

ShapTalk

Editor
Lisa O'Donnell Connors
Extension 6803

The Post Meets Challenge of Extraordinary Day

"It would be impossible to name the special efforts performed throughout the newspaper. Many people stepped forward to take on whatever job was necessary to meet the challenges of an extraordinary day. I thank you all and say how glad I am to be your colleague."

—**BO JONES**, Publisher

On Tuesday morning, September 11, **HUGH PRICE**, director of operations planning for the Production Department, was at his desk when he received a call from the Springfield Plant mailroom. "I got the first call shortly after the first plane hit the World Trade Center from the Springfield Plant mail-

room...they suggested that Circulation might want to increase their order [of single copies]. I called Circulation and went into **MIKE's (CLURMAN)** office to turn on the TV and saw the second plane hit...I ran down to the vice president's meeting and told them and Bo (Jones) what was happening."

The Newsroom quickly filled up that morning with reporters and editors. "Many of the editors were in the Newsroom by 9 or 9:30 a.m. in the aftermath of the first attack," said Managing Editor **STEVE COLL**. "The decision was made quickly at the vice presidents' level about pursuing an afternoon extra edition. I was asked to start working on the extra edition about 10 a.m. with the idea that we would close it off the floor three hours later. We basically put the whole paper together in about two hours in terms of the journalism, and another hour for editing, production, headline writing and layout."

Since the Newsroom would also be working on the next (Wednesday) morning's newspaper, each major desk ap-



MIKE DEWEY, Circulation, sold the special afternoon edition of The Post in front of the Northwest Building.

pointed an extra edition editor to coordinate work for that issue. "We met, identified stories we could produce (in the limited time frame) assigned the Photo Desk space and subjects and asked the News Art Department to help us with some graphics and locator maps," said Coll. "The easiest way to create an instant newspaper was to take the previous A section and simply substitute stories in all the 'holes' (the space where news stories ran, surrounded by ads) that

had been created for the previous newspaper. **DON PODESTA** and I sat down and assigned different stories to different holes depending on how large they were. It was a weird way to make a newspaper...like pouring it into a mold."

According to Executive Editor **LEN DOWNIE**, several Newsroom staff who were on book leave and even sick leave came into help with reporting, writing and editing. Photographers went on foot or left cars on the roadside to get to the Pentagon to get photos, despite closed bridges to Virginia and tight security at the facility. AME/Business **JILL DUTT** travelled to Manhattan to help the New York bureau, and several reporters were dispatched to the city.

In the meantime, the Circulation and Production Departments, as well as the College Park and Springfield Plants were gearing up to print and deliver the 50,000 copies of the afternoon extra edition, as well as additional copies of Wednesday's issue. According to Hugh Price, at first the after-



Photographer **RICH LIPSKI** took this photo of the burning Pentagon.

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Close to Home

September 11, 2001

KEVIN CONNER, *Production*

Kevin Conner describes himself as a child of the Pentagon. His father worked in Defense Intelligence at the Pentagon in the 1960s and 1970s. Conner's sister Claudia followed in her father's footsteps and was sitting in her office on the building's south side, talking on the phone to her daughter when Flight 77 crashed.

"**HUGH PRICE** came running down the hall and told us about the first Trade Center bombing, we all ran to watch the television and saw the second tower being hit. And then the news came on about the Pentagon. I was sitting there and thought, oh my God, my sister," said Conner.

He immediately went to his office and tried to call her Pentagon number, but the phones were already down. He then quickly called her cell phone. "She thought it had been a bomb and immediately ran outside. I got a hold of her on her cell phone and she was in a daze walking around, but she was OK. She didn't know about some of her friends and colleagues."

Conner's next call was to his father in Hawaii to let him know that Claudia was safe.

BERNIE MORNOT, *Production/Springfield Plant*

BERNIE MORNOT is the pressroom support services manager at the Springfield Plant. On Tuesday morning, he drove into Northern Virginia from Stafford County with his son, Chris, 26, a project officer for a defense contractor. Mornot dropped off his son at the Pentagon before heading to Springfield.

"Tuesday morning I was



BERNIE MORNOT

working in the Pressroom. We were busy, talking and laughing. A couple of the guys took a break and came right back and said we've been hit by terrorists. I went to the cafeteria to see the television and saw what happened to the World Trade Center. I left to go to the men's room...people came running and said that a plane hit the Pentagon. The only thing I could think of was where is my son. I lost it for a little while..."

