



# Keynote Speaker

Paul C. Tash

Chairman and CEO

Tampa Bay Times/ Times Publishing Co.

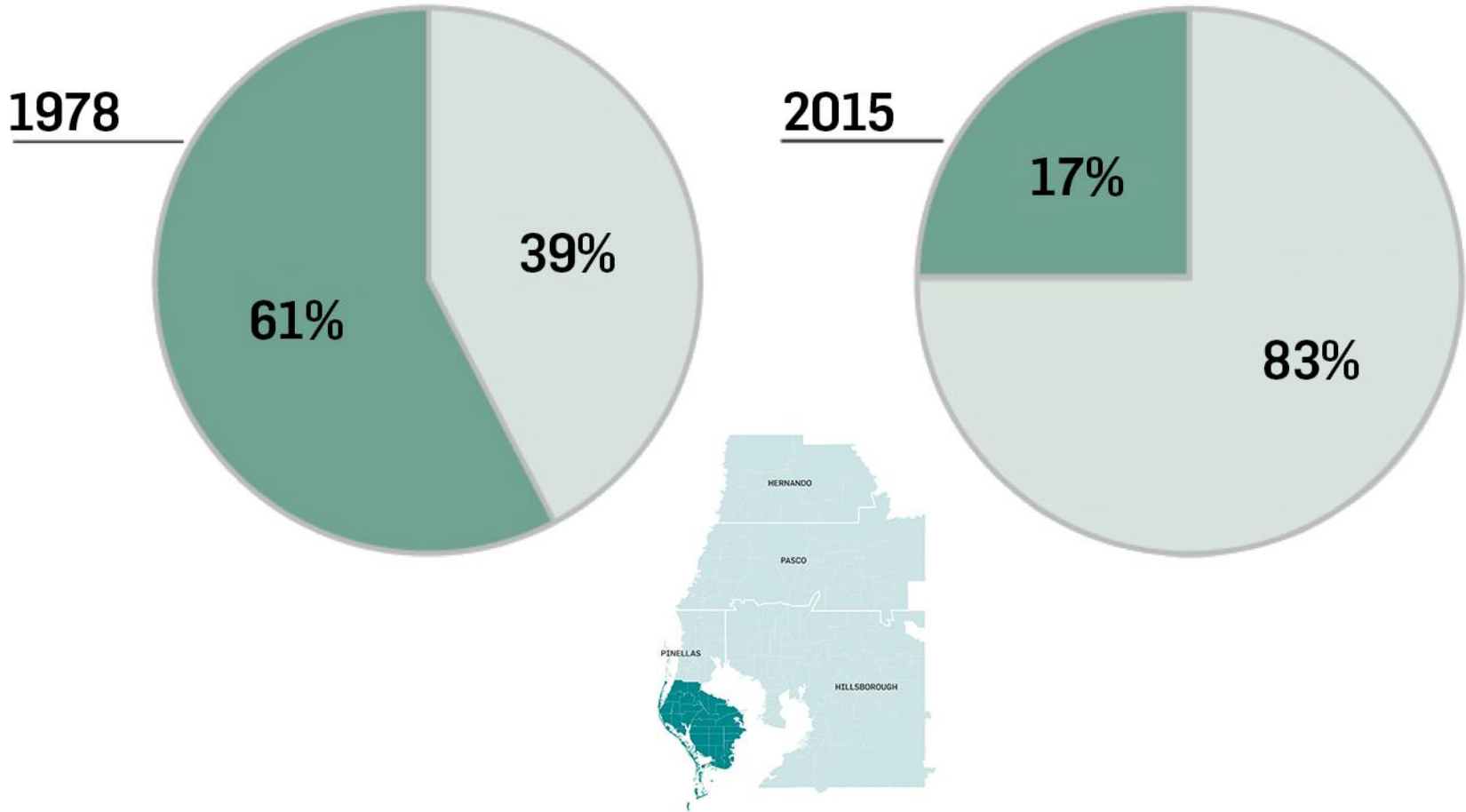
The Inside Story...How a 30-year project happened overnight

