

SharpTalk

Changes in Health and TV Week

Editor
Lisa O'Donnell Connors
Extension 6803

As part of ongoing efforts to improve The Post for readers and advertisers, a redesigned TV Week was launched on July 8, and the Health section converted from a tabloid into a broadsheet on July 31.

According to Editor **MICHAEL HILL**, TV Week is enjoying its first redesign in several years. The magazine is now slightly trimmer, has moved from a four-column to three-column format and fea-

tures a new typeface. The most noticeable change is the redesign of page 3, which enables readers to find the magazine's contents easier. **MARTY BARRICK**, News Art, was responsible for the redesign of TV Week.

Hill points out that TV Week has been evolving over the last decade to keep up with the changing nature of television. TV Week was at the forefront of The Post's zoning efforts to accommodate the expanding cable industry.

TV Week currently has 11 zones.

The change has also been beneficial for Advertising. According to **CAROYN COLEMAN**, Advertising, the redesign has made TV Week brighter, fresher and not so jammed... it's made the book a more attractive place for advertisers."

The Health section has also been evolving to broaden its base of readers and to keep up with a quickly changing health care industry.

"For about the last year and a half we've been making changes to the section which are designed to connect the world of medications, treatments, emerging treatments, dietary supplements, products and promises to The Post's readers who want to know what's in this for me. Our job is to bring it home," said

CRAIG STOLTZ, Health editor. "Changing the format is another way to bring this material to a wider audience...we can now present a number of stories [on page 1] and demon-



The Health staff display their Health-size aspirin tablet, including (back row l-r) **TOM GRAHAM**, **SUSAN MORSE**, **GREGORY MOTT**, **STACIE REISTETTER**, (front row, l-r) **SALLY SQUIRES**, **SANDRA BOODMAN** and **CRAIG STOLTZ**.



TV Week's editorial and advertising staffs celebrated the long awaited redesign with a reception. Attendees included, (back row, l-r) **MARK HEINRICHS**, **TERRY THORNTON**, **WILLIE JOYNER**, **CREIGHTON HAMMOND**, (third row, l-r) **JUSTIN RUDE**, **BILL SIMMONS**, **MARSHA NARRAMORE**, **JUDY GILLIES**, (second row, l-r) **MARTIE ZAD**, **MICHAEL HILL**, **CAROYN COLEMAN**, **JULIE GUNDERSON**, **ANITA GANDHI**, (seated l-r) **PATRICIA BRENNAN**, **LISA GUSTY**, **ALICIA HAMILTON** and **SHEILA CHEEK**.

strate that there is material in the section for the average newspaper reader."

Health's change to a broadsheet layout is also good news for Advertising. "The new format invites more readers into the section enabling us to sell it as a broader-based product," said **MIKE TOWLE**, senior advertising manager. "It also gives us another broadsheet back page to sell, which is more conducive for major advertisers."



SANDRA BENSON



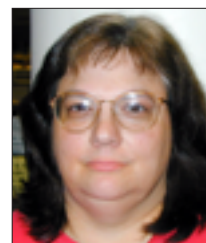
ALLEN COTE



GORDON HOEFT



HENRIK JENSEN



ANN KOLES



DAVID MILLER



JOHN TEARE



JACK TORLUCCI



LEIGH UPDIKE



SHANKAR VEDANTAM

SANDRA BENSON joined Advertising Operations in April in the position of administrative assistant. Prior to joining the newspaper, she was an executive assistant contractor with the U.S. Postal Service. Her hobbies include rollerskating and bowling.

ALLEN COTE was recently hired by Advertising Operations as an ad builder. He was previously a graphic artist for Business Images, Inc. in Vienna, Va. His experience also includes book design and layout for Russian, German and Spanish textbooks. Cote holds a BA in German linguistics at the University of New Hampshire and a certificate in Russian language from the U.S. Army. He enjoys camping, reading, jogging and travel.

BRIANA DAVIS became an administrative assistant in the Advertising Department in April. Before joining The Post, she was director of ad-

ministration for Centennial One, Inc. in Maryland. In her sparetime, she enjoys reading, liturgical dancing, tennis, softball and poetry. (Photo not available.)

CRYSTAL DAVIS recently became a copy editor for the Business section. Previously, she was a copy editor for the *Detroit Free Press*. She has also been a part-time business editor for Knight Ridder/Tribune and a copy editor at the *Roanoke Times*. Davis holds a BA in journalism from Howard University. (Photo not available.)

