana University, the University of Missouri, the University of North Carolina, Harvard, Middlebury, American University and Northwestern University. For 2021, our priorities include deepening our relationships and recruiting at historically Black colleges and universities as well as community colleges.

"I feel like I've been gifted with an incredible opportunity to explore the beautiful and politically fascinating state of Texas. Being a fellow here has been an absolutely transformative experience both personally and professionally."

— ANERI PATTANI, 2020 FELLOW

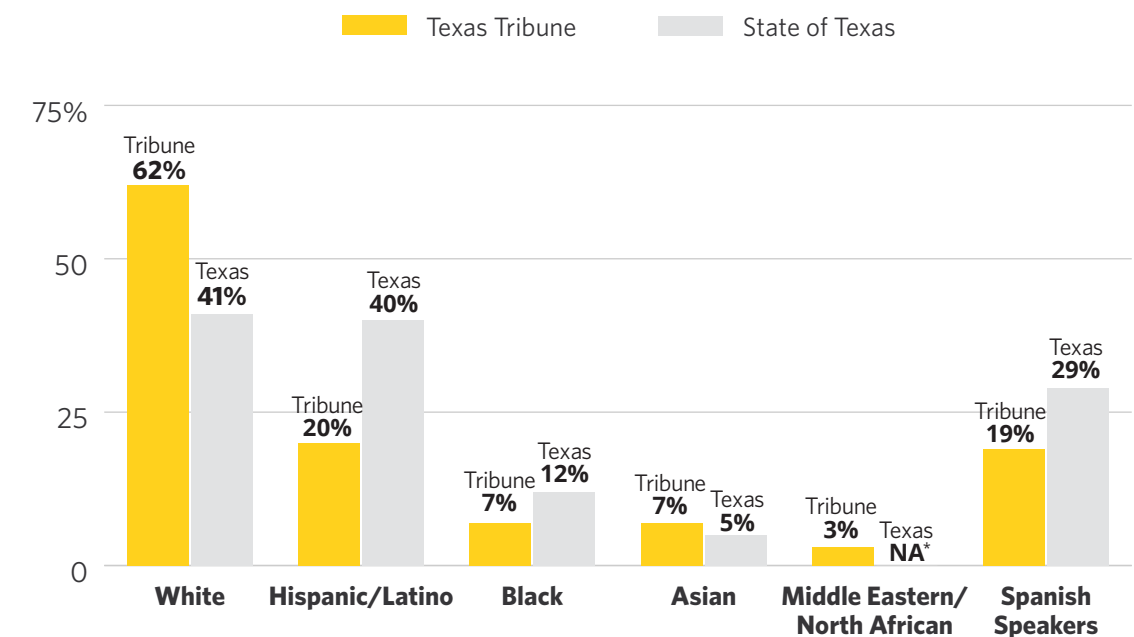
In 2019, The Texas Tribune announced our plan to better diversify not just our newsroom but our entire organization. Our goal, set out in our strategic plan, is for our staff to look more like Texas — more like the audience we want to reach.

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 in race and ethnicity but also gender, sexual orientation, socioeconomic background, disability and age — leads to better journalism.

In the last two years, we've continued to develop better hiring practices to help us better reflect the state of Texas. We collect confidential applicant demographic data, and we require that candidates from underrepresented groups are included in the interview stage for every job. We're investing more in recruitment efforts, advertising with professional associations that promote diversity and participating in job fairs at historically Black colleges and universities. 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. Hiring committees — cross-departmental panels meant to ensure that a variety of perspectives are at the table — evaluate our candidates.

Here's how we're doing. Over half of the employees hired since we overhauled our hiring practices in mid-2018 have been people of color. At the end of 2020, 37% of staff members were people of color, compared with 33% in 2019 and 30% in 2018. Fifty-nine percent of Texans are people of color. Two categories — Native American/Alaskan Native and Pacific Islander/Native Hawaiian — are at, or barely above 0% in Texas and at the Tribune and are not reflected in the chart below. 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.