*St. Petersburg Times*  
**Tampa Bay Times**

# West Hillsborough Times | Est. 1884



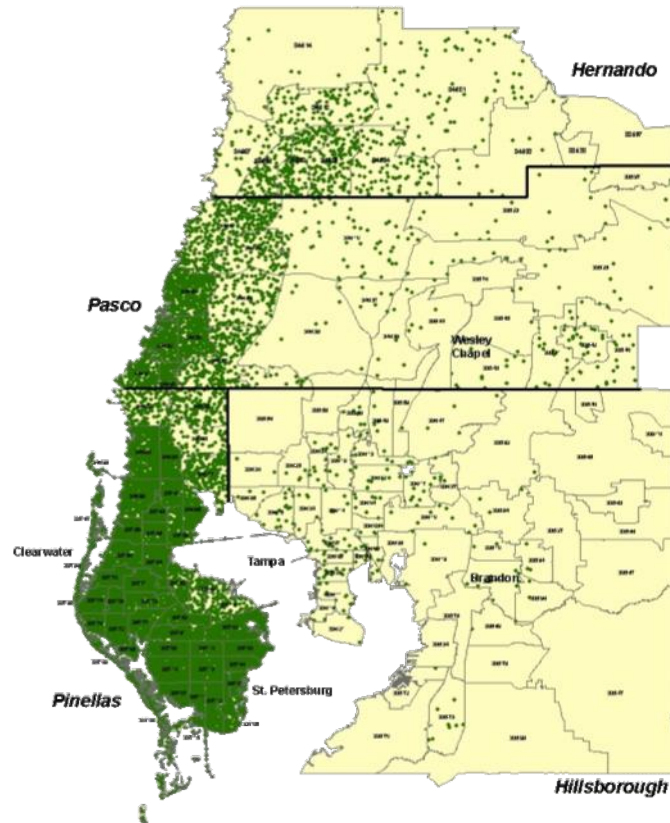
# Local, Regional & State Reach



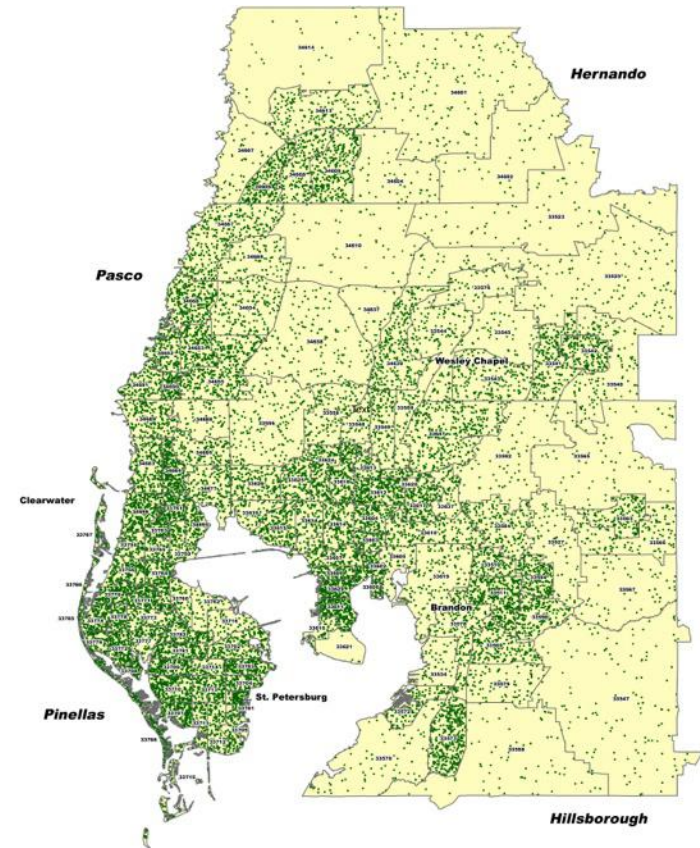
Source: AAM Audits

# Sunday *Times* circulation in Tampa Bay

1986



2015



● 1 dot = 20 Sunday Times

Sources: 1996 ABC Audit, 2015 AAM Audit



# tbt\* launch | Weekly Edition | 2004



# tbt\* launch | Daily Edition | 2006











# Times buys Tribune



5 **NHL PLAYOFFS 2016** 4  
 OVERTIME THRILLER  
 BRIAN BOYLE SCORES GAME WINNER  
 FOR TAMPA BAY ON THE ROAD **SPORTS.ic**

## Tampa Bay Times

FLORIDA'S BEST NEWSPAPER [tampabay.com](http://tampabay.com) WEDNESDAY, MAY 4, 2016 1 B

**From the chairman**  
**To the Tribune readers, welcome**

For those who care about newspapers and the vital role they play in civic life, this is an important day. The purchase of the Tampa Tribune puts the Times on solid financial footing and gives the Times an independent, locally owned newspaper that can bring exciting news and information to our region.

Without this news, the competition between the Times and Tribune was putting both in peril. In order to survive, you had to choose one side: the Times or the Tribune. As the Times, we recently expanded the region to include more communities, so that readers don't have to choose between the Times and Tribune.

In the Tribune's independent advertising, we will deliver the Times to all the subscribers for both newspapers, and we will continue the advertising that has been booked for either one.

The Tribune will still deliver the Tampa Bay Times, so we remain a single newspaper, and we will continue to deliver the Tampa Bay Times to all the subscribers for both newspapers, and we will continue the advertising that has been booked for either one.

For those who care about newspapers and the vital role they play in civic life, this is an important day. The purchase of the Tampa Tribune puts the Times on solid financial footing and gives the Times an independent, locally owned newspaper that can bring exciting news and information to our region.

Without this news, the competition between the Times and Tribune was putting both in peril. In order to survive, you had to choose one side: the Times or the Tribune. As the Times, we recently expanded the region to include more communities, so that readers don't have to choose between the Times and Tribune.

In the Tribune's independent advertising, we will deliver the Times to all the subscribers for both newspapers, and we will continue the advertising that has been booked for either one.

The Tribune will still deliver the Tampa Bay Times, so we remain a single newspaper, and we will continue to deliver the Tampa Bay Times to all the subscribers for both newspapers, and we will continue the advertising that has been booked for either one.

# Times buys Tribune

After three decades, sale ends bay-area newspaper battle.



Tampa Bay Times chairman and CEO Paul Fink holds a new copy of the Tampa Bay Times newspaper at the purchase of the Tampa Tribune. Fink noted that he and others can support competing newspapers, and that the Tampa Bay region is no longer among them.

**BY JONAH WILSON**  
**AND** **ANDREW**  
**ANDREW**  
**ANDREW**

**T**he Tampa Bay Times, Florida's largest newspaper, is buying the Tampa Tribune, a locally owned newspaper in the Tampa Bay region, Florida's second-largest newspaper, in a deal that will end a decades-long newspaper battle in the Tampa Bay region.

The combined ownership of the newspaper was announced in a statement. "There are very few other newspapers in the Tampa Bay region that can compete with the Times and Tribune," the statement said. "The purchase of the Tribune by the Times is a significant step toward creating a single newspaper for the Tampa Bay region."

The purchase of the Tribune by the Times is a significant step toward creating a single newspaper for the Tampa Bay region. The purchase of the Tribune by the Times is a significant step toward creating a single newspaper for the Tampa Bay region.