For several anguishing hours Mornot and his wife tried to get a hold of their son, who had an office on the west side of the building. At the same time, Mornot was busy at the plant as The Post prepared to publish the special afternoon extra edition. At 2 p.m. that afternoon, Mornot got a call from the Security desk that his son was on the phone. Chris was OK. He had tried to find his mother at her workplace in Crystal City, knowing that she would be worried, and then walked 10 miles to Alexandria with his boss to get to a phone to call his father.

LINDA HASKINS-WRENN, *Marketing*

Linda Haskins-Wrenn spent Tuesday evening helping her husband, Allen, pack his bags. Allen Wrenn is an Air Force Reservist and had been told to

be on standby because of the high alert status. She was also trying to comfort her young son, Deon, who was confused about what happened that day and terrified about his father leaving.

"It was so crazy that night," she said. "My eight-year old was so upset. He kept saying I don't want daddy to go. We kept trying to explain the difference between active duty and reserves, but then just gave up. I had worked at the Pentagon for nine years before coming to The Post. When we would drive past it, I would point out to him that that building was where mommy worked before he was born. That night he told me 'Mommy, I'm glad you don't work at the Pentagon anymore, and I told him, Mommy's glad I'm not there anymore, too.'"

MARC STAUFFER, *Circulation*

Marc Stauffer was working at his desk in Circulation, when he heard the news about the World Trade Center. He called his companion Steve Patterson at their apartment in Pentagon City and told him to turn on the television. Patterson was listening to the news and was standing at a window overlooking the Pentagon,



MARC STAUFFER

sipping a cup of coffee, when he saw the plane crash into the building.

"My phone rang...Steve was incoherent, finally I could make out that a plane had just flown into the Pentagon."

MARGARET KAPLOW, *Education Services*

Like parents throughout the region, Margaret Kaplow spent the evening trying to explain the day's events to her kids, Max, 7 and Maddie, 11. "In the middle of my explanation, my son just stopped me and said, 'So mom, no matter what we do there will always be a Hitler.' It just made me cry...to him it was just the epitome of evil. The kids kept asking their father, why don't they just shoot the bad guys or bomb them?"

JOHN KEVIN FOWLKES, *Springfield Plant/Production*

On Tuesday morning, John Kevin Fowlkes was heading out of the District on his way to the Springfield Plant via the 14th Street bridge. "I was listening to what was going on [in New York] on my radio and was switching the channel when I saw a plane to my left going faster than anything I've ever seen...I heard a loud screaming sound and thought it was going to hit the bridge. I slammed on my brakes and it went right in front of me and I watched it hit the side of the Pentagon...I heard an explosion and a couple minutes later there was another and then another. It was incredible! I tried to call the newsroom with my cell phone, but I couldn't get through."

noon extra edition was going to be printed at College Park, but as the traffic situation unfolded in the area, Circulation realized it would be very difficult to get newspapers to Virginia. The decision was made to have each of the plants print 25,000 copies. "In addition to getting presses ready for the afternoon edition, Springfield also had to make adjustments for Wednesday's issue and print additional copies of the zoned Extras and the Food section," he said. The afternoon edition went on the presses at 2 p.m.

"Everybody just did a remarkable job in a very fluid situation. We didn't know until about 5:30 p.m. Tuesday



KidsPost staff **JOHN KELLY**, **LIZ KASTOR**, **SCOTT MOORE**, **LILIANE VILMENAY** and **FERN SHEN** (not pictured) sought to provide area children with clear, non-threatening information about the attack and to provide a voice for kids' fears.

how many pages were going to be in the morning's newspaper," said Price. "**PHIL RICHARDSON** in Makeup was taking this stuff in all day, moving page counts up and down. It was an extremely chaotic day and we were responding to news like everyone else. Rumors were flying, you never knew what was going to happen next."

On Tuesday afternoon, the Circulation Department staff and distributors delivered 50,000 copies of the newspaper throughout the Metro area. The special edition was sold out in a matter of hours.

At the Fairfax Bureau, reporters and staff went to several stores to try to buy the afternoon extra edition, only to find it sold out. "The extra edition was sensational," commented **STEVE FEHR**, Fairfax Bureau editor. "I walked into a 7-Eleven and the man at the counter just looked at me and said, 'I know what you're looking for and we're out of them.' People wanted that issue - they were craving it."

It was the same story on the streets of downtown Washington. The Public Relations Department had issued a press release about the afternoon edition to local television and radio stations. Word spread quickly and readers lined up outside The Post to buy a copy, or in many cases, multiple copies. Several staff at the Northwest building, including Bo Jones, were selling newspapers on the street outside the Northwest Building, as well as Vice President/General Counsel Mary Ann Werner and her staff, Circulation managers and several other vice presidents.

