In 2009, venture capitalist John Thornton enlisted Evan Smith, the esteemed former president and editor in chief of *Texas Monthly*, to help found The Texas Tribune. The Tribune immediately acquired *Texas Weekly*, the top political and government newsletter in the state, and hired its editor, Ross Ramsey, to be the Tribune’s managing editor.

With more than $4 million in private contributions as seed funding, a small band of talented computer programmers, and some of the most accomplished journalists in the state, The Tribune launched its destination website on Nov. 3, 2009. Through a variety of distribution partnerships, the Tribune extends its reach considerably to other online, print and broadcast outlets, to which content is provided at no charge. In addition, the Tribune produces a lively and educational suite of free public events that explore issues that are of critical importance to Texans.

As a 501(c)3 organization, the Tribune is supported by individual contributions through memberships and major gifts, corporate sponsorships, and foundation grants. By mid-2012, the Tribune had more than 2,000 contributing members, 384 corporate sponsors, and an active major gift and grant program. The Tribune also generates earned revenue from events and specialty publications. The Tribune currently has 34 full-time employees, including 17 reporters.

**OUR MISSION**

*TO PROMOTE CIVIC ENGAGEMENT AND DISCOURSE ON PUBLIC POLICY, POLITICS, GOVERNMENT AND OTHER MATTERS OF STATEWIDE CONCERN*

**OUR VISION**

*TO BUILD THE NEXT GREAT PUBLIC MEDIA BRAND IN THE UNITED STATES*
Although commercial models for delivering news and information are under tremendous pressure, the level of “media clutter” seems only to increase. We are keenly aware that breaking through that clutter is perhaps the central challenge we face in making texastribune.org a success. What sets us apart:

**NOT JUST NEWS — KNOWLEDGE**
Our website is built from scratch as a “digitally native” public service. Advances in technology provide unparalleled opportunities for educating the public. Original reporting is married to the newest online presentation and visualization tools. Our site also includes highly curated news aggregation from other sources, polling, blogging, columns, commentary and an ever-growing lineup of searchable databases that numbered more than 100 by May 2012. Citizens and other journalists already see the Tribune as the authoritative source of data on a wide range of topics such as voting records, campaign finance, public school quality and public employee compensation.

**OBJECTIVITY & NONPARTISANSHIP**
We believe that the serious-minded public is fed up with the “echo chamber” structure of the news media and is hungry for a trusted news source. Objective journalism sets the tone for the Tribune and differentiates us in a crowded media universe. As a 501(c)3, the Tribune has opted out of specific candidate or issue endorsements.

**SUBJECT FOCUS**
What the Tribune does not cover is almost as important as what it does. Since we are not a paper of record and do not attempt to reach a mass audience, we do not chase the “story” of the moment. Instead, we focus on reporting the issues that matter to Texans with a comprehensiveness and depth that aren’t found elsewhere: water, transportation, criminal justice, health care, public education, energy and immigration.

**VOICE**
Serious-minded and dull are not synonymous. We reject the idea that reporting in the public interest must be boring, or that reporters on serious topics must be stripped of their authorial voice. Reporters can have distinct personalities without compromising their objectivity. The best magazines have proved this over time, and the Tribune will as well.

**CULTURE OF EXPERIMENTATION**
Although the Tribune is not a technology company, a component of our mission is to experiment constantly with the ever-growing arsenal of tools at our disposal to make the reader experience ever more engaging.

**YOUTH**
Our team members are digital natives, and our site is designed with the news-consuming habits of a young public in mind. Effective leverage of social networking tools is key to our success with a younger audience. We are also conducting a college outreach program — The Texas Tribune College Tour — on a scale that has never been mounted by a journalistic enterprise in Texas.

