



Arkansas Democrat  Gazette
COMMUNITY
JOURNALISM PROJECT



The Arkansas Democrat Gazette difference

- The Arkansas Democrat-Gazette is the state's largest newspaper and one of the last statewide newspapers in America.
- The Arkansas Democrat-Gazette is a family-owned newspaper run by a fourth-generation Arkansan.
- The Arkansas Democrat-Gazette provides thorough, thought-provoking and objective news coverage seven days a week.
- The Arkansas Democrat-Gazette has an extensive digital reach with an average of more than 1.2 million users per month across mobile, desktop, tablet and smart TV platforms.
- The Arkansas Democrat-Gazette prides itself on unbiased coverage. There is a clear separation of the news and opinion.
- The Arkansas Democrat-Gazette is guided by its core values of journalism.





Our statement of core values

**“To give the news impartially, without fear or favor.”
(Adolph Ochs, 1858-1935)**

Impartiality means reporting, editing, and delivering the news honestly, fairly, objectively, and without personal opinion or bias.

Credibility is the greatest asset of any news medium, and impartiality is the greatest source of credibility.

To provide the most complete report, a news organization must not just cover the news, but uncover it. It must follow the story wherever it leads, regardless of any preconceived ideas on what might be most newsworthy.

The pursuit of truth is a noble goal of journalism. But the truth is not always apparent or known immediately. A journalist’s role is therefore not to determine what they believe at that time to be the truth and reveal only that to their readers, but rather to report as completely

and impartially as possible all verifiable facts so that readers can, based on their own knowledge and experience, determine what they believe to be the truth.

When a newspaper delivers both news and opinions, the impartiality and credibility of the news organization can be questioned. To minimize this as much as possible there needs to be a sharp and clear distinction between news and opinion, both to those providing and consuming the news.

“A newspaper has five constituencies, including first its readers, then advertisers, then employees, then creditors, then shareholders. As long as the newspaper keeps those constituencies in that order, especially its readers first, all constituencies will be well served.”

(Walter Hussman, 1906-1988)

**— Walter Hussman, Jr.
Publisher 1991-2022**



Dedicated to community journalism

With mounting pressure to produce content quickly, some journalism sources may sacrifice quality and accuracy. This both damages the reputation of the news source and shakes the public's trust in the general media.

For over two centuries, our dedicated team has stood as a beacon of truth in our community. The Arkansas Democrat-Gazette isn't just a news outlet; we are the guardians of transparency, accountability and democracy itself.

WE BELIEVE THE NEWS IS FOR EVERYONE.



Why create a community fund?



- A newspaper has two primary sources of revenue: advertising and subscriptions. Like other newspapers across the country, the Arkansas Democrat-Gazette has struggled financially in these two areas.
- Despite these challenges, the shareholders remain dedicated to having a robust newsroom that deeply investigates the issues in our state.
- It is our mission to inform, entertain and empower our communities with quality journalism. We dive deep into the stories that shape our state.
- To maintain this commitment to produce the best local news, the Arkansas Democrat-Gazette needs support from the community.

**TOGETHER, WE CAN ENSURE
THE FUTURE OF ARKANSAS NEWS.**



The value of local reporting

Local news coverage is the lens through which we witness our community's pulse. It's the voice that brings forth stories of resilience, innovation and change – stories that unite us in our common experiences. By rallying behind local news, you help preserve our ability to bring the best local reporting to Arkansans.

Local news coverage is vital for the civic health of a community. It is the foundation of a healthy and vibrant community. Supporting local independent journalism enhances the quality of historic information on record.



Success stories

The Seattle Times

- A pioneer in raising community support and funds for public-service journalism
- Expanded to five projects making an impact in the area
- Has raised more than \$10 million in community donations since 2013

The Post and Courier

- Public Service and Investigative Fund focuses on upholding transparency in South Carolina
- Second campaign goal to raise \$100,000 in 100 days reached nearly \$500,000
- Has raised more than \$2.6 million in community donations since 2020



Measuring our commitment to community journalism



A tale of two papers

Wednesday, February 7 editions



	LOS ANGELES TIMES	ARKANSAS DEMOCRAT-GAZETTE
PAGES	28	40
METRO POPULATION	12,872,322	760,933
TOTAL NEWS SPACE	23.52 pages	33.1 pages
LOCAL STAFF REPORT	19 articles	46 articles
SPORTS SECTION	10 articles	24 articles
TOTAL NEWS REPORT	41 articles	108 articles
WIRE SERVICES	AP - YES New York Times - NO Washington Post - NO	AP - YES New York Times - YES Washington Post - YES
OWNERSHIP	California Times (local)	WEHCO Newspapers (local)