There are many other newspapers in the Tampa Bay region, but none are as large as the Times and Tribune. The purchase of the Tribune by the Times is a significant step toward creating a single newspaper for the Tampa Bay region.

The purchase of the Tribune by the Times is a significant step toward creating a single newspaper for the Tampa Bay region. The purchase of the Tribune by the Times is a significant step toward creating a single newspaper for the Tampa Bay region.



**Reader guide**  
 How to use our website and app to get the most out of the Tampa Bay Times and Tribune. [tampabay.com/readerguide](http://tampabay.com/readerguide)

**Tribune history**  
 The first edition of the Tampa Tribune was published in 1883. [tampabay.com/tribunehistory](http://tampabay.com/tribunehistory)

**One for all**  
 The Tampa Bay Times and Tribune are now one newspaper. [tampabay.com/oneforall](http://tampabay.com/oneforall)

**Tell us what you think**  
 We want to hear from you. [tampabay.com/feedback](http://tampabay.com/feedback)

### Indiana primary Cruz quits race; Trump victorious

The mogul is close to the GOP nomination. For the Democrats, Ben-Ray-Stevens wins.

**Washington Post**  
 Donald Trump's popularity with Indiana voters helped him win the state's primary, a victory that could help him clinch the Republican nomination.

**Florida officials explain HIV stats**  
 Health officials in Florida explained why the state's HIV statistics are so high.

**Florida officials explain HIV stats**  
 Health officials in Florida explained why the state's HIV statistics are so high.

### Two counties, one transit plan?

With two leading transit agencies in the region, it's unclear if a single system is the best solution.

**Kazmir, Dodgers beat Rays 10-5**  
 Los Angeles, with several key players, dominated the game.

**Lessons, recipes from mom**  
 A new book shares the author's life lessons and recipes.

**'Hamilton' gets 16 Tony nominations**  
 The hit musical received 16 nominations for the Tony Awards.

### Scientology leader's father denounces him

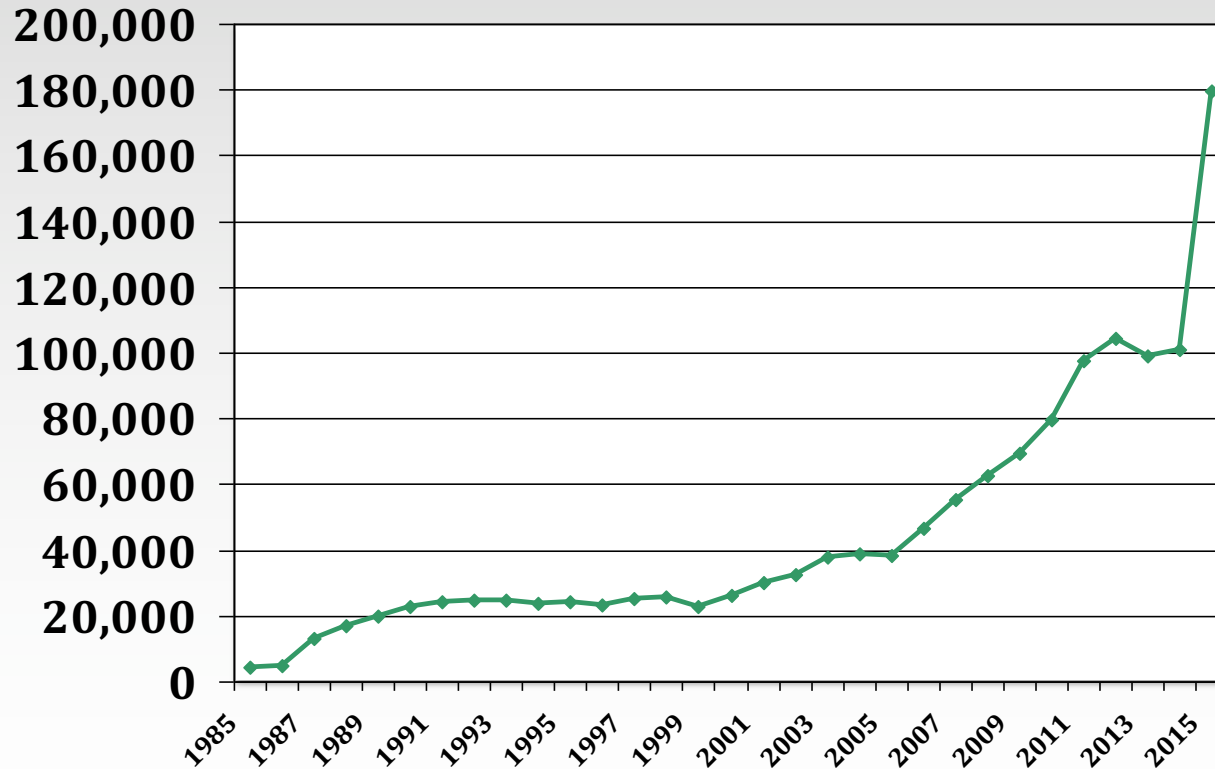
Ron Miscavige says his son runs a church that is "coercive and, in my mind, evil."

**Florida officials explain HIV stats**  
 Health officials in Florida explained why the state's HIV statistics are so high.

**Florida officials explain HIV stats**  
 Health officials in Florida explained why the state's HIV statistics are so high.



# Sunday *Times* Tampa Edition Circulation 1985-2016



Sources: 1985-2011 ABC Audit, 2012-2015 AAM Audit

# Times to print Tribune

48 Wednesday, February 9, 2011 Tampa Bay Times

Tampa Bay Times Want to comment on a business story? Write us at [tampabay.com/letters](mailto:tampabay.com/letters).