The Post also became part of the news for September 11. Reports of The Post's afternoon edition appeared in Wednesday's editions of the *New York Times*, *Boston Globe* and *Wall Street Journal*.

As many on the Executive staff were selling newspapers or assisting with other duties, they lent their offices, phones and computers on the Northwest Building's 7th floor to reporters and editors from the Washington bureau of The Washington Post Company subsidiary, *Newsweek*. The *Newsweek* staff had been evacuated from their offices on Pennsylvania Avenue located in close proximity to the White House.

The rest of the staff at Northwest also pitched in to do whatever was necessary, including helping to make the workplace more secure for employees. Building services and engineering staff were called



PHOTO BY GAYLE GIGER

(l-r) **CLAUD BURNS**, Security, **JAY O'HARE**, Circulation and **ERIC LIEBERMAN**, Executive, with stacks of the special afternoon edition sold in the vicinity of the Northwest building by Post employees.

upon to secure the building and parking area. According to Vice President/Controller **PEGGY SCHIFF**, security was immediately doubled at the Northwest Building and at the plants. "We already had plans in place in anticipation of the IMF meetings (planned and since cancelled for the District later this month) and this was an opportunity to put those plans into reality on a much quicker timetable. We limited all visitors and cancelled meetings in the building with outsiders. We had a lot of people coming by with videotape and photos and we brought down reporters to talk to them. The Payroll staff stayed late to make sure that the banks got our wire transfers. We also scanned all mail as well as UPS and Fed Ex packages, something we anticipate we will continue to do for the foreseeable future."

"There was no distinguishing about who's job it was to do what," added **GEORGE WATHEN**, operating services director. "I asked [Building Services] staff to act as surveillance. We immediately locked down the L Street entrance and had manned vehicles for a good portion of the day controlling the entrances to the parking garage and the alley next to the building. Everyone recognized the crisis and there was a certain amount of fear...you saw employees com-

forting each other."

According to Wathen, The Post's vendors also did an outstanding job that day. Guardsmark guards not on shift were called in and worked extended hours. The food service vendor, Brock, kept the cafeterias at Northwest and the plants open all night.

Tuesday and the ensuing days were also tough on The Post's systems, according to **DON WHITE**, director of IT operations. "We've seen unprecedented usage of Publishing Systems at never before reached levels," he said.

"We've been on a presidential election night, as far as use of the systems. I asked my staff to adjust their schedules, to work nights, and they've all responded without question or complaint. You see a sense of teamwork, cooperation and one might even say, patriotism, among these people. It's extremely typical of Post employees."

One end result of The Post's teamwork was to sell an unprecedented number of newspapers on Wednesday, September 12. According to Vice President/Circulation **DAVID DADISMAN**, The Post sold 1,048,000 home delivery and single copies of Wednesday's paper, which he expects will break the daily sales record. Single copy sales totaled 467,429 on Wednesday, including 358,00 Metro single copy sales. The previous highest number of Metro single copy sales was 297,000 in November 1992, when former President Clinton won the presidential election. Sales figures for the rest of last week were not available at the time ShopTalk was published.

"Last week showed how important The Post is to the community," commented Bo Jones. "People want to know that there is still order to the community and life is continuing. There is nothing more assuring than seeing the newspaper come out."

POST SCRIPTS



CONTRIBUTIONS TO HELP VICTIMS OF ATTACK

In keeping with The Post's commitment to be an involved member of the community, the newspaper is supporting and contributing to two funds to aid victims and their families affected by the attacks on September 11. The following is information for employees who may be interested in making a contribution:

The September 11th Fund of the United Way is focusing on short-term emergency assistance and ongoing social ser-

vices. Contributions will be directed to the relief agencies providing emergency assistance to victims, rescue workers, uniformed service officers and affected families in Washington, New York and elsewhere. Donations may be sent to September 11th Fund, c/o the United Way of the National Capital Area, 95 M Street, SW, Washington, D.C. 20024. Donors may specify the community: Washington (Code 9011), or New York (Code 9012) to direct contributions to a specific area. For more information, call (202) 488-2060.

The Survivors' Fund of the Community Foundation for the National Capital Region is focusing on the long-term educational, health, income maintenance, and other needs of the victims and their families in the Washington region. Contributions will be directed to affected individuals in need. Donations may be sent to Survivors' Fund, c/o the Community Foundation for the Na-

tional Capital Region, 1112 16th Street, NW, Suite 340, Washington, D.C. 20036. For more information, call (202) 955-5890.

