

# Arkansas Newspaper Connection

Volume 21, No. 5 February 4, 2026 • [arkansaspress.org](http://arkansaspress.org)

## SENIOR ADVERTISING ACCOUNT EXECUTIVE

AY Media Group is hiring a Senior Advertising Account Executive. AY Media Group (AY Magazine, Arkansas Money & Politics) is looking for a Senior Advertising Account Executive to drive sales of print and digital advertising across our fast-paced statewide publication.

### Key Responsibilities:

- Lead Generation: Identify potential clients through cold calls, emails, and follow-ups.
- Client Management: Inherit a current book of business while actively pursuing new clients.
- Relationship Building: Develop and maintain strong relationships with clients to help them grow through our advertising solutions.
- Sales Strategy: Create multi-media proposals and deliver engaging presentations to prospective clients.

### Qualifications:

- Significant experience in outside sales, with a strong track record of success.
- Proven ability to make cold calls and effectively communicate over the phone.
- Competitive spirit with a strong desire to achieve and exceed sales goals.
- Excellent time management skills and the ability to thrive in a fast-paced environment.
- Enthusiastic team player with strong consultative sales skills.

If you're ready to take your career to the next level with AY Media Group, please email your resume today. [hbaker@aymag.com](mailto:hbaker@aymag.com).

## PRESS OPERATOR

Ashley County Publishing Co., Inc. in Crossett, Arkansas has a position available for a web press operator. This is a daytime position with a Tuesday through Friday print schedule each week. Press is a GOSS / DGM with a four high and five floor units as well as two Jardis splicers. Knowledge of Kansa 480 inserting machine is a plus. Printing and general maintenance are a part of the job as well as some mailroom work. Vacation, life insurance and short-term disability insurance are provided. Group health insurance is offered.

To apply, send a resume to [rkennedy@ashleynewsobserver.com](mailto:rkennedy@ashleynewsobserver.com).

Ads run free for members and students for six weeks.  
Deadline is Tuesday 10 a.m.

Email to [lance@arkansaspress.org](mailto:lance@arkansaspress.org).

## AUDIENCE DIRECTOR

The *Arkansas Democrat-Gazette* is seeking an Audience Director to lead the development and execution of our statewide newsroom into a more digitally sophisticated and audience-first operation.

### Key Responsibilities

- Partner with the executive and managing editors and other top editors to set and execute audience growth and engagement strategies.
- Lead and mentor the newsroom's digital team to encourage growth and innovation.
- Champion an audience-first mindset across the newsroom, ensuring content strategies are optimized for each platform and tailored to audience needs.
- Collaborate with reporters, editors and other content creators to embed digital thinking into daily journalism from pitch to publication.
- Develop best practices and training around SEO, social media, digital headlines and analytics-informed storytelling.
- Create workflows and systems that improve collaboration between traditional print teams and digital specialists.
- Leverage audience insights and analytics tools (such as Google Analytics, Marfeel Analytics and social dashboards) to inform editorial decisions and newsroom priorities.
- Monitor and analyze key metrics (reach, impact, engagement, conversion) to evaluate performance and optimize results across multiple media platforms.
- Identify emerging digital trends, tools and platforms to ensure the organization remains innovative and competitive.
- Oversee execution of content strategy on social media, newsletters, push alerts, the homepage and other digital distribution channels.
- Lead experimentation efforts in formats like short-form video, alternative storytelling formats and newsletters to better serve different audience segments.
- Partner with product, design and marketing teams at WEHCO on initiatives to grow digital subscriptions, reader loyalty and revenue.

### Qualifications Required

- Minimum 5 years of newsroom experience, with at least two years in a leadership role focused on digital journalism, audience development or content strategy.
- Proven success in growing digital audiences, leading editorial teams and translating data insights into actionable strategies.
- Deep understanding of digital content strategies, platforms and analytics.
- Strong communication, organizational and leadership skills.
- Collaborative spirit, able to build relationships and work effectively across teams and departments.
- Willingness to learn and experiment, and a desire to help others in the newsroom do the same!

Submit Resume: Allison Shirk, [ashirk@wehco.com](mailto:ashirk@wehco.com).

