

ShapTalk

20 ANSWERS *to Questions Our Readers Often Ask*

Editor
Lisa O'Donnell Connors
Extension 6803

Every day, staff in Public Relations and around the newspaper receive calls from readers with a multitude of questions concerning The Post. To assist readers, the Public Relations Department published a brochure called 20 Answers to help readers navigate their way to the answers they need. For the benefit of employees who are often called upon to answer these types of questions, we are providing you with 20 Answers. To get a copy of this and other publications about The Post, contact the Public Relations Department at x7969. Information is also available on the newspaper's business web site, www.washpost.com.

1. Where can I buy back copies of The Post? Papers up to one month old are sold from 8:30 a.m. to 5:00 p.m. weekdays at The Post's Front Counter. Newsstand rates are charged. Papers up to six months old are available by mail from our Back Copy Department. For more information, please call (202) 334-7239 Tuesday through Thursday, 11:30 a.m.-1:30 p.m. Eastern Standard Time.

2. What if I am looking for something published more than 6 months ago? Our web site www.washingtonpost.com is an excellent search resource. You can access Washington Post articles published since 1977 through our online archives. The Library of Congress, the Martin Luther King Library and other local libraries have The Post on microfilm. Check with your local library for availability and photocopying rates.

3. Can I buy a print of a photo I saw in The Post? Yes, if it is for personal use and was taken by a Post staff photographer in the past six months (Post staff credit lines read: By ____ The Washington Post). An 8" x 10" print costs \$25 for black & white; \$50 for color. Add sales tax

on local orders (D.C.-5.75%, Md.-5%, Va.-4.5%, Cal.-7.5%). Please send us: your MasterCard, Visa or American Express number with an expiration date, a clipping or photocopy of the photo, the photographer's name, the section, page and date the photo appeared. Include with your request that the photo is for personal use only. Send request to The Washington Post Writers Group or call (202) 334-5666 for more information. Allow 8-10 weeks for delivery. To reproduce a photograph for use in a publication, please call (202) 334-5666 for details.

4. How can I get The Post delivered to my home? What should I do if the paper doesn't come? How can I arrange a temporary delivery stop when I leave town? Call (202) 334-6100. Outside the local calling area, use our toll-free number 1-800-477-4679. Home delivery service is available throughout the Washington, D.C. metropolitan area and will begin within 48 hours of your call. If you don't receive your paper, call before 8:30 a.m. weekday mornings or before 9:30 a.m. weekends and holidays and a paper will be delivered to you. We will be happy to stop delivery while

you are away, but please call us at (202) 334-6100 at least two days before you go. (When you stop your paper, you can also support the Newspaper in Education program by donating your credit to the Vacation Donation program. The donation helps to provide free newspapers to classrooms throughout the area.)

5. Does The Post have a web-site? Yes. The Post has a newspaper website, www.washingtonpost.com and a guide to the business side of the newspaper, www.washpost.com.

6. What is the difference between an obituary and a death notice and how should they be placed? An obituary is a news story published without charge. Death notices are paid classified announcements and, unlike the obituary, usually include details of funeral arrangements.

Obituaries of individuals who have lived in Washington a major part of their lives are published as soon as space permits. To submit an obituary, please call the obituary editor at (202) 334-7389 with pertinent biographical information and cause of death. It is

CONTINUED ON PAGE 3



Be An Angel!



This year, The Post's Be An Angel Campaign is supporting the Marine Corps Reserves Toys For Tots program.

Through Friday, December 21, employees can drop off new, unwrapped toys in the gift boxes in the Northwest Building's main lobby or at designated areas in the College Park and Springfield plants.

Over the past 53 years, the U.S. Marines have distributed over 272,000,000 toys to 133,000,000 needy children throughout the nation.

Questions? Call
LISA JACZKO at x7970.
For more information about
the Toys For Tots program,
visit www.toysfortots.org.



Awards and Byelines



Marketing troopers **MARY SHERRER**, **JEFF GIUFFRIDA** and **KATHRYN SELLER**.

JEFF GIUFFRIDA, **KATHRYN SELLER** and **MARY SHERRER** were recently named recipients of the Marketing Department's November Marketing Trooper Awards. The monthly award recognizes non-managers on the Marketing staff that per-

form above and beyond the call of duty, exceed the expectations of internal Post clients, such as the Advertising and Circulation departments, and/or perform well in a challenging situation.

SANDY MATUSCHKA, IT, said farewell to The Post on Friday, November 30 during a reception in the Northwest Building's 9th floor community room. Matuschka who joined The Post in 1985 is relocating to live near the shores of Rhode Island. She was feted by her colleagues in IT, including remarks by **JIM GUILL** and **MIKE NAJARIAN**, and a farewell poem recited by **DOUG BUTLER**, **SUSAN CANADA**, **CINDY DETROW** and **DELORES WILLIAMS**. In honor of Matuschka's departure, **HAL MEHLMAN** baked 12 gourmet cakes for the reception, (although mysteriously only 11 made it to the event.)



