



Times Launches Free High School Weekly for Pinellas, Hillsborough High School Students

St. Petersburg, Fla. – September 9, 2009 – Times Publishing Co., publisher of the St. Petersburg Times, is proud to announce the debut of a weekly newspaper produced by high school students in Pinellas and Hillsborough counties.

The free locally-produced tabloid paper – called **tb-two*** – is written mostly by students in the Tampa Bay area and will be delivered to high schools in Pinellas and Hillsborough counties starting Sept. 10, 2009. Launching at the same time is an interactive Web site, www.tb-two.com.

“There’s nothing like **tb-two*** in the Tampa Bay market,” said Neil Brown, executive editor and vice president of the Times. “We’re excited about helping high school students reach each other with a newspaper and Web site, full of real world stories and information that will delight and engage them,” he added.

In partnership with Pinellas and Hillsborough school districts, **tb-two*** will be distributed weekly to about 75,000 students during the school year. Some private schools also have requested copies of **tb-two***.

“**tb-two*** targets a segment of our market that is very attractive to advertisers. Any parent of a high school student knows they are consumers of retail goods, electronics, cars and food,” Jerry Hill, director of audience and new business development.

Students who help produce **tb-two*** can receive experience equivalent to completing a professional internship, and they are able to learn from award-winning Times’ journalists.

“Not only are we giving students real-life journalism experience, we also are providing a real-life newspaper and Web site that covers their lives and community and culture,” said Gretchen Letterman, **tb-two*** editor. “Another benefit of **tb-two*** is that research shows students score better on reading tests, develop lifelong reading habits and become more engaged citizens who vote when they have been exposed to newspapers in the classroom. That will make parents and teachers happy.”



About the Publisher

The *St. Petersburg Times*, Florida's largest newspaper, has an average circulation of 413,929 Sunday and 283,093 daily (ABC publisher's statement 3/29/09). Considered one of the top 10 newspapers in the country, the newspaper has eight Pulitzer Prizes to its name, including two 2009 Pulitzer Prizes. In addition to its flagship newspaper, the company reaches a digital audience with TampaBay.com and a younger audience with tbt* TampaBay Times, a free daily tabloid. The total combined audience of these three brands is more than 1.5 million people each week.

Contact: Jounice Nealy-Brown, Times Brand Manager
727-893-8289 * nealybrown@sptimes.com