# Arkansas Newspaper Connection

## SENIOR GRAPHIC DESIGNER

WEHCO Media, Inc. is looking for a Senior Graphic Designer, a multidisciplinary visual designer, responsible for creating static brand and marketing assets across both traditional and digital channels. With a strong grasp of brand identity and marketing objectives, this role brings campaign concepts to life through engaging visuals tailored to all ad placements. A key focus of this position is creating high-impact, conversion-oriented digital ad units across social and programmatic channels. The ideal candidate is both creatively driven and technically aware, with a deep understanding of visual hierarchy, responsiveness, and interactive behavior. Familiarity with HTML and CSS is a strong plus, enabling greater collaboration with developers and hands-on refinement of digital deliverables.

### Key Responsibilities

- Design high-performing static and animated digital ads for paid media campaigns across display, social, and video platforms.
- Design creative assets for traditional print channels, including newspaper ads, magazine spreads, brochures, flyers, and direct mail.
- Develop responsive design assets for websites, email templates, landing pages, and campaign modules.
- Support brand identity work, including logo development, brand guidelines, and visual identity extensions.
- Collaborate closely with UX designers, brand strategists, and performance marketers to ensure visual assets align with platform specifications and campaign goals.
- Prepare, optimize, and export assets in appropriate formats for handoff or implementation, ensuring speed and scalability.
- Incorporate brand guidelines while adapting design across multiple formats, sizes, and device types.
- QA and troubleshoot creative performance issues across devices, platforms, or file types.
- Stay informed on digital design trends, ad platform requirements, and performance benchmarks.
- Support the creation of design templates, style guides, and systems for repeatable execution.
- Assist with light HTML/CSS editing or markup in collaboration with developers (a plus, not required).

### Benefits

- 401K & profit sharing
- Paid vacation and sick leave
- Paid holiday and floating holiday
- Paid personal day
- Paid parental leave
- Health, dental, and vision insurance
- Life, disability, and accident insurance
- Critical illness and hospital indemnity coverage
- Employee assistance program
- Behavior program

Submit Resume: Allison Shirk, [ashirk@wehco.com](mailto:ashirk@wehco.com).

## THE ASSOCIATED PRESS - ARKANSAS REPORTER

The Associated Press is looking for a reporter for its Arkansas Bureau in Little Rock to cover government and politics. The AP is located in 100 countries and has journalists in all 50 states. More than half the world's population sees AP journalism every day.

**Location:** Little Rock, Arkansas

**Beat:** Arkansas-based reporter

**Position:** Arkansas has become a proving ground for efforts to scale back federal programs and entitlements, offering a look at policy shifts rippling across other states. This reporter covers how federal decisions translate into laws, regulations and real-world consequences in Arkansas as work requirements, Medicaid cuts and sweeping changes to health policy are reshaping care. This reporter will cover these issues through explanatory, accountability and solutions journalism that has national impact.

**Salary and Benefits:** \$55,000-\$80,000

Health insurance and other benefits, at least two weeks vacation and company-issued laptop.

This position is sponsored in part by Report for America, a national service program that places early career and experienced journalists in local newsrooms to report on under-covered issues and communities. Report for America is an initiative of Report Local, a nonprofit journalism organization dedicated to strengthening local journalism across the U.S. and around the world.

The deadline to apply is February 16, 2026. References are due by February 23, 2026. Report for America is a two-year program with an optional third year. The upcoming program start date is July 13, 2026.

Apply at <https://www.reportforamerica.org/newsrooms/the-associated-press-arkansas/>.

## OFFICE SPACE AVAILABLE

316 square feet

•  
Close to the Arkansas  
State Capitol

•  
Parking included

•  
Use of conference room and  
kitchen

Contact: [ashley@arkansaspress.org](mailto:ashley@arkansaspress.org)

# Arkansas Newspaper Connection

## PUBLIC EDUCATION REPORTER

The *Arkansas Democrat-Gazette* seeks a smart, skilled and determined reporter to cover the Little Rock School District and public education in Arkansas. This is a beat for a reporter with ambition and a knack for finding big stories. Public education in the state commonly ranks in the bottom 10 nationwide. Little Rock schools are rich in history and rife with struggle. Less than five years removed from state control, the district operates on an annual budget of more than \$340 million and oversees an enrollment of more than 18,000 students.

