

## **Intranet News Readership Sets New 1-Day Record of 1,786 Hits**

(Feb. 22) The Intranet's News & Information pages reached a new one-day readership record Wednesday, Feb. 16, when 1,786 hits were recorded on MTA News, Bulletin Board, Employee Forum and the four other pages monitored by the editor.

The "big news" that motivated Intranet users that day apparently was the announcement that Starbucks coffee will be sold in the MTA cafeteria beginning in March. The Bulletin Board page, which carried the story, delivered 504 of the 1,786 hits - 28 percent of the total.

### **Parking lot story, commentaries**

The MTA News page, with stories about City Council action on the Universal City station parking lot and MTA Board agenda items, got 463 hits. Employee Forum drew 308 hits with new commentaries on the use of personal fans in the Headquarters building and a proposal to involve youngsters who write graffiti in helping stop vandalism on Metro Buses.

CEO HotLine received 183 hits; Metro Café, 134; View Point, 141; and News Releases, 53.

It was only the third time that daily News & Information readership has surpassed the 1,700 mark, noted Editor Bill Heard.

On Dec. 28, the pages recorded 1,733 hits with stories about the arrest of a counterfeiting suspect and a story about Operator Lisa Arredondo-Smith, who was the subject of a worldwide TV feature on women in the workplace. The pages got 1,720 hits, Jan. 4, with stories about an LA Times honor for Metro Construction's Dennis Mori and an MTA victory in an accidental death lawsuit.

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