



# If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette

*Donna Lampkin Stephens*

Download now

[Click here](#) if your download doesn't start automatically

# If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette

*Donna Lampkin Stephens*

**If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette** Donna Lampkin Stephens

The *Arkansas Gazette*, under the independent local ownership of the Heiskell/Patterson family, was one of the most honored newspapers of twentieth-century American journalism, winning two Pulitzer Prizes for its coverage of the Little Rock Central Crisis. But wounds from a fierce newspaper war against another local owner—Walter Hussman and his *Arkansas Democrat*—combined with changing economic realities, led to the family's decision to sell to the Gannett Corporation in 1986.

Whereas the Heiskell/Patterson family had been committed to quality journalism, Gannett was focused on the bottom line. The corporation shifted the *Gazette's* editorial focus from giving readers what they needed to be engaged citizens to informing them about what they should do in their leisure time. While in many ways the chain trivialized the *Gazette's* mission, the paper managed to retain its superior quality. But financial concerns made the difference in Arkansas's ongoing newspaper war. As the head of a privately held company, Hussman had only himself to answer to, and he never flinched while spending \$42 million in his battle with the Pattersons and millions more against Gannett. Gannett ultimately lost \$108 million during its five years in Little Rock; Hussman said his losses were far less but still in the tens of millions.

Gannett had to answer to nervous stockholders, most of whom had no tie to, or knowledge of, Arkansas or the *Gazette*. For Hussman, the Arkansan, the battle had been personal since at least 1978. It is no surprise that the corporation blinked first, and the Arkansas Gazette died on October 18, 1991, the victim of corporate journalism.

 [Download If It Ain't Broke, Break It: How Corporate Journal ...pdf](#)

 [Read Online If It Ain't Broke, Break It: How Corporate Journ ...pdf](#)

## **Download and Read Free Online If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette Donna Lampkin Stephens**

---

### **From reader reviews:**

#### **Ronald Brun:**

Inside other case, little individuals like to read book If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette. You can choose the best book if you'd prefer reading a book. As long as we know about how is important the book If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette. You can add know-how and of course you can around the world by just a book. Absolutely right, simply because from book you can realize everything! From your country until finally foreign or abroad you may be known. About simple thing until wonderful thing you can know that. In this era, we can open a book or searching by internet unit. It is called e-book. You may use it when you feel bored to go to the library. Let's read.

#### **George Gomez:**

What do you think of book? It is just for students since they are still students or it for all people in the world, what the best subject for that? Just simply you can be answered for that concern above. Every person has several personality and hobby for each other. Don't to be pressured someone or something that they don't would like do that. You must know how great as well as important the book If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette. All type of book is it possible to see on many sources. You can look for the internet methods or other social media.

#### **Irene Allen:**

Can you one of the book lovers? If so, do you ever feeling doubt if you are in the book store? Try and pick one book that you just dont know the inside because don't determine book by its handle may doesn't work this is difficult job because you are afraid that the inside maybe not since fantastic as in the outside appear likes. Maybe you answer can be If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette why because the excellent cover that make you consider with regards to the content will not disappoint anyone. The inside or content is usually fantastic as the outside or perhaps cover. Your reading 6th sense will directly show you to pick up this book.

#### **Lisa Christopher:**

That book can make you to feel relax. This book If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette was bright colored and of course has pictures on there. As we know that book If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette has many kinds or genre. Start from kids until teenagers. For example Naruto or Private eye Conan you can read and believe you are the character on there. Therefore not at all of book are make you bored, any it makes you feel happy, fun and chill out. Try to choose the best book to suit your needs and try to like reading in which.

**Download and Read Online If It Ain't Broke, Break It: How  
Corporate Journalism Killed the Arkansas Gazette Donna Lampkin  
Stephens #5AVD9NK43L8**

## **Read If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens for online ebook**

If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens books to read online.

### **Online If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens ebook PDF download**

**If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens Doc**

**If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens Mobipocket**

**If It Ain't Broke, Break It: How Corporate Journalism Killed the Arkansas Gazette by Donna Lampkin Stephens EPub**