DEMOGRAPHICS OF THE TEXAS TRIBUNE'S FULL-TIME STAFF 2020



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

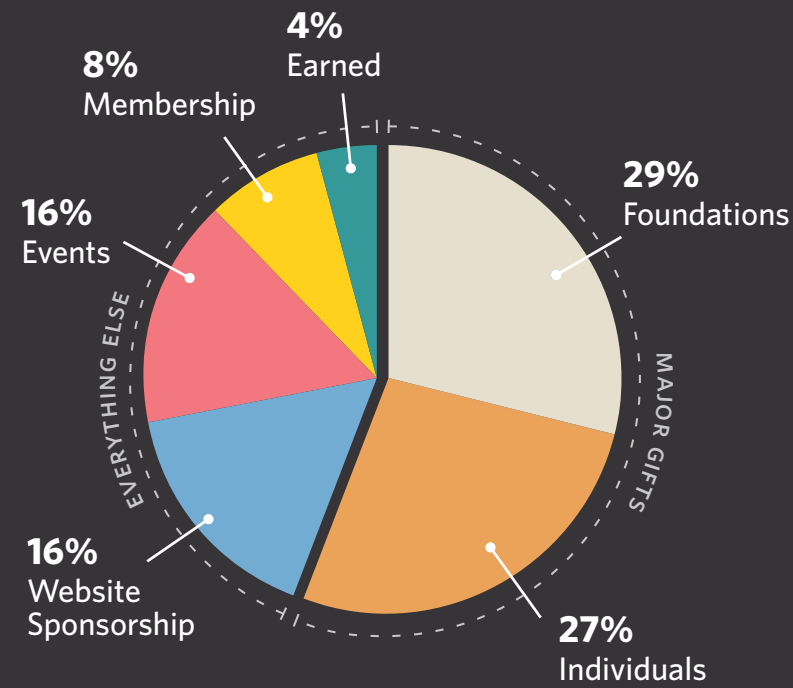
*Middle Eastern or North African demographics are not counted separately by the U.S. Census Bureau. Percents may not equal 100% due to rounding.

SUSTAINABILITY*

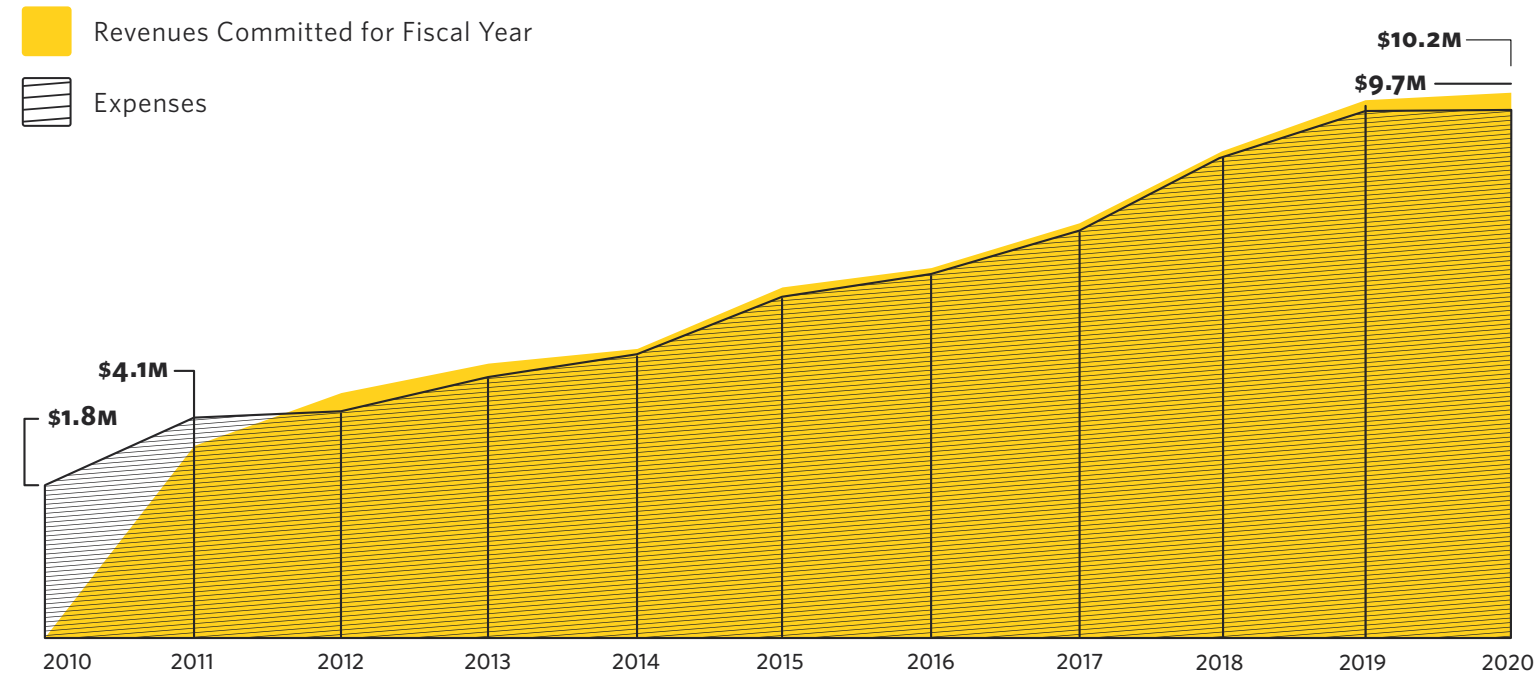
As a nonprofit newsroom, we rely on the generosity of individuals, foundations and businesses to fund our great reporting. A unique mix of philanthropy, corporate sponsorship and earned revenue makes our important work possible — and sustainable over time.