### We are looking for journalists with a record of:

- Watchdog reporting that holds powerful people to account.
- Frequent use of public records to find stories, unearth facts and fuel reporting.
- Producing quick-turn stories as well as larger, long-term projects.
- Data reporting that demonstrates the ability to swiftly sift through reams of material and produce compelling content.
- Asking tough questions and finding answers even amid obfuscation by officialdom.
- Skilled writing to cogently communicate complex ideas.
- Source-building across a wide spectrum of people, from those of high rank to those on education's front lines.
- Accuracy in reporting that ensures your copy is air-tight.
- Effective time management that has you where you need to be when you need to be there and ensures a consistent flow of strong copy.
- Productivity that keeps stories consistently cycling through from your beat.
- A competitive spirit that keeps you constantly at the front of the pack.
- Seamlessly working with digital teams to ensure the best possible reader experience.

### What's needed to be qualified for the job:

- One to three years of journalism experience either with a newspaper or online news organization or in a college setting that provides real-world reporting experience.
- A belief in objective reporting that ensures stories are free from actual bias.
- Exceptional writing skills.
- Rudimentary knowledge of public records and media law.
- High standards for accuracy.
- Basic knowledge of AP style.
- Strong interviewing and research skills.
- Ability to manage tight deadlines and multiple assignments.
- Strong communication skills.

Submit a cover letter, resume and three pdf samples of your best work to Executive Editor Lee Wolverton at [lwolverton@adgnewsroom.com](mailto:lwolverton@adgnewsroom.com). Please make the subject line "Public Education Reporter."

## DIRECTOR OF CONTENT AND PARTNERSHIPS ARKANSAS LIFE

*Arkansas Life*, a social-first product designed specifically for younger readers (ages 25-44), is seeking a Director of Content and Partnerships. This new digital venture from the *Arkansas Democrat-Gazette* is dedicated to informing, inspiring and empowering the next generation of Arkansans to live their best lives.

The Director of Content and Partnerships will serve as the editor, lead writer and primary partnership driver for *Arkansas Life*. The individual in this position will be supported by the *Arkansas Democrat-Gazette's* resources throughout the launch and design of the rebrand.

### Key Responsibilities

#### Brand Launch & Editorial Leadership

- Brand Launch: Launch the reimagined Arkansas Life brand. This includes developing its unique voice, tone, content strategy and the structure of the daily email newsletter; Be the face of the brand in the community.
- Lead Writer & Editor: Serve as the lead writer and editor, producing original, high-quality and highly engaging content for all channels.
- Hiring & Leadership: Hire, manage and mentor a team of direct reports — starting with a Brand Ambassador and Producer — to ensure strong execution across all content and partnership initiatives.
- Daily Newsletter Production: Write the daily newsletter, establishing its signature style and deep connection with Arkansas' 20- and 30-something audience.
- Multi-Channel Strategy: Oversee editorial direction and strategy across email, website, Instagram, TikTok and other channels, ensuring consistent brand messaging and maximum engagement.

#### Partnership & Revenue Generation

- Community Partnerships: Identify, establish and maintain strong relationships with key community organizations, local businesses and influencers to amplify content reach and foster local relevance.
- Monetization Strategy: Collaborate with the business team on revenue generation efforts, including: Launching the paid membership program, creating opportunities for reader engagement and recurring revenue; Securing and executing opportunities for branded content, newsletter sponsorships and events.
- Sponsorship Fulfillment: Ensure all content and partnership deliverables are executed successfully and meet advertiser/sponsor goals.

#### Growth & Innovation

- Audience Development: Drive subscriber growth for the newsletter and follower growth across all social channels.
- Competitive Analysis: Continuously monitor competitors to identify content gaps and market opportunities.

Interested candidates should send a resume and any writing and/or social media video samples to [ashirk@wehco.com](mailto:ashirk@wehco.com).

# Arkansas Newspaper Connection

## DIRECTOR OF DIGITAL CONTENT & ENGAGEMENT

This person will report to the Vice President of Content and Newsroom Strategy. They will also work closely with the corporate digital consumer revenue team and newsroom leaders.