A tale of two papers

Friday, February 9 editions

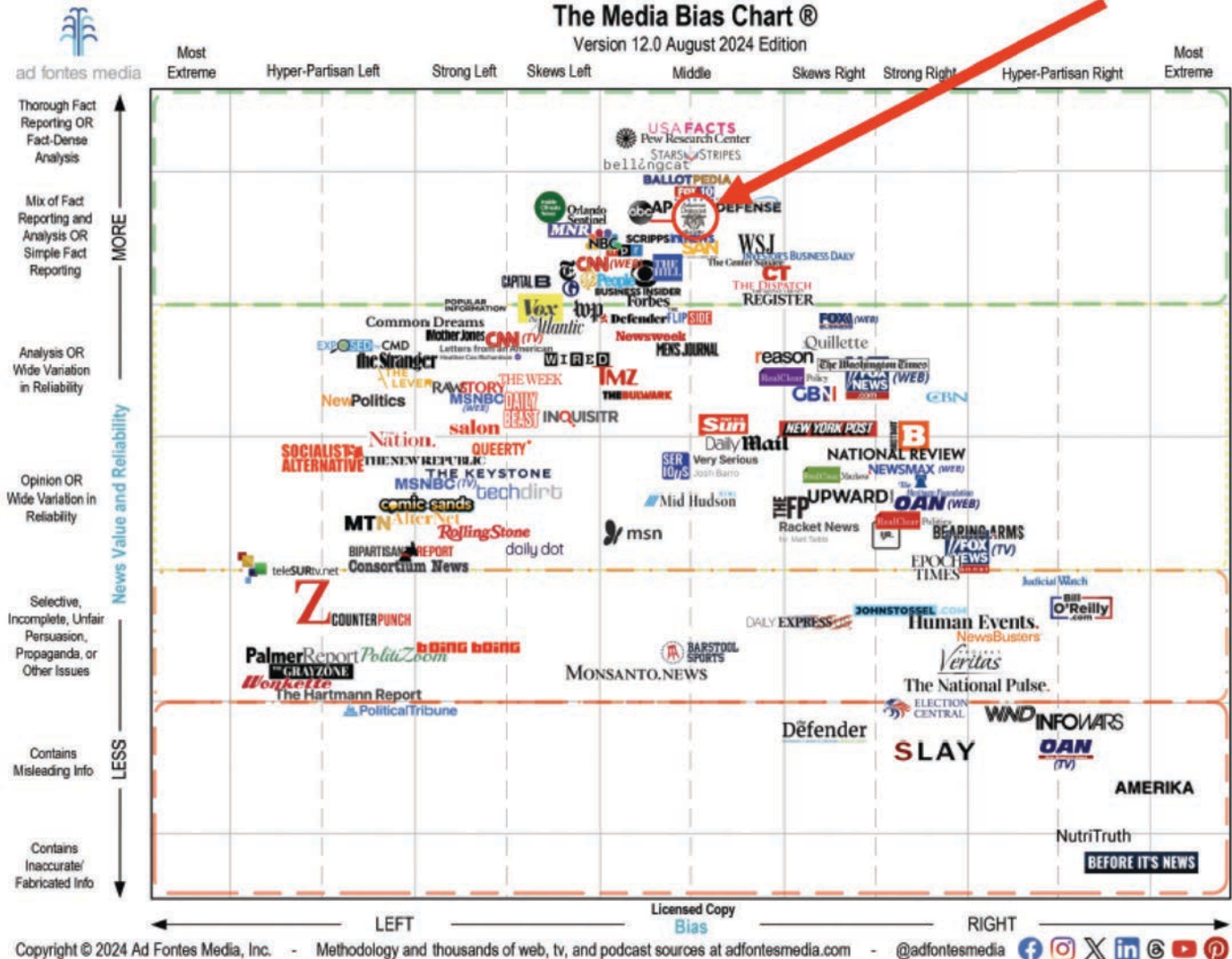


	DALLAS MORNING NEWS	ARKANSAS DEMOCRAT-GAZETTE
PAGES	26	44
METRO POPULATION	7,943,685	760,933
TOTAL NEWS SPACE	22.4 pages	34.4 pages
LOCAL STAFF REPORT	18 articles	38 articles
SPORTS SECTION	25 articles	18 articles
TOTAL NEWS REPORT	65 articles	105 articles
WIRE SERVICES	AP - YES New York Times - NO Washington Post - YES	AP - YES New York Times - YES Washington Post - YES
OWNERSHIP	DallasNews Corporation (local)	WEHCO Newspapers (local)



News you can trust

- Ad Fontes Media, an independent media watchdog, rates more than 3,000 news sources for bias and reliability.
- Their Media Bias Chart rates the Arkansas Democrat-Gazette near the top in news value and reliability, and in the political center for lack of bias.
- Evaluated news sources include print, online, TV shows and networks, podcasts and other news-like sources.