Thanks to support from around the state and across the nation, we have raised over \$90 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 2020; 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.

*All figures are preliminary and unaudited

READER COMMENTS

"I just wanted to say hey, and to share that the Tribune's stories were always so on-point and crisply-written, it was **unbelievable.**"

"The Texas Tribune has become my go-to source for state-level political news. Seriously, you folks are knocking it out of the park every single day. I am particularly hooked on the data about **voter turnout** in the 10 most populous Texas counties."

"Thank you so much for the very detailed, well researched, and informative article about TDSHS and the changes that they will be making to improve the reporting of the **COVID-19 data.**

It was such a relief to open the Texas Tribune Newsletter, and see your article and read that, this evening! I have already shared it widely."

"**Thank you** for getting this story out there! I live in San Antonio and the coverage of our COVID19 outbreak has been abysmal. I'd be lost without the Texas Tribune."

"Thank you for being a great and **timely** source of news and information on issues affecting Texas!"

"The TT has been my **'go to'** on the pandemic since the start. I was in Vietnam in January and February, and when I returned to Texas, I was happy to see you were already covering COVID 19. Kudos."

"Y'all are a true example of **quality journalism.** We sure need it these days. I'm proud to support your efforts!"

"Thank you for getting this story out there! I live in San Antonio and the coverage of our COVID19 outbreak has been abysmal. **I'd be lost without the Texas Tribune.**"

"I'm a 40 year geek who's been spending time on your Texas election results page. Programmers and IT people never really get the credit they deserve for **amazing** work users take for granted. However, I was so impressed by your staff I'm taking the time to compose and send this email. They should be rewarded for work well done."

"**Terrific job** covering Coronavirus in Texas. You're a stellar writer. I now go to the Texas Tribune webpage before NYT and WaPo. Thanks to you and your colleagues for the excellent journalism."

"Thank you so much for a **beautifully written** article! We were blessed to have you visit our classroom on the first day back to school! Just know you are officially a honeybee!"

"**THANK YOU,** Texas Tribune, for once again, and consistently for some time now, publishing THE most **important and relevant** to Texans news stories I see ANYwhere. Relevant to a wider audience as well. As soon as I figure out how, I will happily support this kind of REAL JOURNALISM. GO, TEXAS TRIBUNE."

"I have never reached out to a journalist/writer to say thank you and **wow.** But your story about the life and passing of Adolfo Alvarado Jr. in the Texas Tribune was so remarkably well-written and touching I had to email you. Adolfo's story is and was so amazing and coupled with your writing talent it was incredibly moving."

"Once again, I just find myself in total admiration in what you and your Texas Tribune colleagues did to inform us about a critical — **heck, a life and death issue.**"

"#ISupportTexasTribune because they produce **world class journalism** that informs Texans — so we can make better choices about our elected officials and advocate for policies that make Texas stronger."

"Keep up the **excellent work.** I'll be checking in frequently with you."

AWARDS

Since our inception, The Texas Tribune's journalists have been honored to receive more than 125 awards for outstanding enterprise, investigative and data journalism.

2020 HIGHLIGHTS INCLUDE:



National Edward R. Murrow Awards

Continuing coverage, **Inside Texas' botched voter-rolls review**
Hard news, **Border Hustle (with TIME)**



Society of Professional Journalists, Fort Worth Chapter

Investigative reporting, **Texas Voting Rights**
Green news, **Captured by Coal (with Grist)**



State Bar of Texas

Gavel Award, **Intellectual disability and the death penalty**
Gavel Award, **How the Texas Legislature saved billionaire John Paul DeJoria \$123 million**



Investigative Reporters and Editors

Investigations triggered by breaking news, **Inside Texas' botched voter-rolls review**



Peabody Awards

Nominee, **Border Hustle (with TIME)**



Society of Professional Journalists, Sigma Delta Chi Awards

Informational graphics, **Tracking mass shootings — and more — in Texas**



Society for News Design

Social media design silver medal, **Here's everything we know about immigrant children being separated from their families.**



The CCC Awards for College Coronavirus Coverage

Honorable mention, **How many coronavirus cases in Texas? Depends on who you ask** and **Is Cabela's an essential business? Texas counties differ on who should work during shelter in place**

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