Backgrounder Arkansas Democrat-Gazette: Interviewed June 29, 2010

Newspaper	Arkansas Democrat-Gazette	
Owner	WEHCO Newspapers, Inc. (privately owned)	
Address	121 E. Capitol Ave., Little Rock, AR 72201	
Phone number	501-378-3400	
URL	www.arkansasonline.com	
Circulation		
Circulation	Daily 185,222; Sunday 267,849	
Owner/Publisher		
Name	Walter Hussman Jr.	
Term of service	Publisher since 1974	
Phone number	501-378-3402	
E-mail	weh@arkansasonline.com	
Newspaper Staff		
Total FTEs	N/A	
Publication cycle	7 days, 3 editions: Metro, State and Northwest Arkansas	
Current Circulation		Circulation ⁱ
Weekdays (M-S)		78,435
Sundays		71,815
Price		· · · · ·
Weekday newsstand	\$.50	
Sunday newsstand	\$1.25	
Subscription annual	\$180	
Subscription annual Sunday on	\$87	
E-edition annual	\$119.88 for non-subscribers	
Ancillary Businesses	WEHCO Media, Inc., the parent company, owns 10 dailies,	numerous
	weeklies, and cable television stations	
Newsprint		
Tons/annual	N/A	
Digital		
Pay wall?	Yes, since 2001	
-		
Editor		
Name	Griffin Smith	
Phone number	501-399-3610	
Fax	501-399-3630	
News Staff		
Total FTEs	107	
Bureaus	Benton, Jonesboro, Ft. Smith, Pine Bluff	
Coverage	Dedicated more than 50% of time	
Local, county, state, national government	Yes	
Courts	Yes	
Public safety	Yes	
School Board/Education	Yes	
Business	Yes	

Valid Sources, "Who Needs Newspapers?" report; 1916 Pike Pl., Ste 12 #60, Seattle, WA.98101 www.whoneedsnewspapers.org

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Sports	Yes
Entertainment & arts	Yes
Other	Agriculture, travel, food, religion, style/features

Online Manager	
Name	Conan Gallaty
Title	Online Director
Phone	501-378-3441
E-Mail	cgallaty@arkansasonline.com
Staff	
Size	15 (2 dedicated to sales)
Sufficient?	Yes
Does reporting staff feed materials for	Yes, as needed
uses by use digital media	
Write code?	Yes
Number of coders?	2 code writers
Flexibility & response time	
Change web platform – coding,	Platform can be changed as needed
architecture, software once a month?	
Can you add new functionality promptly	Yes
as it becomes available?	

Digital Tools?	
Content management system?	Yes, Ellington system using Python and Django
Crowd sourcing?	Yes
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes

Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these	Face Book Twitter
digital channels? To what extent is your newspaper connected to people through social media?	Extensively
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Majority of staff still undergoing training
Do you use "real time" ads?	Yes: self-serving classifieds
Does your advertising department sell "digital services" to merchants such as helping them with website production?	A small percentage do
Does your ad department sell electronic coupons or other digital products?	Yes

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Doos your ad donartmont call	Yes
Does your ad department sell demographically targeted ads based on	Yes
online consumer behavior?	
Assessment	
How do you assess your digital	
news/information products?	
Page-views?	Average 7,000,000/month
Monthly uniques?	Average 600,000/month
Revenue?	Yes
What metrics do you use?	N/A
Editing	
Are there different procedures (layers of	Basically the same, although breaking news moves quickly to the
editing) for web vs. print products?	website
Do you use AP style in your digital	Generally use AP style. Griffin Smith adds, "Only so much as we
products?	agree with."
Revenue	
Do you charge for any digital products?	Paywall: Yes
Which products and how much?	Archival materials: Yes, there are charges
Digital Delivery Systems	
What <i>delivery systems</i> do you employ?	
E-edition?	What software? Oliver
iPhone?	iPhone, Smartphone, Blackberry, Android, Palm
Kindle?	No formal agreement
Knowledge products	
Do you offer "knowledge products" such	Books
as books, magazines, and television or	
radio programs in addition to the core	
daily paper? Is there a central digital content pool from	X 0 X TI
Is there a central digital content pool from which these products are created?	Yes & No. The newsroom central system is used to some degree as
Future	needed
Do you foresee your news organization	Gallaty: "When the revenue will support it."
offering 100% digitally-delivered	Gallaty: when the revenue will support it.
news/information products in the	
foreseeable future?	
If not: Where do you think the balance	Not sure
will settle?	
If you expect there will always be some	Not sure
news/information products delivered on	
newsprint, what will those be?	
Why will that be?	Gallaty: "It's hard to replicate all the attributes of printed media [in
C	digital formats]."
Sources of Information	
What are yours?	E&P, Gizmodo, TechCruch, TechniData

ⁱ Source: 2008 Editor & Publisher International Yearbook

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