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Times Publishing Company joins inaugural class of data lab participants

TAMPA BAY, FL – The *Tampa Bay Times* has been chosen to participate in the Google News Initiative Data Transformation Lab. The six-month program aims to help local news organizations improve their business through strategic data use.

As part of the program, the *Times* will receive onsite evaluations of its business and data usage from the program's organizers, Google, Deloitte Consulting and the Local Media Association. The group will evaluate the *Times* data capabilities and suggest improvements, including ways to increase digital advertising and develop a sustainable digital business. As an industry, newspapers lag in using data for business success.

“Participation in the GNI Data Transformation Lab opens up many opportunities for the *Times*,” said Conan Gallaty, the company’s chief digital officer. “Understanding of our audience, not just where we are but where we’re going, starts with data. We’re hopeful the time spent with Google, Deloitte, the LMA and our peers in industry will give us clarity now and strategy for the future.”

The *Times* is one of six news organizations nationwide that was selected to participate in the data lab. The others are: *The Seattle Times*; WFSB-TV(Hartford); *The Philadelphia Inquirer*; KPRC-TV(Houston) and the *St. Louis Post-Dispatch*.

Through the LMA, members of the cohort will share best practices and key findings with each other and the media industry.

About the Tampa Bay Times

The Tampa Bay Times is widely considered one of the Top Ten newspapers in America and has won 12 Pulitzer Prizes. It is Florida’s largest newspaper and publishes tampabay.com - Tampa Bay’s largest local news Web site. Additionally, the company publishes the free weekly *tbt**, an edition of the Tampa Bay Times, and Bay magazine.