## BUSINESS

Stock	High	Low	Open	Close	Change	Volume	52-Week High	52-Week Low
Dow Jones	11,875.42	11,850.00	11,850.00	11,875.42	+25.42	1,000,000	12,000.00	11,500.00
S&P 500	1,200.00	1,195.00	1,195.00	1,200.00	+5.00	500,000	1,250.00	1,150.00
Nasdaq	3,000.00	2,980.00	2,980.00	3,000.00	+20.00	1,500,000	3,100.00	2,900.00
Russell 2000	2,500.00	2,480.00	2,480.00	2,500.00	+20.00	200,000	2,600.00	2,400.00
Gold	1,200.00	1,190.00	1,190.00	1,200.00	+10.00	100,000	1,250.00	1,150.00
Oil	100.00	98.00	98.00	100.00	+2.00	50,000	110.00	90.00
Bitcoin	120.00	115.00	115.00	120.00	+5.00	10,000	130.00	100.00

# Publix's global profile increases

As it prepares for expansion, the company is Florida's only entry on a worldwide brand value ranking.

**BY MICHAEL TRINER**  
**Investment Advisor**

A ranking of the 100 most valuable global brands in 2010 ranked Publix, the Lake County-based grocery chain, at 75th place on the list, up from 85th in 2009. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

Publix, based at No. 65, ranked 10th in the world, ahead of the 100th-ranked Publix. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

Publix, based at No. 65, ranked 10th in the world, ahead of the 100th-ranked Publix. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

Publix, based at No. 65, ranked 10th in the world, ahead of the 100th-ranked Publix. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

Publix, based at No. 65, ranked 10th in the world, ahead of the 100th-ranked Publix. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

Publix, based at No. 65, ranked 10th in the world, ahead of the 100th-ranked Publix. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

## Times to print Tampa Tribune

The newspapers say the five-year contract won't affect news and advertising divisions.

**BY MICHAEL TRINER**

The Tampa Bay Times has signed a five-year contract to print the Tampa Tribune and its affiliated publications, according to both newspapers.



Some competitors for Sunday's Super Bowl are either elderly, disabled, or both. From top left, an elderly sport starting Ryan Reynolds, comedian Key and Peele, a WWE set on the beach/paper Super Bowl, and a WWE set.



Some competitors for Sunday's Super Bowl are either elderly, disabled, or both. From top left, an elderly sport starting Ryan Reynolds, comedian Key and Peele, a WWE set on the beach/paper Super Bowl, and a WWE set.

## Red tape blamed for \$8.7M penalty

**BY MICHAEL TRINER**

Publix, based at No. 65, ranked 10th in the world, ahead of the 100th-ranked Publix. The company's value rose 10 percent, according to the ranking, to \$1.33 billion. Publix is the only U.S. grocery chain to appear on the list, which is compiled by Interbrand, a London-based consulting firm.

## Any ads set to sparkle?

A Super Bowl commercial ever aired to stand out, one with content is being on an environmental broadcast network show to make a lasting impression.

The entire broadcast will be interrupted by the network. They are estimated to be on the air for 30 minutes, according to the network. They are estimated to be on the air for 30 minutes, according to the network.

The entire broadcast will be interrupted by the network. They are estimated to be on the air for 30 minutes, according to the network. They are estimated to be on the air for 30 minutes, according to the network.

The entire broadcast will be interrupted by the network. They are estimated to be on the air for 30 minutes, according to the network. They are estimated to be on the air for 30 minutes, according to the network.

## Beyond Tampa Bay

**ANOTHER STEP UP** in the price of oil weighed on U.S. markets Tuesday. Benchmark U.S. oil climbed 61.7¢, or 1.2 percent, to \$28.89 a barrel. The New York Mercantile Exchange, say after a sharp rally on Monday, the Dow Jones Industrial Average fell 14.25 points, or 0.4 percent, to 11,875.42. The Standard & Poor's 500 fell 1.25 points, or 0.1 percent, to 1,200.00. The Nasdaq Composite fell 20.00 points, or 0.7 percent, to 3,000.00.

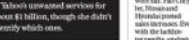
**REXON MOORE** said Tuesday that the company's profit for the quarter was \$2.7 million, or 14 cents a share. The company's profit for the quarter was \$2.7 million, or 14 cents a share. The company's profit for the quarter was \$2.7 million, or 14 cents a share.

**YAHOO** is hiring of about 1,200 employees and doubling some of its most popular in a challenge. The company is hiring of about 1,200 employees and doubling some of its most popular in a challenge.

**U.S. AUTO SALES** fell less than 1 percent in January, according to the industry. The industry is hiring of about 1,200 employees and doubling some of its most popular in a challenge.



Some competitors for Sunday's Super Bowl are either elderly, disabled, or both. From top left, an elderly sport starting Ryan Reynolds, comedian Key and Peele, a WWE set on the beach/paper Super Bowl, and a WWE set.



Some competitors for Sunday's Super Bowl are either elderly, disabled, or both. From top left, an elderly sport starting Ryan Reynolds, comedian Key and Peele, a WWE set on the beach/paper Super Bowl, and a WWE set.

THE BOTTOM LINE: Toyota Motor Credit to pay \$2.9 billion to Black and Asian-American borrowers, part of Justice Department settlement over alleged discriminatory lending. ... Merck-based Royal Caribbean Cruises' fourth-quarter profit rose 18 percent to \$205.8 million, helped by lower fuel costs.



