

St. Petersburg Times

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St. Petersburg Times, POLITICO to cover 2012 RNC in Tampa

Tampa Bay, FL – The award-winning *St. Petersburg Times* and POLITICO have formed a robust partnership to cover presidential politics in Florida and the 2012 Republican National Convention in Tampa.

“The *St. Petersburg Times* is excited to join forces with POLITICO in creating a journalistic powerhouse that will chronicle the Republican Party’s march to Tampa in 2012,” Times Editor Neil Brown said. “As the state’s leading news organization, we are honored to work with POLITICO, which has become the signature name in covering the national political scene. The history-making GOP convention in Tampa will generate great journalistic and business opportunities and we know this partnership will help us capitalize on all of it.”

The *Times* and POLITICO will begin immediately sharing content both in print and online to offer their readers added insight into the campaign trail. At the convention, they’ll combine reporting efforts to write in-depth enterprise stories related to the August 2012 event. In addition, the *Times* and POLITICO plan to co-produce daily newsmaker events in the Tampa Bay area.

Similar to POLITICO’s convention partnerships with *The Denver Post* and the *St. Paul Pioneer Press* during the 2008 election cycle, the *Times*-POLITICO team’s work will appear in the newspaper, which also will include local and national advertising. The newspaper will be distributed at key locations around Tampa Bay, drawing readership from both local residents and influential convention-goers alike.

During the convention week, the *Times* will co-brand its front page print nameplate with POLITICO’s logo. Both will co-brand the home page of their Web sites. POLITICO will create an online page featuring 2012 news related to Florida politics and the 2012 GOP convention. The *Times* will feature POLITICO’s 2012 LIVE content on the politics page on its Web site, TampaBay.com.

POLITICO also will feature ‘Truth-O-Meter’ rulings from PolitiFact, the Pulitzer Prize-winning Web site owned by the *Times*, and work with PolitiFact to fact-check campaign speeches.

“We are thrilled to pair up with one of America’s most prestigious newspapers,” said POLITICO Executive Editor Jim VandeHei. “This will allow both organizations to play

to their core strengths – POLITICO’s national political coverage and the *St. Petersburg Times*’ dominance of state and local politics – to provide readers a compelling way to navigate and understand the GOP convention.”

This is the *Times*’ second major partnership related to the coverage of the Republican presidential election. The *Times* also is co-sponsoring a Republican presidential primary debate early next year with NBC News, *National Journal* and the Florida Council of 100. Held at the St. Pete Times Forum, it will be the first time that presidential primary candidates will debate in the arena where one of them will return to accept the nomination.

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. It is Florida’s largest newspaper with an average circulation of 429,048 Sunday and 292,441 daily (ABC FAS-FAX March 2011). The *Times* is produced by the Times Publishing Company, which also publishes **TampaBay.com** - Tampa Bay’s largest local news Web site with more than 1.6 million unique visitors each month (Nielsen NetView three-month average for 01/11-03/11). Additionally, the company publishes the free daily *tbt** **Tampa Bay Times** and the Pulitzer Prize-winning Web site, **PolitiFact.com**; and produces special events, specialty publications, and targeted advertising programs.

About POLITICO

POLITICO is a nonpartisan, Washington-based political journalism organization that serves as the one-stop shop for the fastest, deepest coverage of the president, Congress and the 2012 presidential race. POLITICO’s journalists break news and drive conversation about the White House, Capitol Hill and Washington lobbying, plus the intersection of politics with Wall Street, the media and personalities.