PAULO GONZAGA was hired as an analyst by the Information Technology Department in April. He came to The Post from Capterra, Inc. in Virginia. He has also worked for Price Waterhouse and Database Technologies. Gonzaga received a BS in computer science from Virginia Tech. (Photo not available.)

GORDON HOEFT joined Advertising Operations as a desktop publisher in April. Prior to his new position, he was a graphic designer for the Journal Newspapers. He has also been a graphic designer/supervisor for the *Potomac News*. He is currently working toward a degree in communication, illustration and multi-media design. Hoeft enjoys fishing, skiing and weight training.

HENRIK JENSEN was recently hired by the Information Technology Department as an analyst/programmer. He came to The Post from MCI WorldCom where he was the manager of human resources systems. While at MCI, he was also a web developer in the corporate library and a LAN specialist in the finance department. Jensen holds a BS in computer engineering and an MS in computer science from George Washington University. His hobbies include skydiving and swimming.

ANN KOLES became a desktop publisher in Advertising Operations in April. She was previously a graphic artist for Chesapeake Publishing. Her interests include computers and stamp collecting.

DAVID MILLER joined Advertising Operations as a paginator in March. Previously, he worked in production for the *Chronicle of Higher Education*. He has also been a publications manager for the Aspen Institute, a supervisor at *USA Today*, and a freelance cartoonist for various comic book companies. Miller holds a BA in communications from East Carolina University. He enjoys art, comics, comedy writing and time with his children.

MICHAEL MINICHINI joined Advertising Operations as a digital ad technician in February. Previously, he worked in digital prepress for Lake Lithograph in Manassas, Va. He also worked for

Faces



**MICHAEL
MINICHINI**



**KATHLEEN
MURPHY**



JILL HUDSON NEAL



**HOWARD
OPPENHEIM**



AMY QUINTO



**JENNIFER
RODRIGUEZ**

Hagedorn Communications in Bronx, N.Y. for 20 years. Minichini studied commercial art at the Mid Westchester School in Valhalla, N.Y. His interests including ice hockey, baseball and working in the yard with his wife.

KATHLEEN MURPHY was recently hired in the position of desktop publisher in Advertising Operations. She came to The Post from the Society for Neuroscience where she was the communications manager. Murphy has a BS in physiology with a minor in biochemistry and communications from the University of Montana. In her spare time, she enjoys skiing and hiking.

JILL HUDSON NEAL joined the Magazine as a design editor in April. Prior to joining the newspaper, she was a public relations director at Goddard Claussen Porter Novelli. Neal previously worked for The Post's Style section from 1993 to 1996 and was a reporter for the *Baltimore Sun*. She holds a BA in English literature from Tufts University and enjoys traveling and reading.

HOWARD OPPENHEIM was recently hired by the Information Technology Department as a programmer analyst. Before coming to the newspaper, he was a lead programmer analyst with Giant Food, where he worked for 28 years. Oppenheim has a BA in government and politics from the University of Maryland and an MBA in Information Systems from George Washington University. In his spare time, he enjoys running, coaching soccer and traveling.

DANNY PEI became a desktop publisher in Advertising Operations in April. He was previously an electronic imaging assembler for *USA Today*, where he had also held other positions. Pei attended high school in China and is a certified scanner operator. His interests include photography, stamp and coin collecting, and gardening. (Photo not available.)

AMY QUINTO joined Advertising Operations as a scanner in March. She came to the newspaper from Sonic Enterprises, Inc. where she was a graphic artist. Quinto holds a BFA from the University of Santo Thomas in Manila, the Philippines. She enjoys drawing, painting and ballroom dancing.

JENNIFER RODRIGUEZ joined the Marketing Department in April in the position of writer/analyst. She previously worked for the *San Antonio Express-News* as a research analyst/database analyst and was an area sales manager for Dillards in Texas. Rodriguez has a BS in marketing from Baylor University and is an MBA candidate at the University of Incarnate in Texas. She enjoys reading, quilting and spending time with her dog.

JOHN TEARE recently joined The Post as an advertising service representative for recruitment on-line sales. Before coming to the newspaper he was the assistant manager for Steamer's Seafood Restaurant. Teare holds a BA in communications from Marymount University. In his spare time, he coaches youth basketball, and enjoys football and other sports.