**LEVERAGED DISTRIBUTION**
In syndicating our content at no cost to other news outlets, we believe we will advance the goal of ubiquity very rapidly and cost effectively. It matters not to us whether a reader encounters our content on our site, in a public radio interview with one of our reporters or in The Facts of Brazoria County.
2012:

**NATIONAL EDWARD R. MURROW AWARDS**
Radio Television Digital News Association

**EXCELLENCE IN JOURNALISM**
“An Interactive Approach to Civic Engagement”
*Data Application*

**WEBBY AWARDS**
*OFFICIAL POLITICS HONOREE*

**GLOBAL DATA JOURNALISM AWARDS!**
*3RD PLACE*
“Rise & Fall of Rick Perry’s Presidential Bid”
*Interactive*

**KNIGHT-BATTEN AWARDS**
INNOVATIONS IN JOURNALISM
Honored with Special Distinction

2010:

**GANNETT FOUNDATION AWARD**
For Innovation In Watchdog Reporting
Elise Hu, “Stump Interrupted”

2011:

**NATIONAL EDWARD R. MURROW AWARDS**
Radio Television Digital News Association

**BEST NON-BROADCAST WEBSITE**
**BEST USE OF VIDEO**
Elise Hu, “Stump Interrupted”

**REGIONAL EDWARD R. MURROW AWARD**
**BEST RADIO WRITING**
Ben Philpott

**LONE STAR AWARD - HOUSTON PRESS CLUB**

**INTERNET-BASED FEATURE**
Reeve Hamilton, “Instapundit”

**RADIO JOURNALIST OF THE YEAR**
Ben Philpott

**FIRST AMENDMENT AWARDS**
Fort Worth Society of Professional Journalists

**ONLINE PROJECT**
Emily Ramshaw, “Detaining Care: Medical and Mental Health in Immigration Detention”

**TEXAS MEDICAL ASSOCIATION’S ANSON JONES AWARDS**

**ONLINE/MIXED MEDIA — FIRST PLACE**
Emily Ramshaw, “No Country For Health Care”
### Audience

**Unique Visitors**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>AUGUST 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,161,240</td>
<td>617,068</td>
</tr>
</tbody>
</table>

**Pageviews**

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>AUGUST 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40,459,717</td>
<td>3,632,933</td>
</tr>
</tbody>
</table>

**Pages Viewed Per Visit**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.25</td>
</tr>
</tbody>
</table>

**Texas Tribune Average**

- Male: 56%
- Female: 44%

**Registered Voters**

- 98%

**Voted in Last Election**

- 96%

### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>%</th>
</tr>
</thead>
</table>
| 18-24| 5%
| 25-34| 19%
| 35-44| 16%
| 45-54| 20%
| 55-64| 25%
| 65+  | 17%

### Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15,000 - $24,000</td>
<td>3%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>4%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>6%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>13%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>13%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>20%</td>
</tr>
<tr>
<td>$150,000 - $200,000</td>
<td>11%</td>
</tr>
<tr>
<td>$200,000+</td>
<td>21%</td>
</tr>
</tbody>
</table>

### Education

<table>
<thead>
<tr>
<th>Education Level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current college student</td>
<td>2%</td>
</tr>
<tr>
<td>Completed some college</td>
<td>7%</td>
</tr>
<tr>
<td>College graduate (one degree)</td>
<td>38%</td>
</tr>
<tr>
<td>Advanced college degree</td>
<td>40%</td>
</tr>
<tr>
<td>Advanced college degree plus</td>
<td>13%</td>
</tr>
</tbody>
</table>

### Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Technical</td>
<td>63%</td>
</tr>
<tr>
<td>Proprietors, Managers</td>
<td>5%</td>
</tr>
<tr>
<td>Clerical / Sales worker</td>
<td>2%</td>
</tr>
<tr>
<td>Blue Collar Worker</td>
<td>1%</td>
</tr>
<tr>
<td>Business Owner/Corporate Office</td>
<td>13%</td>
</tr>
<tr>
<td>Retired</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Source:** TEXITASTRIBUNE.ORG AUDIENCE IDENTIFICATION SURVEY 2012

Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org
Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org

GEOGRAPHIC

<table>
<thead>
<tr>
<th>National</th>
<th>Out of State</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26.5%</td>
<td>73.5%</td>
</tr>
<tr>
<td>Texas</td>
<td>61%</td>
<td>39%</td>
</tr>
</tbody>
</table>

SOURCE: GOOGLE ANALYTICS (APRIL 2012)
As the entry point to all of the Tribune’s content, the front page offers a glimpse at the site’s stories, blogs, multimedia reporting, databases, news feeds and social media connectivity that contribute to the rich, sophisticated user experience we aim to provide. The day’s full-length pieces act as the site’s editorial centerpiece — published and updated throughout the day — running under the main features.
STORY PAGES

STORY
Each Tribune story page features links to related content and topics. Social media links appear on each page, allowing readers to easily share content on a number of different platforms. A comments tab also allows readers to join the conversation.