# Announcements - *Times* buys *Tribune*



# Announcements - *Times* buys *Tribune*





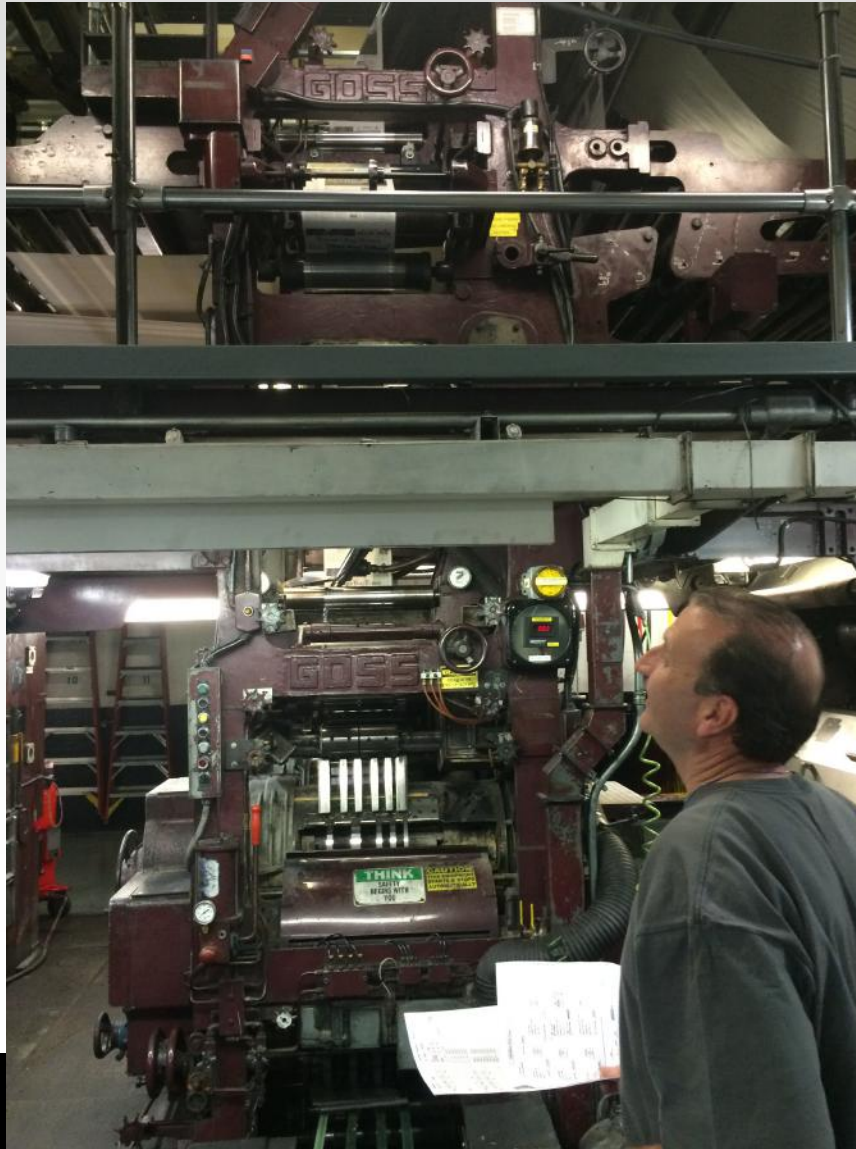
# Announcements - *Times* buys *Tribune*



