

**Backgrounder**  
**The (Houma, LA) Courier: Interviewed 2/2/11**

<b>Newspaper</b>	<b>The Courier</b>
<b>Owner</b>	New York Times Company
<b>Address</b>	3030 Barrow St., Houma, LA 70361
<b>Phone number</b>	985-850-1100
<b>URL</b>	Houmatoday.com
<b>Circulation</b>	12,800 (m-f); 18,620 Sunday
<b>Publisher The Courier (Houma, La.) &amp; Daily Comet (Thibodaux, LA)</b>	
<b>Name</b>	<b>Miles Forrest</b>
<b>Start date</b>	7/11/73
<b>Phone number</b>	985-857-2231
<b>E-mail</b>	Miles.forrest@houmatoday.com
<b>Newspaper Staff</b>	
<b>Total FTEs</b>	85
<b>Publication cycle</b>	p.m.( m-f); a.m. (s-sun)
<b>Current Circulation</b>	<b>2011 Circulation</b>
<b>Weekdays (m-f)</b>	12,800
<b>Weekends</b>	18,620
<b>E-edition</b>	In planning stage
<b>Price</b>	
<b>Weekday newsstand</b>	\$.50
<b>Sunday newsstand</b>	\$1.25 (effective 03-28-2011)
<b>Subscription annual</b>	\$162.00 (effective 05-02-2011)
<b>Ancillary Businesses</b>	Commercial printing --- other daily newspapers, several weeklies and specialty publications
<b>Digital</b>	
<b>Pay wall?</b>	No
<b>Considering a pay wall?</b>	Yes
<b>Executive Editor Courier &amp; Comet</b>	
<b>Name</b>	<b>Keith Magill</b>
<b>Start date</b>	1985
<b>Phone number</b>	985-857-2201
<b>E-mail</b>	Keith.magill@houmatoday.com
<b>News Staff</b>	
<b>Total FTE</b>	26
<b>Reporters</b>	11
<b>Editors</b>	10
<b>Photo</b>	3
<b>Clerk</b>	1
<b>Senior Staff Writer</b>	1
<b>Bureaus</b>	
<b>Coverage</b>	<b>More than 50% of their time</b>
<b>Local government</b>	2

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Courts	Yes
Public safety	2
County government	Yes
School Board	1
Business	1
Sports	3
Entertainment & arts	1
Environment	.5
Health care	.5
<b>Online Content Producer</b>	
Name	<b>Ross Lapeyrouse</b>
Start date	2007
Phone	985-850-1112
E-Mail	Ross.laperouse@houmatoday.com
<b>Website start date</b>	1997
<b>Digital News Staff</b>	
Size	2
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	Yes
<b>Capabilities</b>	
Web platform software?	Saxotech
Content management system: software?	Saxotech
Does your organization write code?	Yes at corporate
Number of coders?	N/A
Zero? How out-sourced?	Corporate
Out-sourced, off the shelf or with vendors?	Both
Proprietary or open-source code?	Both
<b>Flexibility &amp; response time</b>	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	No
Can you add new functionality promptly as it becomes available?	Yes
<b>Digital Tools</b>	
Crowd sourcing?	Yes
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
<b>Social Media</b>	
What is the overall organizational commitment to collecting, creating,	Significant

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shaping and delivering all your news/information products through these digital channels?	
To what extent is your newspaper connected to people through social media?	FaceBook (6,000 Fans) Twitter YouTube
<b>Advertising</b>	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products?	Yes
<b>Assessment</b>	
<b>How do you assess your digital news/information products?</b>	
Page-views?	4.5 to 5.5 M/Month
Monthly uniques?	550 K/Month
Revenue?	Yes
What other metrics do you use?	Time spent on site; page-views per visit (depth of visit); profitability
<b>Do you assess news content?</b>	
Number of sources?	Yes
Writing or visual journalism impact?	Yes
<b>Editing</b>	
Are there different procedures (layers of editing) for web vs. print products?	Yes
Do you use AP Style in your digital products?	Yes
<b>Revenue</b>	
Do you charge for any digital news products?	No
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
Smart Phone - apps	
-- iPhone	Yes
-- Android	
-- Blackberry	Yes
-- Palm	
-- Other?	
Tablets	

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-- iPad	Yes
-- Other	
Kindle	
Any other systems	
<b>Knowledge products</b>	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? ( <b>See Interview</b> )	No
<b>Your sources of digital information</b>	NY Times Regional Media Group