As a sponsor of The Texas Tribune's coverage of issues and educational events related to our state's largest issues for the next year, you will receive rotating presence on TExASTRIBUNE.ORG, on all content pages – Front Page, Story Pages and Blogs.

Medium Rectangle – 300x250
Leaderboard – 728x90

INVESTMENT
Annual Content Sponsor Net Investment - $3,600
CONTENT SPONSORSHIP

STORY PAGES

TOPIC/CATEGORY SPONSORSHIP
As the major sponsor of The Texas Tribune’s coverage of issues and educational events related to a select topic/category, example energy or health care, you will receive top level presence on TEXASTRIBUNE.ORG, on all select topic content pages – Front Page, Story Pages and Blogs.

INVESTMENT
$20 Net Cost per Thousand Impressions

FULL BANNER
Exclusive position within story pages and blogs. Full Banner - 468x60

INVESTMENT
$20 Net Cost per Thousand Impressions
BLOGS
The Tribune’s blogs complement our daily batch of full-length story offerings, allowing writers to report on issues throughout the day. For example, are you interested in campaign commercials? “Ads Infinitum” has your fix.

ON THE RECORDS
A data blog, by Ryan Murphy and Becca Aaronson.

T-SQUARED
A blog about the inner workings of The Texas Tribune.

ADS INFINITUM
A blog about commercials, mailers, and other campaign materials.

THE POLLING CENTER
A blog about our public opinion surveys (and everyone else’s).

THE BRIEF
What you need to know each weekday.

INSIDE INTELLIGENCE
Our weekly panel of Capitol insiders weigh in on issues of the moment.

TEXPLAINER
Ever hear something about Texas politics or public policy and wonder what it is? Ask Texplainer.
THE BRIEF

The Brief delivers the day’s top Texas headlines in a punchy, easily digestible format twice each weekday, in the morning and afternoon. Comprehensive but concise, The Brief alerts readers to must-read stories, notable quotes and what’s new in the Tribune.

INVESTMENT

300x250 Medium Rectangle - Right Rail
468x60 Full Banner - Featured Within Content

$3,500 Net Investment per 30-day period
INSIDE INTELLIGENCE

Inside Intelligence, which appears in Texas Weekly and on texastribune.org, a weekly panel of Capitol insiders weighs in on important issues of the moment. (The panel is named, but respondents’ votes and comments are kept anonymous.)

Inside Intelligence appears in the blog area of texastribune.org and receives post alerts and a sponsored run in the site’s marketing program, which directs to the poll results (and an the archive) and includes a sponsored link on the landing pages that points to your set direction.

TEXAS WEEKLY
728x90 Leaderboard - Top of Page and Also Footer
300x250 Medium Rectangle - Right Rail

TEXAS TRIBUNE
728x90 Leaderboard - Top of Page and Above Footer
300x250 Medium Rectangle - Right Rail
468x60 Full Banner - Featured Within Content

INVESTMENT
Annual Net Investment - $40,000
Weekly Net Investment - $1,000
TRIBCAST
Get crack insight and analysis from Tribune reporters and editors on the Tribune’s weekly podcast, a frank, irreverent rundown of the biggest headlines in Texas politics and government.

INVESTMENT
Includes audio pre-roll feature along with the top Medium Rectangle - 300x250 presence on the landing/launch page.

Monthly Net Investment - $3,000
Weekly Net Investment - $1,000

INTERSTITIAL
Stand-out feature to appear on page upon entering the site, from any point, or in between page change, and remain present for 12 seconds — on one select date, or with the ability to supply a strategic, specific message to be seen each day for a set series. One creative unit to appear one time per unique visitor.