# Announcements - *Times* buys *Tribune*



# Announcements - *Times* buys *Tribune*



# Moving Ahead Together – One For All



St. Petersburg Times  
**Tampa Bay Times**

# What's Next



# Moving Ahead Together – One for All



Susan Taylor Martin



Adam Smith



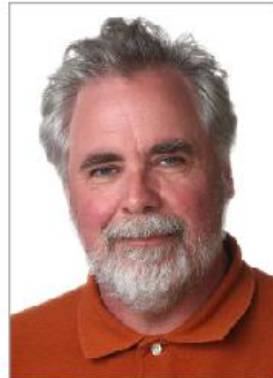
Howard Altman



Ernest Hooper



Bob Trigaux



Martin Fennelly

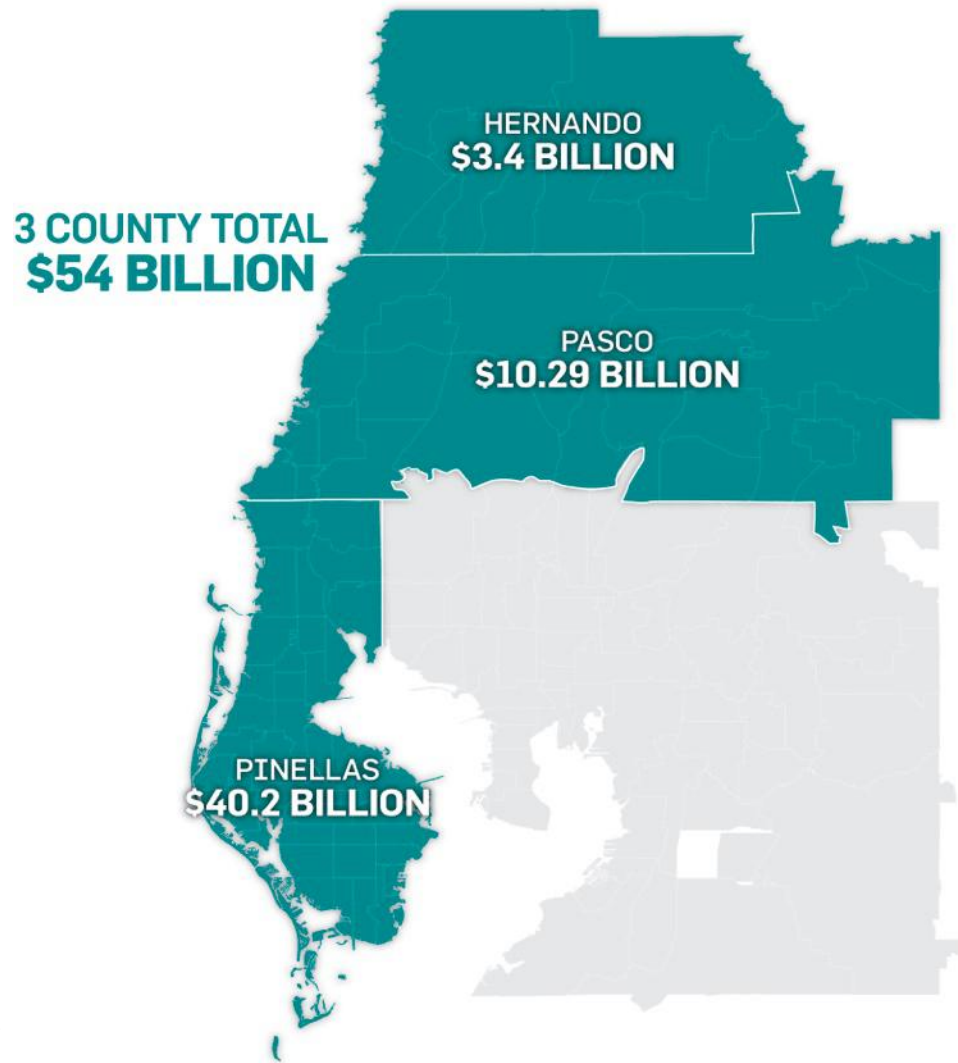
Your favorite writers  
and the local news you love,  
now in one place.

# Tampa Bay population trends

	<b>2010</b>	<b>2015</b>	<b>2020</b>
<b>Hillsborough</b>	1,229,226	1,325,300	1,439,000
<b>Pinellas</b>	916,542	915,600	914,400
<b>Pasco</b>	464,697	514,300	570,600
<b>Hernando</b>	172,778	190,800	211,200
<b>Total</b>	<b>2,783,243</b>	<b>2,946,000</b>	<b>3,135,200</b>
Pinellas as <b>percentage</b> of the total	<b>33</b>	<b>31</b>	<b>29</b>

Source: UF, Bureau of Economic and Business Research,  
Population Bulletin FPS 159, Released June 2011

