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

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

shaping and delivering all your	
news/information products through	
these digital channels?	
To what extent is your newspaper	FaceBook (6,000 Fans)
connected to people through social	Twitter
media?	YouTube
Advertising	
Is your advertising staff is able to	Yes
provide competitive digital services to	
merchants?	
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	Yes
electronic coupons or other modern	
digital products?	
Assessment	
How do you assess your digital	
news/information products?	
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
Do you assess news content?	Time spent on site, page-views per visit (deput of visit), promability
Number of sources?	Yes
	Yes
Writing or visual journalism impact?	Tes
Editing	V
Are there different procedures (layers	Yes
of editing) for web vs. print products?	77
Do you use AP Style in your digital	Yes
products?	
Revenue	
Do you charge for any digital news	No
products?	
Digital Delivery Systems	
What delivery systems do you	
employ?	
Smart Phone - apps	
iPhone	Yes
Android	
Blackberry	Yes
Palm	
Other?	
Tablets	
-	

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