640x480 image; flash, script or image (image preferred)

INVESTMENT
One-Day Takeover: Net $1,500
Series: $1,250 per day; example five-day set Net Investment: $6,250
The Tribune’s goal of producing rich, in-depth coverage of Texas sometimes requires us to step outside the confines of the traditional story format. Out of this idea was born the so-called TT Interview (a respectful riff on the iconic Rolling Stone articles), which our team of crack reporters conduct with the state’s most interesting politicians, officials, activists, authors and wonks — from the high profile to the more unsung. We hope these interviews — presented as audio, video, a transcript or some combination of the three — help us tell the unfiltered story of Texas politics and government in a more unique and compelling way.

INVESTMENT
All interviews include either an audio or video element that allows a pre- and post-roll feature along with featured presence on the interview landing page.

$3,500 Net per 30-day period
$750 Net per Interview
EVENT

The Tribune presents regular on-the-record, open-to-the-public events to advance our mission of promoting civic engagement and discourse on public policy, politics and government. In hosting a conversation series featuring elected officials and other newsmakers, an ideas festival, a college tour, and other mission-related educational and social events, the Tribune views the in-person experience itself as a distribution platform — and once the event is over, the audio and video of what took place becomes available on our site.

INVESTMENT

Opportunity to feature your event on our top-level event landing page, left-hand rail, rotating presence.

160x600 Tower
$75 per-day Net Investment
TRIBWIRE
TribWire offers a feed of Texas news culled from outlets across the state. On the wire, curated by Tribune staff and updated in real time throughout the day, visitors are directed to must-read stories covering Texas issues from a variety of sources, including newspapers both big and small.

INVESTMENT
Sponsor Feature on Front Page Box Footer
Exclusive Landing Page Presence - 300x250
Medium Rectangle

Monthly Net Investment - $2,000
TWEETWIRE

TweetWire offers readers a quick look at the Twitter feeds of Texas politicians. The front page displays the latest Tweet, but an expanded view provides an organized look at other recent Tweets.

INVESTMENT

Sponsor Feature on Front Page Box Footer
Exclusive Landing Page Presence - 300x250
Medium Rectangle

Monthly Net Investment - $2,500

Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org
**SEARCH**

Searches on the site can be narrowed by story, blog post, audio, video, image and more.

**INVESTMENT**

Opportunity to sponsor the search feature on the site and have 100% share of voice on this navigation resource page.

Single Sponsor Box – 300x250 right hand rail
TOWER - 160x600

Monthly Net Investment - $2,500

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**THE MOST**

Get a glimpse of what’s hot on the site and where the conversation is with this look at of what’s being shared, viewed and commented on.

**INVESTMENT**

Custom Feature presence within Social Engagement Box
Presence on Front Page and other Top Level Pages within Site

Monthly Net Investment - $2,500

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Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org
DIRECTORY
Giving readers the context they need to get to know the individuals who represent them, the Directory offers personal data — including bios, contact information and electoral histories — on the 242 occupants of the state’s highest offices. Politicians’ individual pages also include downloadable financial statements and, for some, their Twitter feeds.

INVESTMENT
Exclusive Top Right Presence
234x60 Banner on all pages

Monthly Net Investment - $2,500
DATA

The Tribune’s compilation of 90+ select databases has become one of the site’s most-visited destinations, featuring sortable tables and interactive features on topics such as government employee salaries and campaign finance.

INVESTMENT
In addition, site display presence is available on a cost per thousand investment model. The Library on www.texastribune.org is a high-traffic, heavy-use resource area that is a compilation of 90+ select databases of information.

Medium Rectangle - 300x250 - Three Right Rail Positions
Net CPM - $15

Leader Banner - 728x90
One Full Banner Above Texas Tribune Navigation
Detail Box
Net CPM - $13

FEATURED DATA
Interactive: 2011 Texas School District Accountability Ratings

PRESENTED BY:

Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org
The Tribune’s wealth of diverse multimedia content — its hundreds of video and audio stories and thousands of images — is compiled in one easily browsable page. A video of the Trib's choosing appears at the top of the page, and other recent audio and video pieces and images and slideshows appear below. Videos, audio, images and event content can also be viewed on their own individual landing pages.

