





#### 1.5 million visits per year

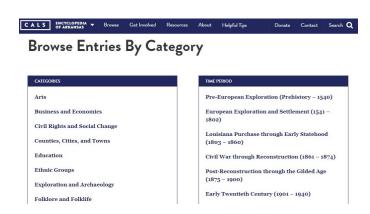


#### Visitors from over 200 countries

When anyone needs to know about Arkansas, we are the first point-of-contact. Every year, the EOA welcomes hundreds of thousands of online visitors including native Arkansans, students, business planners, relocators, researchers, policy makers, iournalists, and tourists.

#### 6,000 entries by experts

on subjects from Arkansas business to scientific ventures, from our small towns and notable people to land, natural resources, history, Arkansas art, and music



#### 9,000 media items

including photographs, documents, audio files, and maps



### **OF ARKANSAS**



Chambers of commerce around the state have linked their web resources to the EOA entries on their towns.

Regional and national news outlets quote the EOA and link to its entries, increasing its audience reach.

### 4100 EOA visitors per day



"We have entries on the smallest of small towns. We don't overlook any communities. We want everyone in Arkansas to feel seen and heard."

> Guy Lancaster Editor Encyclopedia of Arkansas



"Both personally and as an adjunct to professional initiatives at Metroplan, the Encyclopedia of Arkansas is an invaluable research tool compiling so much of our state's history in one accessible place.

"Additionally, this great history extends into a wealth of wide ranging information on contemporary Arkansas. Either way, historical or contemporary, Arkansas's story can be found in the Encyclopedia."

> Tab Townsell Executive Director Metroplan







### **OF ARKANSAS**

"The Encyclopedia of Arkansas is an edited, credible source for exploring Arkansas history and culture. When I have a historic inquiry, I start my journey at the Encyclopedia of Arkansas."

French Hill





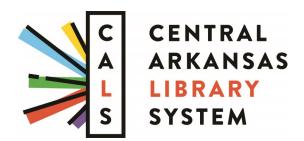
"Growing up here in an earlier generation, I thought history was what happened elsewhere. But the EOA shows that the state has an intense and deep connection not just with the rest of the USA, but with the rest of the world. A place becomes special when it has a story. Places need to have their stories told."

Guy Lancaster Editor Encyclopedia of Arkansas



### **OF ARKANSAS**

- Provides the only comprehensive digital information home base for all aspects of life in Arkansas
- Builds positive awareness and pride in cultural identity for Arkansans of all ages
- Offers an unmatched, one-of-a-kind resource for students and researchers
- Assists business planning as a guide to towns, industries, and natural resources in all parts of the state
- Preserves common cultural touchstones such as food, music, community festivals, and state ties to national events
- Catalogs for easy reference the wildlife, plants, and trees of our state
- Chronicles Arkansas history with detail not found anywhere else online

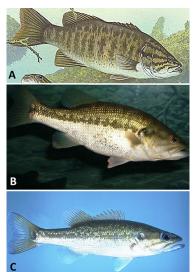


"The team at CALS that edits the articles and manages the site performs a critical role and service to the public."



"The Encyclopedia of Arkansas is a fantastic resource for both seasoned researchers and those new to the history and contributions of individuals and organizations in our state."





"...As a non-native Arkansan, I consider it to be a wonderful jumping-off point as I continue to learn more about our state and its rich history."

Lori Birrell, Ed.D., MLIS, MA Associate Dean for Special Collections University of Arkansas



### **Encyclopedia of Arkansas**

Launched in 2006 Entries: 6,000 Media: 9,000

#### New Georgia Encyclopedia

Launched in 2004 Entries: 2,300 Media: 6,600

### Tennessee Encyclopedia of History and Culture

Launched in 2002 Entries: Fewer than 2,000

#### Colorado Encyclopedia

Launched in 2016 Entries: 700

#### **Encyclopedia of Oklahoma History and Culture**

Launched in 2007 Entries: 2,400