

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	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		2007 Circulationⁱ
Weekdays (M-S)	185,222	178,435
Sundays	267,849	271,815
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	

Backgrounder
Arkansas Democrat-Gazette: Interviewed June 29, 2010

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 uses by use digital media	Yes, as needed
Write code?	Yes
Number of coders?	2 code writers
Flexibility & response time	
Change web platform – coding, architecture, software -- once a month?	Platform can be changed as needed
Can you add new functionality promptly as it becomes available?	Yes

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 digital channels?	Face Book Twitter
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

Backgrounder
Arkansas Democrat-Gazette: Interviewed June 29, 2010

Does your ad department sell demographically targeted ads based on online consumer behavior?	Yes
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 editing) for web vs. print products?	Basically the same, although breaking news moves quickly to the website
Do you use AP style in your digital products?	Generally use AP style. Griffin Smith adds, "Only so much as we agree with."
Revenue	
Do you charge for any digital products? Which products and how much?	Paywall: Yes 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 as books, magazines, and television or radio programs in addition to the core daily paper?	Books
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 needed
Future	
Do you foresee your news organization offering 100% digitally-delivered news/information products in the foreseeable future?	Gallaty: "When the revenue will support it."
If not: Where do you think the balance will settle?	Not sure
If you expect there will always be some news/information products delivered on newsprint, what will those be?	Not sure
Why will that be?	Gallaty: "It's hard to replicate all the attributes of printed media [in digital formats]."
Sources of Information	
What are yours?	E&P, Gizmodo, TechCruch, TechniData

¹ Source: 2008 Editor & Publisher International Yearbook