### Job Responsibilities

- Stay on top of digital and audience trends in the industry
- Help develop company-wide newsroom/editorial training programs
- Monitor and report on digital performance across newsrooms and conduct company-wide monthly audience meetings. Monitor industry benchmarks and best practices to share across newsrooms.
- Find ways to share more content across markets and streamline processes and workflows
- Highlight and help implement successful newsroom experiments
- Represent the company at industry conferences, as well as on digital platforms and social media, to help with marketing the company to recruit new team members.
- Identify and help execute enhancements and changes to application and web experiences along with the rest of the digital consumer revenue team.
- Collaborate on development of AI-driven tools by testing products, suggesting improvements and brainstorming applications for reporting, editing and audience engagement.
- Focus on user experience and brand recognition across each touchpoint
- Collaborate with editors, developers, videographers, marketing and other departments to identify improvement opportunities for the user experience
- Collect feedback and analyze relevant data to inform our content teams how their work can increase the subscriber base
- Work with the newsroom to imagine and create unique experiences to supplement and present their journalism in new ways
- Create and maintain industry relationships with trade associations, news networks and vendors
- Participate in and seek out industry programs and other opportunities to further our mission and goals

Our success depends upon our ability to:

- Collaborate with leadership team, editors, development team and other stakeholders
- Improve our reach and reader experience and engagement across all of our mediums
- And continually increase the value of what we do for our subscribers

### Job Requirements

REQUIRED: bachelor's degree in discipline related to journalism or communication, such as design, five+ years of journalism or comparable professional experience. A background in related fields or positions will be considered, provided they demonstrate strong writing, editing or communication abilities. A candidate should also have experience in training newsroom staff and leaders in industry best practices. Experience developing AI products or applying AI-assisted tools for reporting, editing, or newsroom workflows is a plus.

Submit Resume: Allison Shirk, [ashirk@wehco.com](mailto:ashirk@wehco.com).

## PRODUCTION DIRECTOR

### JOB SUMMARY:

Under general supervision, supervises all employees; tracks and verifies hours worked; enforces Central Missouri Newspaper, Inc. and departmental safety rules and regulations; follows direction of the President of WEHCO Media; advises manager on productivity of employees; collects all press run/insert information; maintains and oversees internal postal matters; ensures proper equipment; controls waste; resolves minor problems; ensures timely completion; prepares to assume responsibilities of department Supervisors, determines press orders, bundle sizes, and completes respective reports; and performs and other duties as assigned.

### ESSENTIAL DUTIES:

Supervises all employees on their shift; tracks and verifies hours worked by each employee on their shift

Enforces Central Missouri Newspapers, Inc., and departmental safety rules and regulations

Follows the direction of the President of WEHCO Media

Advises the President on the productivity of employees

Collects all press run/insert information and records properly;

Maintains and oversees internal postal matters

Ensures proper equipment is set up and ready for the shift

Controls waste

Assists the President of WEHCO Media in cost control

Resolves problems with employees, preprints, and production

Ensures timely completion of press runs, insert runs, and mail runs

Prepares to assume the responsibilities of department Supervisors in their absence

Determines press orders, bundle sizes, and completes respective reports

Oversees and supervises the pressroom, mailroom, and driving

Oversees and optimizes commercial print operations. Managing the entire process from planning to final delivery

Facilities supervision and management

Performs other duties as assigned.

CMNI desires candidates with an associate's degree and a strong background in commercial printing. You must possess knowledge of labor laws, OSHA, safety regulations, and postal regulations. Additionally, you must be able to lift up to 40 lbs.

This is an excellent opportunity to join a great company. This is a full-time position and is eligible for benefits. We offer a comprehensive benefits package to enhance your personal and professional life. Enjoy perks like paid vacation, holidays, sick leave, personal days, and parental leave. Take charge of your well-being with our comprehensive insurance coverage, including health, dental, vision, and more. Plan for your future with long-term disability and retirement plans, and access additional support through our Employee Assistance Programs when needed.

Email your resume, along with cover letter and salary requirements, to:

Tammy Hartley: [hr@newstribune.com](mailto:hr@newstribune.com).



# Arkansas Newspaper Connection

## SYSTEMS ADMINISTRATOR/TECHNICIAN

WEHCO Media, Inc. has an immediate opening for a Systems Administrator/Technician at our *Northwest Arkansas Democrat-Gazette* office in Fayetteville, Arkansas.