Additional information about making contributions to aid victims can be found on washingtonpost.com. Both of

these funds are also eligible for The Post's matching gifts program, as outlined on the matching gift form. A matching gifts form can be found online on *IntraNED*. For more information, contact **TITO TOLENTINO** at x6835

OFFICER BURTON WINS AWARD

On Thursday, August 30, Guardsmark officer Robin Burton, who works at the Northwest Building, received a prestigious national award from the Guardsmark Company. She was chosen with two other officers among more than 16,000

Guardsmark officers nationwide for exceeding the standards of Guardsmark excellence. Officer Burton received a certificate, a plaque and cash prize. In February, she was the recipient of the company's Southeast region security officer achievement award.



Officer Robin Burton with her national awards.

MARKETPLACE

FOR SALE: 8.5' long cream marble oval dining table (2.5' middle leaf removable) with 4 highback parson chairs (cream, jade and peach in color) and rectangular glass coffee table w/cream ceramic base—all for \$500 or best offer. All in very good condition. Will need to pick up in Glen Dale, Md. Call Karen at x4511 or (301) 220-4136.

FOR RENT: Spacious 1 BR basement apt. in private residence, Allison St. between 14th and 16th streets (2 bus lines), own entrance & laundry facilities, brand-new kitchen & bath, AC unit. Seeking nonsmoker, no pets, \$800/month, avail. immed. Contact Brian at x4342 or (202) 882-8502.

FOR SALE: Practically new Precor Precision electronic treadmill. Electronic displays for speed, distance, calories, time. Manual incline feature. Originally \$1,200/asking \$500. It's been moved to my garage (in Loudoun County) and ready for you to take away! Contact Ellen at x7762 or (703) 327-3685.

ISO: If you eat Yoplait yogurt, clean and save your pink tops, then send them to me. I will collect them for a period of time and submit to the appropriate address for donation credit for the Susan G. Komen Foundation. Contact Patricia Frustace, Corporate office, x6675.

FOR SALE: Girls Little Tykes cottage bed, new over \$300, asking \$100. Professional grade food grinder, new \$200, asking \$100. pull up, push up, dip exercise station new \$100 asking \$40. Call Martin at x2282 or 703-866-5464

VACATION RENTAL: Get away to historic Williamsburg, Oct. 7-14. One bedroom condo, with fireplace, jacuzzi, LR, DR, full kitchen. Sleeps 4. Regularly \$150/night, \$800/week. Best offer. Call Scott at x6761 or 301-309-0983.

FOR RENT: Seeking female roommate to share a charming townhouse with three females in Arlington. Spacious 4 level, 4 bedroom, 2 bath, 2 half bath townhouse across the street from East Falls Church Metro. Only a 30-minute commute from home to The Post. Just \$600/month, including water and parking. Contact Anne x45776 or Jeni x45960 or contact us at home at (540)560.7394.

KITTENS FOR ADOPTION: 8 to choose from, 2 litters, 8 & 12 weeks old. All colors, sizes & hair lengths. Feline leukemia negative, wormed, clean ears. Ready to go. Adoption fee. Call B.J. Engel for more info. at x7098 or (410)379-6633.

GROUP DISCOUNT: Interested in joining the Y? It is just a few blocks walk from the office. If we have 10+ people join together we can get a discounted rate for the monthly fee. Call Patricia at x6675.

FOR SALE: Dark rose futon, low to the ground, wood base, excellent condition, \$50/OBO. Call Kerri at x5832 or (703)577-7595.

FOR SALE: Single-breasted Kenneth Barnard men's trench coat, size 38, stylish, olive colored. Brand new (tags still attached). \$85. E-mail castanedar@washingtonpost.com or call (301) 952-2081.

WANTED: Your old metal gas or kerosene cans, red, yellow, blue, whatever. They must be metal! At least 2- or 5-gallon type or larger. Call Donna x6437 or (301)589-5381

FOR SALE: 27" Sony Trinitron with picture in picture and remote, excellent condition, \$200. Yamaha RX350 stereo receiver, Magnavox CD changer and pair of Bose bookshelf speakers, excellent condition, \$100 for all. Call Jonathan Yardley at (202) 544-7779.

FOR RENT: Seeking female roommate for fall semester (4-5 mos.), share home in quiet neighborhood in Silver Spring, close to public transportation. Reasonable monthly fee. Call Carol at x4551 or (301) 565-2599.

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.

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