INVESTMENT
Exclusive Top Right Presence
300x250 Medium Rectangle
“Presented by:” followed by company name, on the front page featured video frame

Monthly Net Investment - $2,500
Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org

ALERTS & E-NEWSLETTERS

THE TEXAS TRIBUNE

Interactive: Texas and the FBI’s 2010 Crime Statistics
By Paul Murdock
The FBI has released the 2010 edition of Crime in the United States. Use our interactive to compare Texas to other states and our sortable tables to compare crime statistics in cities across Texas.

In Perry Territory, Obama to Promote Jobs Plan
By Adam Hurst
President Obama is scheduled to push his jobs plan today in Dallas. Is he stepping into politically hostile territory to challenge Gov. Rick Perry on what the Perry campaign believes is the Texas’ strongest issue — job creation?

Perry’s Suggestion of Military Action in Mexico Draws Varied Reaction
By John milit
Gov. Rick Perry’s suggestion he might be in favor of sending the U.S. military into Mexico to quell cartel-related violence elicited a variety of reactions, from outright dismissal to praise that he had brought the issue to the forefront of the presidential campaign.

Updated: ‘Texas’ First Black Chief Justice Calls Ranch Furor Overblown
By Valeria Khimi
Valerie Arreola, the first black chief justice of the Texas Supreme Court and a descendant of slaves, calls the hunting ranch name controversy “much ado about nothing.” He says the implication that Rick Perry is insensitive to race is “hilarious.”

Video: The Perry Campaign’s Race Challenge
By John milit

You currently receive alerts for all articles. Click here to limit your alerts to certain categories.

TRIBMONTH
Supporters and special friends of the Tribune receive TribMonth, a selective list of the month’s top 10 stories, blog posts, audio pieces and more. Along with cluing readers into the best of the best, TribMonth also aims to give the site’s material new life long after its publication date.

TRIBWEEK
Find a roundup of the week’s top news in TribWeek. Published every Saturday, the summary gives readers a chance to play weekend catchup or revisit some of their favorite pieces of the week.

DAILY ALERTS
Site visitors have asked for the ability to receive the various forms of our aggressive and ambitious public interest journalism — our stories, blog posts, multimedia, polling — in their e-mail inboxes, delivered at the interval of their choosing. Now they have it. Opt-in recipients can get an update pushed every few hours (6 a.m. to 6 p.m.) or immediately after every bit of content is published. They will always get enough to pique their interest: the headline, the tagline and a piece of art.

INVESTMENT
This helpful reminder should give all more of an incentive to connect with the Trib and your brand, to become more involved and engaged in the life of our great state. Take advantage of the opportunity with three different alert opportunities – Daily, Tribweek and TribMonth.

Sponsor Position - One of two Half Banners - 234x60 or one Full Banner - 468x60, plus URL link
Positioned at Top of Page, Immediately Following The Texas Tribune Header
Text Link - 15 words of copy, plus URL link

Daily Alert Net Investment - $500
TribWeek Net Investment - $1,500
TribMonth Net Investment - $2,500
Textlink Net Investment - $200

*Daily Alerts run Monday through Friday.
Tribweek runs Saturday and Sunday.
**MOBILE**

On Texas Tribune Mobile, readers can get the top stories and blog posts delivered to their mobile devices (phone, tablet, and readers) as instantly as they are published to the website. The mobile edition's simple format is geared for speedy download and ease of use on all mobile devices.
UNDERWRITING GUIDELINES

1. To clearly distinguish advertisements from editorial content, we require that all white background ads come with a border.

2. All ads with off-site links will open new browser window.

3. No on-load pop-over ads.

4. All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site.

5. In the event a third party ad server fails or fails to respond in a reasonable time frame, the Tribune has the right to pull the ad from our pages until the problem has been rectified.

6. Images need to be good quality and have visual integrity. They cannot be pixelated. This being said, the smaller the file size the better, preferably around 35k per ad unit.

7. If the sponsor does not have a graphics person it can send a logo, preferably an Adobe Illustrator .eps file that can be re-sized without compromising quality.

