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**St. Petersburg Times**

FOR IMMEDIATE RELEASE  
June 3, 2010

Contact: Jounice Nealy-Brown  
727-893-8289  
[nealybrown@sptimes.com](mailto:nealybrown@sptimes.com)

### **Tampa Publisher Joe DeLuca expands duties, named TampaBay.com publisher**

TAMPA BAY, Fla. – Joe DeLuca, a vice president and Tampa publisher of the *St. Petersburg Times*, has been named publisher of TampaBay.com.

“Our next step in digital publishing is a big one,” said *Times* Chairman and CEO Paul Tash. “Digital is another dimension to our growth in audience and advertising share, and this move will reinforce that overall strategy,” he added.

DeLuca will remain as publisher of the *Times*’ Tampa edition and *tbt\* Tampa Bay Times*, the free daily tabloid. His portfolio also includes production and circulation.

DeLuca, 52, joined the *Times* in 2001. He serves on the company’s executive committee and board of directors.

The previous publisher of TampaBay.com, Stephen Buckley, was recently named dean of the faculty at the Poynter Institute, the school that owns the *Times*.

#### **About the St. Petersburg Times and TampaBay.com**

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The *Times* has won eight Pulitzer Prizes, including two in 2009. It is Florida’s largest newspaper with an average circulation of 417,807 Sunday and 278,888 daily (ABC publisher’s statement 3/28/10). The *Times* is produced by the Times Publishing Company, which also publishes Tampa Bay’s largest local news Web site – **TampaBay.com** – that has a combined local and national audience of more than 1.7 million unique visitors each month (Nielsen NetView average for 1/10-3/10). Additionally, the company publishes the free daily *tbt\* Tampa Bay Times*, the Pulitzer Prize-winning Web site, **PolitiFact.com**, special events, specialty publications, and targeted advertising programs.

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