JACK TORLUCCI joined Advertising Operations as a desktop publisher in March. He was previously an assistant manager at Kinkos. Tolucci is a junior at the University of Maryland and enjoys basketball and lacrosse.

LEIGH UPDIKE was hired by Advertising Operations as an assignment coordinator in January. She was previously a special projects staff assistant for the office of former Secretary of State Henry Kissinger. Other positions she has held include theater producer and publicist in Florida, a special projects coordinator for the Federal Reserve Board and a corporate lobbyist. Updike has a BA from Mary Baldwin College in Virginia, a language certificate from Goethe Institute in Rothenburg, Germany, and has completed postgraduate work in broadcast journalism at Bauder College in Florida.

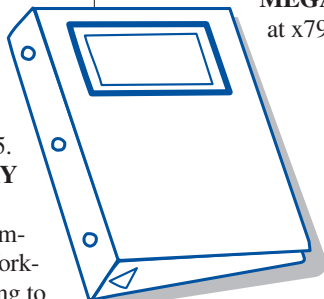
SHANKAR VEDANTAM became a staff writer on the National Desk in April. Previously, he was a science reporter at the *Philadelphia Inquirer* and a science reporter at the Washington bureau for Knight Ridder. Vedantam holds a BE in electronic engineering from Bangalore University in India and an MA in journalism from Stanford University. His hobbies include writing fiction and poetry, and playing soccer.

POST SCRIPTS

TRAINING UPDATE

Due to a low response, the Organizational Development and Training Department (OD&T) has rescheduled August classes for the fall. For a revised schedule of classes, type in *IntraNED* on your browser, or call the training hotline at x5425.

According to **BARRY COLEMAN**, OD&T, 2,200 Post staff have completed the Preventing Workplace Harassment training to date and the online training program is now available to all



departments. Coleman notes that two enhancements have recently been made to the training, including a printable certificate of completion at the end of the tutorial, and a prompter at the end of the tutorial to verify the employee's name. For more information about the training, contact Coleman at x5511, or

MEGAN RUPP
at x7988.



LEE GOES TO SCHOOL

Contributions Manager **LILLIE LEE** is leaving her full-time position in the Public Relations department on Friday, August 24 to return to school. Lee is pursuing her masters of library science at the University of Maryland. A Post employee since 1978, she will continue to work part-time in Public Relations.

NO SHOPTALK NEXT WEEK

ShopTalk will not be published on Thursday, August 30. The next issue of ShopTalk is scheduled for Thursday, September 6. Have a happy and safe Labor Day weekend!

MARKETPLACE

FOR SALE: Mauve 3 cushion sofa, approx. 7 ft., \$150/OBO; metal base, glass top coffee table and stacking tables (3) \$50 for set; Microwave w/under counter attachment, \$35; full set of hunter green dishes (bowls, small and large plates, coffee mugs and salad bowl), \$45; Wooden desk painted green, \$50. Call Whitney at x5792 or (202) 237-1578, or e-mail pattonwj@washpost.com.

FOR RENT: Two-level condo in quiet Silver Spring community. 2 BR, 2 full BA; living room has cathedral ceiling, fireplace, walk-out to balcony; table-size kitchen. Lots of sunlight! Includes access to rec.facilities: swimming pool, tennis, basketball, volleyball, tot lot. \$1,050 per month plus electric and water. Perfect for roommates. Contact Sheila on x4502 or (301)333-1425.

FOR SALE: Slide-In Camper (for 8' bed pick-up), sleeps 4-5, AC/heat, BA with shower/l, frig/freezer & sep. icebox, 4-burner stove & oven, queen bed over cab. Excellent working con., interior good con., exterior fair con.. \$2,500/OBO. Also: 1989 Ford F-150 4wd. Long bed. Good working truck. Just passed Virginia inspection, asking \$2,500. Please call JoAnn at x7715 or (540) 286-1080

FOR SALE: Pontiac Grand Am GT, moonroof, power windows/locks, 75K miles, V6, auto., original owner, black/black, CD player, cruise, stereo controls on steering wheel, electric traction system, \$5,979/OBO. Call Jeni at x5960 or (703) 938-3497

FOR RENT: Seeking female to share 2 BR, 1 BA apartment in Bethesda. Walk to NIH and Bethesda Metro station. \$440 per month, includes all utilities. Call (301) 365-8171 or e-mail (wollew@washpost.com).