8. All Flash ads need to be accompanied by a static image version of the ad. Flash ads may loop a maximum of three times, and should run under 12 seconds total. Please apply these same guide lines for other animated file types, such as .gif files.

9. All ad units must be clearly identified as such.

ACCEPTABLE SIZES

234 x 60
468 x 60
160 x 600
300 x 250
728 x 90
648 x 480

GENERAL GUIDELINES

Products. To help identify a funder, one specific product or brand name item may be mentioned in audio and depicted in an ad. In addition, up to three generic product lines or target markets for a company’s products may be mentioned in audio and identified by means of text or generic symbols in video (e.g., “maker of the VAX-111 computer [specific product] and other computers for business, government, and personal use [target markets].”

Underwriter Location. It is permissible to cite location, telephone number information and website addresses. In the alternative, it may be a generic reference to the area served.

Slogans and Corporate-Positioning Statements. Slogans or corporate “positioning” statements that are used to identify a company are acceptable; direct comparison with other companies, or with other companies’ products or services (“when a Cadillac just isn’t good enough”) are not permitted.

Use of People. Actors/actresses or corporate representatives may appear in a credit. Further, for purposes of identifying a funder, employees of a company may be shown in a credit, provided, however, that if employees are used, specific products may not be shown.

Perferred Formats & File Types. Send image files in the form of .jpg (.jpeg), .png, or .gif. Flash files in the form of a .swf. We can accomodate most third party creative or script snippets. Please stray away from sending original art files as items tend to get lost during the transfer or export of such files.

Serving System and Tags. All messaging units are served through a third party system, DoubleClick for Publishers (DFP). Third Party Tags are accepted and must integrate with the DFP serving system.

Creative Delivery. Please allow 48 hours for launch of materials.

The Texas Tribune reserves the right to reject any ad based on content or images contained in the banner.
Submit materials to multimedia@texastribune.org
For additional information contact April Hinkle at ahinkle@texastribune.org
2012 SUPPORTERS