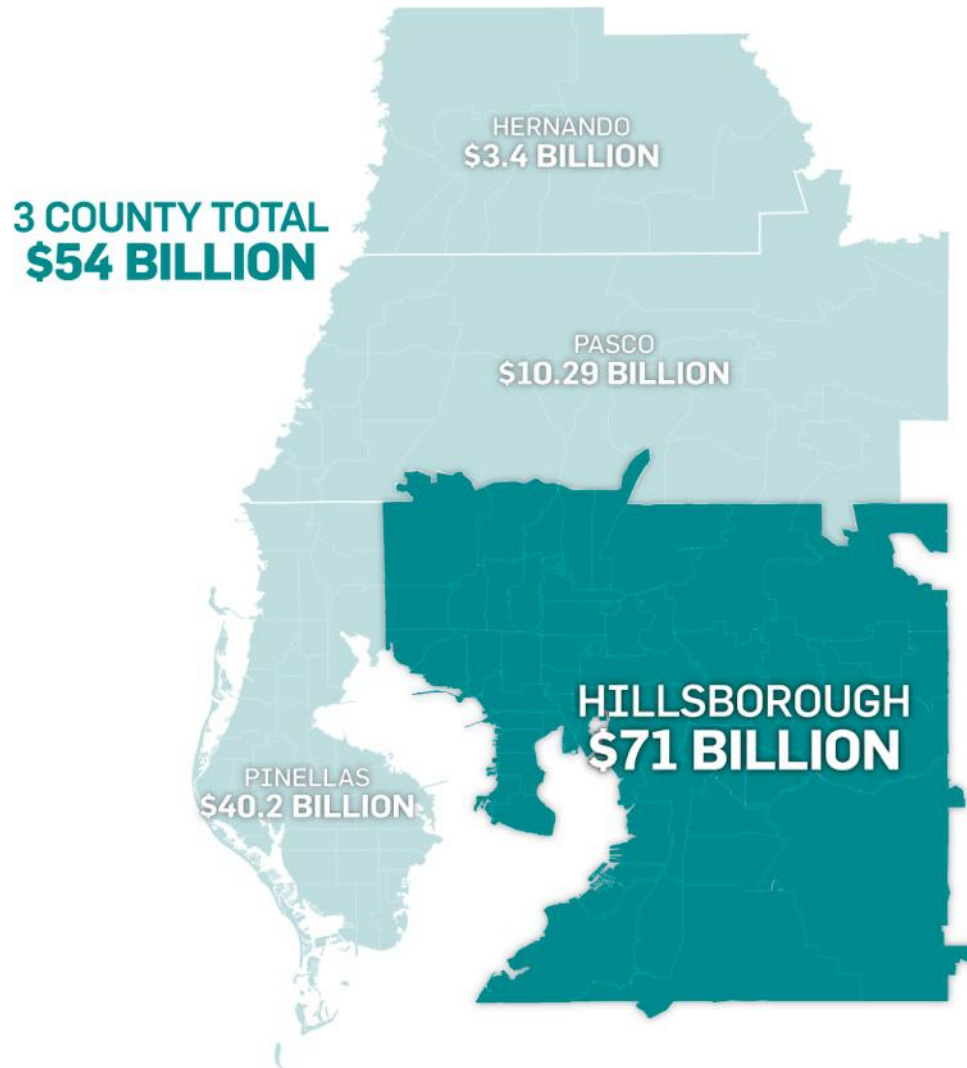
# Retail Sales in Tampa Bay | 2015



Source: Florida Department of Revenue



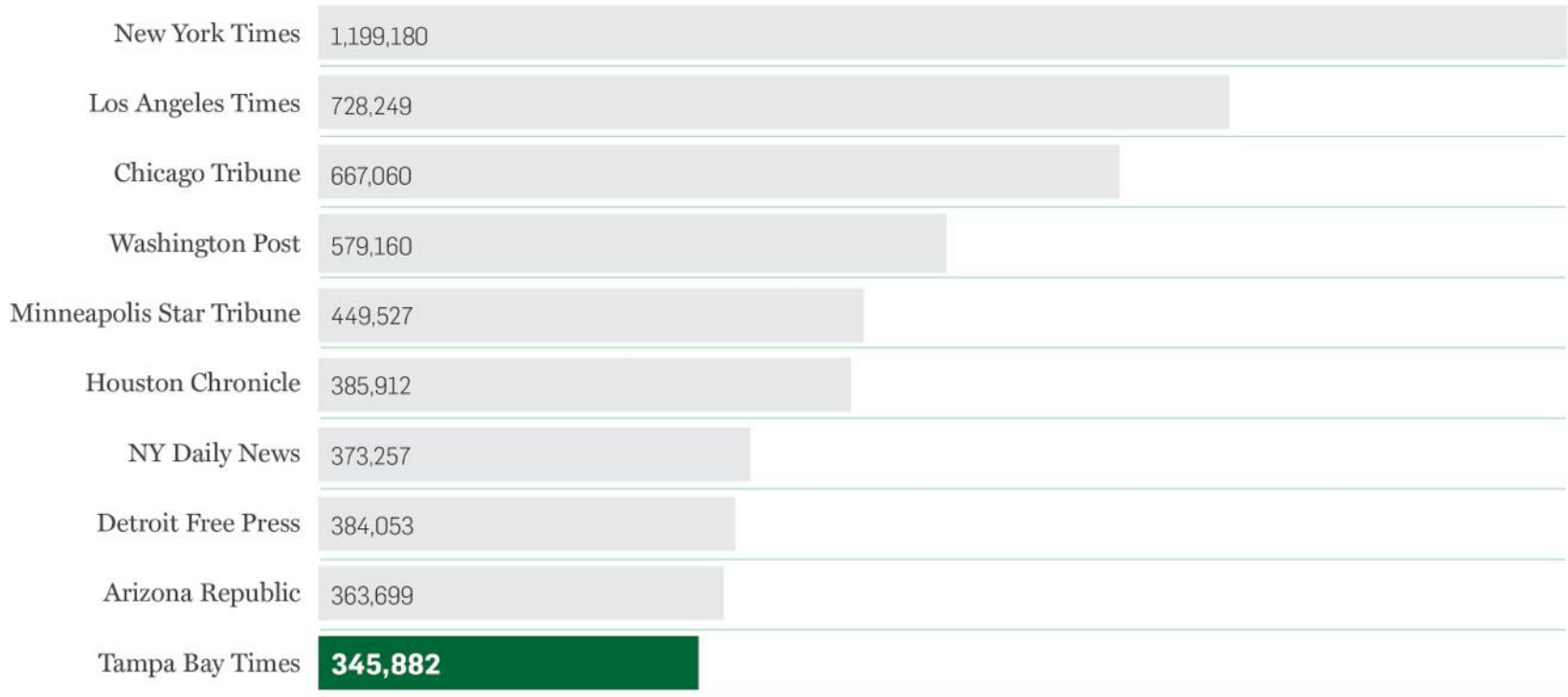
# Retail Sales in Tampa Bay | 2015



Source: Florida Department of Revenue

# Times circulation among the nation's top newspapers | Pre-acquisition

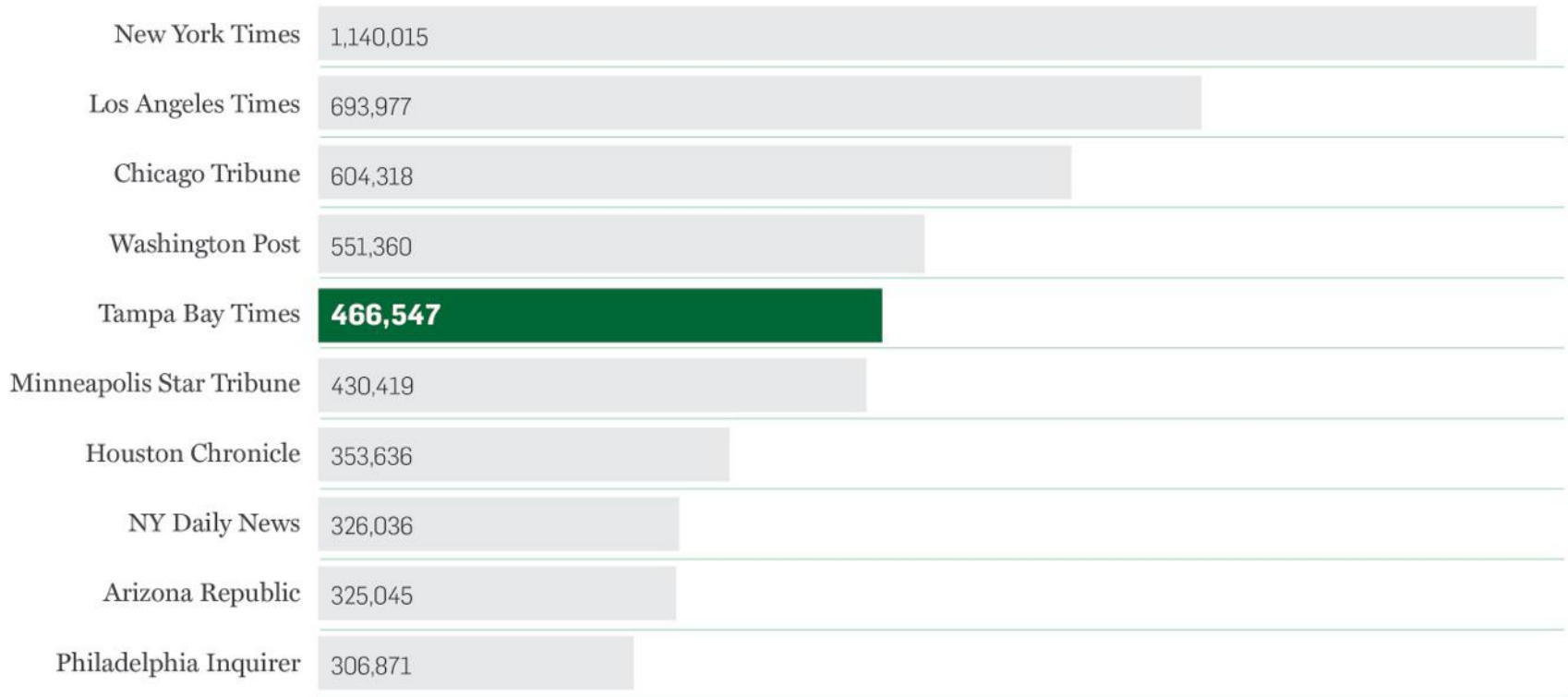
## Sunday National Rank (total circulation)