### JOB SUMMARY:

Responsible for LAN/WAN computing systems, including client, server, and associated equipment, responding to inbound calls and emails from users regarding issues; provides daily support to local users and outlying bureaus; reviews and acts on request to move, change, install, repair, or remove equipment; provides application training via phone or in person as required. Maintain, create, reset, and close user accounts on internal applications and assets as required; involved in day-to-day troubleshooting activities; track issues and document status until completion; and performs other duties as assigned. Good attendance is required.

### JOB DUTIES AND RESPONSIBILITIES:

- Responsible for responding to inbound calls or emails regarding issues with servers, applications, printers, PCs, hardware or phones.
- Provides daily support to local users and outlying bureaus.
- Reviews and acts on requests to move, change, install, repair, or remove equipment, such as modems, cables, and wires, as needed.
- Provides application and system training via phone or in person with customers, as required.
- Create, reset, close user accounts on internal systems and applications as required.
- Involved in day-to-day system administration activities, ensuring safety, security, and stability for the corporate environment.
- Track issues and document status until completion.
- Good attendance is required.
- Assisting with special projects.
- Performs other duties as assigned.

### KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of, or ability to learn, how to service and repair Linux, Windows, and Macintosh computer systems.
- Knowledge of MS Office, Client/Server Applications and hardware, printers, and related office equipment.
- Knowledge of security best practices, install and configure desktop and server platforms, including peripheral equipment.
- Knowledge of Adobe publishing products.
- Ability to problem solve and quickly troubleshoot complex issues.
- Ability to work one on one with users and excellent verbal skills.
- Ability to understand verbal instructions and work to completion.
- Ability to read and follow written instructions and manuals, working to completion.
- Ability to follow documented processes and procedures.
- Ability to get along well with others in a stressful environment.
- Ability to follow the Company policies and procedure.

### MINIMUM QUALIFICATIONS:

- High School diploma or equivalent required.
- One plus year experience working in computing environments or Comptia A+ preferred.
- Ability to travel to local satellite offices as required.

- Experience with networking and basic knowledge of TCP/IP, Mac, and Windows Operating Systems required. TRANSPORTATION

- Must possess or be able to obtain a VALID driver's license.

- Driving record must meet the requirements set in the "Personal Vehicles Used for Company Business" policy.
- Must have and provide own reliable transportation.

- Must provide proof of insurance with the Company listed as an Additional Interested Party.

### PHYSICAL REQUIREMENTS:

- Lifting up to 50 pounds from a level of 0 inches to a level of 72 inches.
- Sitting up to 8 hours per day.
- Walking and climbing stairs up to 4 hours per day on a concrete surface.
- Standing up to 4 hours per day on a concrete surface.
- Twisting, kneeling, bending, and wrist movements are required.
- Finger dexterity is required.

### ENVIRONMENTAL CONDITIONS:

- Position is routinely exposed to loud noises, chemicals, and eye hazards (VDT).

### ADMINISTRATIVE INFORMATION:

- This position reports to the IT Services Supervisor.
- This is a SAFETY-SENSITIVE Position.

If you are a dedicated and detail-oriented information technology professional looking to take your career to the next level in a respected and forward-thinking company, we encourage you to apply. Join us at WEHCO Media, Inc., and become part of our tradition of excellence.

We offer a comprehensive benefits package that includes paid vacation, holidays, sick leave, personal days, and parental leave. Take advantage of extensive health, dental, vision, and other insurance coverage, as well as long-term disability and retirement plans for your future well-being. Our commitment to your holistic well-being extends to the Employee Assistance Program, providing additional support when needed.

Candidate must pass drug screening and background checks.

WEHCO Media, Inc. is an equal opportunity employer and does not discriminate based on race, color, religion, sex including pregnancy, sexual orientation, or gender identity, national origin, disability, age 40 or older, or genetic information, including family medical history or any other legally protected class or status.

Please submit your resume to [ITJob@nwaonline.com](mailto:ITJob@nwaonline.com).

## LET'S GET SOCIAL



@ArkansasPressAssociation



@ARPressAssoc