Local content

Covering what matters to Arkansans



The inaugural exhibits at the Arkansas Museum of Fine Arts will help usher in a new era for a transformed space. (Arkansas Democrat-Gazette/Chris Kozlowski)

Museum opening its art to state

Closed almost 4 years, LR cultural site to offer 4 exhibits

SEAN CLANCY
ARKANSAS DEMOCRAT-GAZETTE

It's almost time to see the art. Four exhibits will greet visitors at the new Arkansas Museum of Fine Arts in Little Rock's MacArthur Park Historic District when it finally reopens to the public on Saturday after almost four years of renovations and expansion.



Olver Lee Jackson's "Tribute" (3.20.15, 5.21.15, 8.8.15), by Olver Lee Jackson, is part of the "Tribute" exhibit.

Special to the Arkansas Democrat-Gazette/Oliver Lee Jackson, on loan from the National Gallery of Art, Washington. Purchased with funds from the Glorstone Foundation.

As of September of last year, a private fundraising campaign had raised \$25 million for the museum's renovation.

Deacons say abuse panel told to stay mum

FRANK E. LOCKWOOD
ARKANSAS DEMOCRAT-GAZETTE

Members of a committee charged with investigating Immanuel Baptist Church's handling of child sex abuse allegations have been asked to sign a sweeping nondisclosure agreement, two members of the congregation's board of deacons told the Arkansas Democrat-Gazette.

Committee members are supposed to promise in writing not to reveal the existence of the nondisclosure agreement to others, one of the deacons said. Officials at the Southern Baptist church also plan to obtain signed nondisclosure agreements from members of Immanuel's personnel and finance teams, the other deacon said.

Both deacons asked not to be identified by name, neither had been authorized by Lead Pastor Steven Smith to speak to the media.

Smith, Immanuel's pastor since January 2017, did not reply to requests from the Arkansas Democrat-Gazette for comment about the nondisclosure agreement.

Immanuel, founded in 1892, was Hill Clinton's home church when he was governor and president and, at its peak, was reportedly the largest church in Arkansas.

According to the Arkansas Baptist State Convention's 2022 annual report, it remains one of the state's largest Southern Baptist congregations, with average Sunday attendance of 925.

The latest 2023 ACT-Successes Act numerical scores for each of the state's more than 1,000 public school campuses.

The letter grades and the numerical scores on which the letter grades are based are intended to be a gauge of school success in regard

Don't attack prison board, Sanders told

Care for human lives isn't 'red tape,' member writes

HILL HOWDEN
ARKANSAS DEMOCRAT-GAZETTE

It's time to create a viable plan, Watson wrote.

...in a letter to the prison board, Watson wrote that he was not attacking the board but rather the system that has led to the current crisis.

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Bobby's back



Bobby Petrino speaks Thursday at a news conference in Fayetteville announcing his hire as the Razorbacks' new offensive coordinator. Petrino led Arkansas to a 12-1 record in 2022.

Agent's text message started events for Petrino's return

YOUNG MURPHY
ARKANSAS DEMOCRAT-GAZETTE

...the text message from Petrino's agent to the coach's former assistant started a series of events that led to Petrino's return to Arkansas.

SATURDAY
Ticket to ride
After 28 years, LR judge moving on from morning violators. - Adams, 10
Arkansas Derby
Sport's top trainers converge for Chalk's big day. - Spivey, 10
Arkansas Democrat-Gazette
ARIZONA'S NEWS PAPER
Printed at Little Rock • April 1, 2023
ArkansasOnline.com
40 Pages • 6 Sections \$3.00

KILLER WINDS RIP STATE

3 people dead amid destruction in NLR, Wynne



Debris from a destroyed home is scattered across a lawn in Little Rock. The storm left a trail of destruction across the state.

...the storm caused significant damage to homes and businesses across the state, with three people losing their lives.

Trump case said to allege falsified records

Don't interfere, DA tells lawmakers
JAMES M. HANCOCK
ARKANSAS DEMOCRAT-GAZETTE

...the case alleges that Trump falsified records to cover up his involvement in the January 6th riots.