Source: 2014 AAM Audits

# Times circulation among the nation's top newspapers | Post acquisition

## Sunday National Rank (total circulation)



Source: 2015 AAM Audits

# What's Next

**Tampa Bay Times**  
Tampabay.com

**Farm to fable**  
Once upon a time, sourcing local became all the rage at restaurants. The moral: Some claims on menus are little more than fairy tales.

**Boa Kitchen Bar Market**  
**Mermaid Tavern**  
**Pelagia Trattoria**

**COMING NEXT SUNDAY**  
PART 2: FARMERS' MARKETS  
Tampa Bay farmers markets are lacking in just one thing: local farmers.

**Pope flies migrants to Rome with him**  
His surprise help for 12 Syrians comes out a visit with aid seekers on a Greek island.

**Game 3: Lightning-Red Wings**  
The Red Wings' season ends in St. Louis.

**Awaiting fate, Hughes has no regrets for Capitol flight**  
The former Rep. says he's glad to have taken the flight to the Capitol.

**Today's Weather**

**Tampa Bay Times**  
tampabay.com

**Does state need these \$1B roads?**  
Cullough says projects mean Florida City spends more on infrastructure.

**Insane. Invisible. In danger.**  
How years of neglect and \$100 million in cuts created chaos in Florida's mental hospitals.

**Solar's future muddled in petition duel**  
One in five change, but what in Sun says it's not the only way.

**Costing Money**  
Energy costs are climbing, and utility companies are asking for more rate increases.

**Next Funding**  
The state is looking for ways to fund its transportation programs.

**Lightning-Red Wings**  
The Red Wings' season ends in St. Louis.

**Crazy about Taylor**  
The young woman is a fan of the pop star.

**Did you remember?**  
The state is looking for ways to fund its transportation programs.

**Targeting an Avocado Killer**  
The state is looking for ways to fund its transportation programs.

**Tampa Bay Times**  
tampabay.com

**Failure factories**  
One fatal decision. Years of neglect. Five once-average schools now the worst in Florida.

**'Cold' Clinton? Not to these crowds**  
The presidential candidate, who got pummeled in Florida, a lightning case among others.

**AT&T helped U.S. spy agency on vast scale**  
Documents show AT&T provided data to the NSA.

**AT&T helped U.S. spy agency on vast scale**  
Documents show AT&T provided data to the NSA.

# Feds slam failing schools in Pinellas

The most wonderful time of the year for 'Simpsons' fans? Halloween. »

**Tampa Bay Times**  
 FLORIDA'S BEST NEWS SOURCE | tampabay.com | SATURDAY, OCTOBER 24, 2015 | 50¢

**Feds slam failing schools in Pinellas**

More than two months ago, Hillsborough Deputy Sheriff Scott Ranney was shot in the leg while on duty and despite an intent to find the suspects have the Sheriff's office to change his mind.

Hillsborough Deputy Sheriff Scott Ranney was shot in the leg while on duty and despite an intent to find the suspects have the Sheriff's office to change his mind.

Lightning topples in OT

Base place

Follow the Buzz

**Baltimore bear leaves little mark**

Made famous for the walking bear was in its last days as the ag's life after was going to be different.

**Hurricane Patricia**

This satellite image at 1:30 p.m. Friday shows the eye of the hurricane.

**Huge storm hits coast**

Southwest endures winds as hurricane

**Feds slam failing schools in Pinellas**

At Campbell Park Elementary in St. Petersburg on Friday, U.S. Education Secretary Arne Duncan, with Deputy Secretary John King, left, said the Pinellas school system needs to own up to its failure in dropping integration for neighborhood schools.

PHOTO BY DICK SHADDO | TIMES

PHOTO BY DICK SHADDO | TIMES

**St. Petersburg Times**  
**Tampa Bay Times**

# Failure factories



# Failure factories



The Inside Story...How a 30-year project happened overnight

*St. Petersburg Times*  
**Tampa Bay Times**