FOR SALE: 2 Adult Freedom Pass (a yearly pass) for Colonial Williamsburg. Paid \$70 for both tickets. Asking for \$35 for both tickets. Call Sandra at x5393 or (301) 772-3626.

FOR SALE BY OWNER: Garden-style condo in Arlington. 2 BR, 1 BA, fireplace, balcony, washer/dryer, dishwasher, cac, ceiling fans. Outdoor pools and tennis courts. Blocks from Shirlington theaters, restaurants, brew pub, bike trail and I-395. \$135,000. Call Marty at x7384 or (301) 871-8640.

FOR SALE: Brand new (not used) palm pilot m100 handheld and all packaging included, instruction manual, etc. Asking \$100 or best offer. Please contact Melissa at x7091 or (202) 338-5046.

ROOM TO SHARE: Female to share 2 BR apt. in Bethesda, conveniently located across from Montgomery Mall. \$750/mo., including utilities and cable TV. Available Sept.1. Call Ling at x5381 or (703) 418-2709.

TIME SHARE FOR RENT: Sunterra Resort-Orlando Florida-Cypress Pointe: 3 BR, 3BA - \$2,000 (December 2001), up to 8 people. Jacuzzi tub and sep. shower and double vanity in one master BA, and a roman tub in the other master BA. 46" screen TV with cable TV, VCR, washer/dryer, a screened patio, and a fully equipped kitchen. Call Ann at x7096, (301) 367-2198 or (301) 855-4456.

FOR SALE: Large 2 BR, 1 BA condo, living room/dining room combo, top unit overlooking picturesque setting, conven. location w/easy access to public trans., 1 blk. from Rt. 50. Asking \$88,000. Call Jackie at x7671 or (202) 588-5354.

FOR SALE: 1995 Jeep Grand Cherokee, 6 cyl., 4x4 Quad-Trak, leather, premium stereo, fully loaded, new tires, 1 owner \$9,900/OBO. Please call Mark T. at x7199 or (703) 719-0514.

ISO: (2) Redskins v.s. Arizona Cardinals tickets on Sun. Sept. 16th. Any section will do. Please call Marc at (703) 313-9748 or contact at masonm@washpost.com.

FOR SALE: 8.5 ft. long cream marble oval dining table; middle leaf removable (2.5 ft.); plus 4 high-back parson chairs (cream, jade and peach); \$500/OBO. Coffee table—heavy cream ceramic base with rectangle glass top—\$100/OBO. All in very good cond. Will need to pick up in Glen Dale, Md. Call Karen at x4511 or (301)220-4136.

ISO: Seeking a family to hire a live-in housekeeper/nanny/elder-care giver, available immediately. Call John at x7823 or (703) 966-2530.

FOR SALE: 1996 Chevy pickup truck, 4-wheel dr., extended cab, custom cap, alloy wheels, ac, pwr. steering, ABS brakes, dark green w/tan interior, 72K miles. Asking \$11,000/OBO. Call Nick at x7858, or (301) 570-2324.

HOUSE FOR RENT: Located in Ft. Washington, Md., 4 BR, 2 full BA, most rooms with new carpet, finished basement/family room w/wood burning fireplace, upgraded kitchen appliances, large deck, fenced yard, \$1,300 per month/plus utilities, 1 mo. security deposit. Call Nicole at x5861, or (301)265-9051.

FOR SALE: Lightly used year-old Dell Dimension L desktop computer and 15" monitor, Pentium III processor (667 MHz), 7.56 GB hard drive, 12X DVD drive, Ethernet card, MS Works Suite 2000/MS Word 2000, Windows 98, Norton antivirus, etc. The works. Purchased in July, 2000 for \$1,115.75. Will sacrifice at \$700/OBO. Contact Bob at (301) 654-7033 or leveyjf@home.com.

FOR SALE: 1987 Toyota Camry, 4-dr, automatic, white. High mileage, but car runs well thanks to extensive engine work in last year. \$1,750. E-mail Jeff at baronj@washpost.com, or call (703) 279-3241 or (703) 841-0564.

MARKETPLACE DEADLINE: Noon Fridays. Please include your name, extension and home phone number. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to Shop Talk, 7th floor, or call x6803. To send ads via fax dial x5609; via e-mail send to **shoptalk**. Ads run two issues unless otherwise requested. One ad per employee, please.

THIS NEWSLETTER IS PRINTED ON RECYCLED PAPER