AAA Texas
AARP
Academic Partnerships
Accenture
Access Sciences Corporation
Almanza Blackburn & Dickie LLP
America’s Natural Gas Alliance
American Association of Political Consultants
American Council of Engineering Companies
American Heart Association
American Osteopathic Association/ Foundation
Americans Elect
Andrew Harper
Apache
Armadillo Christmas Bazaar
Arsenal
Association of Electric Companies of Texas (AECT)
Association of Professional Researchers for Advancement
Association of Texas Professional Educators
AT&T
AT&T Executive Education and Conference Center
Austin Chamber of Commerce
Austin Community Foundation
Austin Ventures
Austin WPO
BNSF Railway
BP America
Bracewell & Giuliani
Brown McCarroll
C.T. Bauer College of Business
Cadillac
Calendar Club
Cantu Construction
Capitol Metro Transit
Career & Technology Association of Texas
Celltex
Center for Politics and Governance
LBJ School of Public Affairs
CenterPoint Energy
Chevrolet
Children’s Hospital Association of Texas
Christus Healthcare
City of Irving
City of San Antonio
Claim It Texas
Colorado River Foundation
Conservation Fund
Cox Law Firm, PLLC
Crosswind Communications
Dachis Group
Dallas Trial Lawyers Association
Deloitte
Drilling Info Inc.
El Paso Corporation
El Paso Electric
Elizabeth Christian & Associates
Public Relations
Energy Future Holdings
Eric Wright and Associates
Ernest & Young
Escalate Capital
Fair Search Coalition
Fete Catering
Fidelity
Focused Advocacy
Foster Quan, LLP
Four Seasons Hotel Austin
Frotxot Bravo Alpha (FBA)
Freeze Tuition Now
Frost
Fulbright & Jaworski
Galveston Chamber of Commerce
Women’s Conference
George & Brothers
George Bush Presidential Library and Museum
Giant Noise
Glasscock School of Continuing Studies, Rice University
Google
Gottesman Residential Real Estate
Graves, Dougherty, Hearn & Moody
Greater Fort Bend Economic Development Council
Greater Houston Convention & Visitors Bureau
Greater Houston Partnership
Greater Texas Foundation
Greater Texas Water Company
Greater Waco Chamber
Greenberg Traurig
Grupo Reforma
GSD&M
H+K Strategies
H2Orange
Hahn, Texas
Harden Healthcare
Haynes & Boone
Heart Hospital of Austin
HEB
Heldenfels Enterprises
Heritage Title Company
Hillicco Partners
Houghton Mifflin Harcourt Publishing Company
Houston A+ Challenge
Houston Association of Realtors
Houston Community College
Houston Public Radio
HPI
Human Trafficking Summit
I&O Communications
IBC
Independence Title Company
Independent Bankers Association of Texas
iStation
John Ben Shepperd Leadership Institute
John Cooper School
Jones Lang LaSalle
JPMorgan Chase
K&L Gates
Kelsey-Seybold Clinic
Kirkus Review
KLRU
Knaue GR
KUT
La Posada Hotel
Lasco Enterprises
LatinWorks
Law Office of Carlos Eduardo Cardenas
Law Offices of Steven C. Laird, P.C
LBJ Library and Museum
Leadership San Antonio - San Antonio Chamber of Commerce
LiveStrong
Lockheed Martin Aeronautics
Lone Star College
Lone Star National Bank
Long Center
Magnolia Hotels
Maxwell Locke & Ritter LLP
McCombs School of Business Health Care Symposium
McWilliams Governmental Affairs Consultants
Medill/Northwestern University
Microsoft
Midwikis and Granger PC
Moreland Properties
Museum of Fine Arts, Houston
Mynor E. Rodriguez
Nature Conservancy of Texas
Nine - Eleven Experts Speak Out
Niwali
NRG
Office of Public Insurance Counsel
Oncor
One Voice Central Texas
PE 3
Pecan Street Project
Permian Basin Petroleum Association
Perry Street Communications
Pew Center On The States
Pierpont
Plains Capital Bank
Propinquity
Public Strategies
Raise Your Hand Texas
Reg 2 - Superintendents
Rice Jones Graduate School of Business
Rice University
Rice University Glasscock School of Continuing Studies
Round Rock Chamber of Commerce
Sam Houston State University
San Antonio Trial Lawyers Association
San Antonio Water System
Sanders Morris Harris Private Equity Group
Sante Ventures
Schlosser Development
SeaWorld
SEIU
SHI
South Texas Money Management, Ltd.
Southwest Airlines
SouthWest Water Company
Spec's
Spivey & Grigg LLP
Springbox
Square 1 Bank
St. David's Healthcare
St. David's Heart and Vascular
St. Joseph Medical Center
State Farm
State Preservation Board
Stratos Legal
SWBC
Temple Chamber of Commerce
Texas A&M University
Texas A&M University Press
Texas A&M University System
Texas Alliance for Patient Access
Texas Alliance of Energy Producers
Texas Association of Business
Texas Association of Community Colleges
Texas Association of Community Health Centers
Texas Association of Counties
Texas Association of County Auditors
Texas Association of Health Plans
Texas Association of Life and Health Insurers
Texas Association of Realtors
Texas Association of School Business Officials
Texas Association of State Systems for Computing and Communications
Texas Cable Association
Texas Capital Bank
Texas Civil Justice League
Texas Classroom Teachers Association
Texas Coalition for Affordable Insurance Solutions
Texas Coalition of Dental Service Organizations
Texas College Savings Plans
Texas Comptroller of Public Accounts - Unclaimed Property
Texas Conference for Women
Texas Construction Association
Texas Council of Administrators of Special Education
Texas Credit Union League
Texas Cultural Trust
Texas Engineering Extension Service (TEEX)
Texas Enterprise - McCombs School of Business, University of Texas
Texas Executive Education
Texas Farm Bureau
Texas Film, Interactive & Tourism Summit
Texas General Land Office
Texas Heritage Songwriters Association
Texas High School Project
Texas Historical Commission
Texas Independent Producers & Royalty Owners Association
Texas Instruments
Texas Land Title Association
Texas Leadership Forum - John Ben Shepperd Public Leadership Institute
Texas Medical Association
Texas Medical Association Healthy Vision 2020
Texas Monthly
Texas Municipal League
Texas Mutual Insurance
Texas Nurse Practitioners
Texas Oncology
Texas Oncology Austin
Texas Parks and Wildlife
Texas Performing Arts
Texas Petroleum Marketers
Texas Pharmacy Association
Texas Pipeline Association
Texas Retired Teachers Association
Texas School Public Relations Association
Texas Society of Association Executives
Texas State University
Texas State University System
Texas Society of Certified Public Accountants
Texas Telephone Association
Texas Travel Industry Association
Texas Trial Lawyers Association
Texas Tuition Promise Fund
TG
The Blanton Museum of Art
The Chocolate Maker’s Studio
The Conservation Fund
The Monument Group
The Nature Conservancy
The New York Times
The RK Group
The University of Texas at Austin
The University of Texas at Austin - McCombs School of Business
The University of Texas Medical Branch at Galveston
The Wind Coalition
Tito’s Handmade Vodka
Torch Energy Advisors
Total Energy USA
Trinity University
Union Pacific
United Healthcare
United Way For Greater Austin
University of Houston
University of Texas - Dallas
University of Texas - School Of Journalism
University of Texas at El Paso
University of Texas at Permian Basin
University of Texas Press
Urbanspace
UT Energy Forum
Uteach
Vianovo
W Austin
Waters Kraus
Wells Fargo
Wholesale Beer Distributors of Texas
Woodlands Development
Word of Mouth Catering
Before there was Facebook and Twitter, e-mail and cell phones, there was real-time, face-to-face conversation where ideas were presented, positions debated, solutions brainstormed. Beyond our destination website, The Texas Tribune offers TribLive, a suite of free events designed to promote public discourse and civic engagement throughout Texas. It’s our attempt to bring people together in real time to learn, engage and renew. Our events include:

**TEXAS TRIBUNE CONVERSATIONS**
In January 2010, we initiated a series of breakfast conversations featuring prominent elected officials and other newsmakers at the historic Austin Club. Moderated by the Tribune’s CEO and editor-in-chief, Evan Smith, these thoughtful and lively discussions include a Q&A session with the audience. Admission is free. Each conversation is taped and available to all online visitors and our syndication partners. To date, each event has been over-subscribed; the positive buzz extraordinary.

**TEXAS TRIBUNE “THE HOT SEAT”**
Based on the successful conversation series, The Hot Seat is a statewide campaign to engage and educate Texas voters. Each conversation takes place on a university campus and features local legislators discussing the 82nd legislative session and previewing the 83rd, with a special focus on local issues in the district. These lunchtime events are attended by students, faculty and members of the surrounding community.

**TEXAS TRIBUNE SPONSORED EVENTS**
Civic engagement often takes the form of community involvement, collaboration and partnership. The Tribune will occasionally co-sponsor events organized by other community groups that support our mission and promote worthy causes.

**TEXAS TRIBUNE FESTIVAL**
Bringing together important and provocative statesmen, thinkers and writers from a wide variety of disciplines, the Tribune’s Festival at the University of Texas at Austin rivals the New Yorker Festival and the Aspen Ideas Festival and offers Texans an exciting weekend of public events and dialogue. Interviews, lectures, debates and panel discussions will explore major current issues.

**TRIB SCREENINGS**
This series explores broader political and social themes through film. Produced quarterly, these events will feature a screening of a relevant film, followed by a discussion with the filmmakers. Our first event featured the premiere of Pulitzer Prize-winning author and New Yorker writer Lawrence Wright’s My Trip to Al-Qaeda. After the screening, Wright was joined in discussion with the film’s director, Alex Gibney. Evan Smith serves as moderator.

**TEXAS TRIBUNE ONE-DAY SYMPOSIUM**
As educating and engaging the next generation of Texans is key to our mission, the Tribune will visit three universities across the state each year to present a daylong program including policy experts, newsmakers and Tribune journalists in one-on-one interviews, panel discussions, debates and classroom visits. Programs are open to all students, faculty and members of the surrounding community.