Error said possible before base struck

U.S. enemy drones fly at same time
LORRY C. MALONE
ARKANSAS DEMOCRAT-GAZETTE

...the error occurred before the base was struck by enemy drones.

Pride and sorrow
Black History Month recalls state's racist past, efforts to end hate. - 594, 10

Arkansas Democrat-Gazette
36 Pages • 6 Sections \$3.00

AG approves ballot wording on records law

Proposal's backers to start petition campaign in state

...the proposal would require public records to be made available to anyone who requests them.

Summit: Summer's gas rate 27% lower

...the summit predicts that gas prices will drop significantly this summer.

Baricading the highway

...protesters blocked a major highway to demand better working conditions.

Factories feel pinch of attacks on ships

...delays in shipping are causing significant economic damage to the region.



The costs of quality journalism

REPORTING NEWS TAKES TIME

Say a news conference occurs at 10 a.m. The reporter typically listens to what is said and asks questions, but he or she can spend hours making phone calls and conducting research. A complex story takes time to report and write.

SOME STORIES TAKE DAYS, WEEKS, MONTHS OR YEARS

Stories can involve reviewing thousands of pages of documents. Sometimes the arrival of documents is delayed by officials who refuse to follow the public records law. Finding the right people to interview takes time, as does repeatedly trying to connect with those dodging a reporter's calls. The interview itself can last hours; so can the review of notes or recordings. Travel consumes time. The more complicated a story, the longer it takes to write it.

EXPERTISE COSTS EXTRA

News reporters must be able to decipher statistics and financial reports; know the tricks to getting through government bureaucracy; and turn a mountain of notes into a story that's clear and accurate for readers.

TIME = MONEY

Data analysis, double-checking information, finding hard-to-reach sources, making sure all sides are included, accurately reporting and writing — all of these take time and time costs money.



How you can make a difference



Making an impact

In the current climate of the news industry, **the pool of experienced journalists is smaller than ever and the demand is great** for those who have decided to stay in the business. For-profit newspapers that survive by keeping a close eye on expenditures find themselves losing candidates to non-profit news organizations that offer higher salaries and more expensive benefits. Worse, some experienced journalists get out of the business because they worry about the sustainability of news organizations.

A donation to the Community Journalism Project helps the Arkansas Democrat-Gazette retain and recruit the journalists who will produce stories that make a difference. Among those are stories on wrongdoing by public officials; the impact of policy decisions on the people affected; and how Arkansas compares with other states in matters such as health, taxation and the environment.

A DONATION WILL HELP US KEEP YOU INFORMED ABOUT YOUR COMMUNITY AND STATE.



Sustaining our newsroom

- Donations to the Community Journalism Project help cover the expenses of newsroom staff salaries and travel expenses to send reporters and photographers around the state. These funds also give the newsroom to access to additional tools, technology and continuing education that help deliver enhanced news coverage to Arkansas communities.
- With additional fundraising, the newsroom can increase in-depth investigative reporting on urgent and critical issues facing Arkansas. Your financial support can help expand coverage of central Arkansas communities and strengthen local reporting on:
 - Education
 - Military
 - Healthcare
 - Poverty

Donations will NOT be used for:

- Non-newsroom operating expenses
- Fundraising expenses
- The production of wire or opinion content
- Subscription marketing
- Purchases not tied directly to local journalism



An opportunity for change

As a community, we are more than spectators – we are co-authors of our story.

Your financial support plays a pivotal role in enabling the Arkansas Democrat-Gazette to continue its relentless pursuit of truth and safeguarding the essence of democracy.

With your contribution, you're planting seeds that blossom into stories that matter.

You're nurturing the growth of a community where facts triumph over fiction and where informed citizens drive positive change.

Help support journalism that digs deeper into topics that matter most to Arkansans.

Your donation, whether large or small, is an investment in transparency and accountability.

Stand with us as we write the next chapter of our community's narrative.

Together, we can champion a future built on the pillars of informed decision-making and a thriving democracy.



Rooted in the past, dedicated to the future

The Arkansas Democrat-Gazette asks for your support to preserve the quality and integrity of community journalism.

Your donation will allow our newsroom to allocate resources for enhanced local coverage and more in-depth reporting. Help us continue to give a voice to the overlooked and hold the powerful accountable.

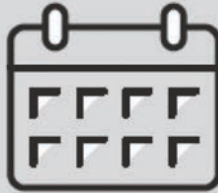




Making an impact: arcommunitynews.org



One-time donation



Monthly pledge



Annual partnership



Estate planning



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