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FOR IMMEDIATE RELEASE:

St. Petersburg Times names new Tampa Publisher, Director of Operations and Production Manager

St. Petersburg, FL — The *St. Petersburg Times* announced the appointment of Joe DeLuca as Tampa publisher, assuming responsibility over the newspaper's business operations in Tampa effective immediately.

DeLuca, 46, who joined the *Times* in 2001 as Director of Operations came from the *Hartford Courant* where he was production director. In his new role he will be in charge of strategic growth initiatives for the *Times* in Hillsborough and central and east Pasco counties.

In making the announcement, *Times* Publisher and Executive Vice President, Marty Petty, said, "It is not just his broad technical expertise or deep business knowledge that bring us to this important assignment for Joe. It's his connection to people. Joe invests in people, coaching and developing staff and building diverse teams. And, he gets the hard work done with class, humor and no fanfare."

DeLuca will be succeeded as director of operations by Ben Hayes, a 29-year *Times* veteran who most recently has been packaging, distribution and transportation manager. Hayes, 48, began his career as a part-timer in the mailroom, now known as the packaging department. Through the years he has played a key role in numerous major projects, most recently the complex renovation of the loading dock and move to an automated cart system.

Also in the operations area, Alvin Nesmith was promoted to Production manager, responsible for all production areas from pre-press to press operations. Nesmith, 51, came to the *Times* in 2003 from the *San Jose Mercury News*, where he was director of production. Before that, he spent more than 10 years at the *Washington Post* in production.

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