HAL MEHLMAN and **SANDY MATUSCHKA** with the abundance of cakes at her farewell celebration.

suggested that you telephone your information rather than mail it because we almost always need to talk to the family before publishing.

Classified death notices and *In Memoriam* announcements may be purchased by calling (202) 334-4122.

7. How can I buy an ad in The Post? To purchase a classified ad, call (202) 334-6200 and charge it to your Visa, MasterCard or American Express account (non-commercial accounts only). You may also place classifieds at The Post's Front Counter, weekdays from 8:30 a.m.-5:00 p.m. For larger display ads call (202) 334-7642. Design assistance is available.

8. Is it true The Post prints free "found" ads? Yes. The Post will help you locate the owner of valuables – a wallet, a pet, for instance, with a free two-line classified ad. Call (202) 334-6200.

9. How can I announce an engagement, wedding or birth? In Wednesday's Style section The Post prints wedding, birth, celebration, birthday and anniversary announcements. Call (202) 334-5736 for rates and details.

10. How can I get a Post home-delivery route? Call (202) 334-6100. Our service representatives will pass your inquiry along to The Post distributor in your area who will call you about any Post routes open in or near your neighborhood.

11. What's the best way to voice criticism of The Post? If it's about Post news coverage, call The Post's ombudsman, (202) 334-7582 or, better yet, write a letter. It's the ombudsman's job to offer constructive criticism to Post editors and to critique The Post and other media in a Sunday

editorial-page column. If it's about advertising and you want to talk to someone who can act on your complaint, call our Reader Relations Department at (202) 334-4765. If, on the other hand, you're most interested in sharing your views with other fellow Post readers, write a letter to the editor.

12. Any tips on getting my letter to the editor published? Yes. Be concise. Be among one of the first to send us comments on a current issue or event. Criticize us all you want. Don't be discouraged if we don't print your first letter; write again. Each week, The Post receives approximately 1,400 letters to the editor and all of them are read, though there's room for only a small proportion of them in the paper. About 70 are printed in the Letters to the Editor column and several more on Saturday's *Free for All* page and Sunday's *Close to Home* page. Please include your real name (we don't withhold names or print anonymous letters) and both your daytime and evening telephone numbers with your letter and send it to: Letters to the Editor, Editorial Page.

13. Does The Post give tours? (NOTE – Tours have been postponed indefinitely due to security concerns in the District since September 11.) Yes, tours are free and by appointment, on Mondays between 10 a.m. and 3 p.m. Fifty-minute walking tours of The Post building on 15th Street, NW, include information about history of The Post and the news and production aspects of producing a daily newspaper. The maximum group size permitted is 40 and the youngest child must be at least age 11 or in the 5th grade. For reservations call (202) 334-7969.

14. Does The Post have a speakers' bureau? Yes, Post staffers are available to speak without charge on a va-

riety of topics to local civic, school, business and church groups. There is a required minimum audience size of 50 participants. For more information, call (202) 334-7972 for details.

15. What community-related programs does The Post sponsor or support? The Post contributes considerable resources to the Washington metropolitan area, specifically in the areas of education, health and human services, the arts and community service. A few programs are: the Agnes Meyer Outstanding Teacher Awards, the Distinguished Educational Leadership Awards, Grants in Education, the annual All-Met Luncheon, Bob Levey's annual Children's Hospital and Send a Kid to Camp campaigns, the annual Shakespeare Free For All and Weekend's Weekends concerts at the Carter Barron Amphitheatre, and The Washington Post Award for Excellence in Nonprofit Management. For more information call (202) 334-7969.

16. What special services are available to book lovers? For a recorded preview of next Sunday's Book World best-seller lists, call (202) 334-9000, code #4175. You can also join the Washington Post Book Club online: www.washingtonpost.com/bookclub.

17. Do I need permission to reprint material that appeared in the paper? Yes. Everything in The Post is copyrighted and cannot be reproduced without permission. Call (202) 334-5666 for a recorded message on how to obtain reprint permissions for Post articles, editorial cartoons and photographs.

18. Should I call The Post if I witness something newsworthy? Yes, please. Call the City Desk at (202) 334-7300. But if it's a fire, accident or other such incident, be sure to call

the appropriate authorities first.

19. How can I get news out about special honors and achievements? If it's a business-related promotion write to the Washington Business section's *Appointments* column. The column runs Mondays and needs contributions ten days in advance. If it's a school- or community-related honor, send your news to the *Honors & Awards* column of your community's Weekly or Extra Section.

20. How can I get my organization's event listed in The Post? Choose which of the following Post calendars suits your event and send your news to the attention of that specific calendar and section of the paper (e.g. *Watch This Space*, Washington Home Section). Make sure to include a phone number readers can call for more information. Please submit calendar items at least two weeks in advance.

- Book World publishes the coming month's literary calendar on the last Sunday of each month.
- The Sunday Show section *Show Times* column highlights upcoming events in the performing arts.
- The Tuesday Health section calendar lists health-related activities of general interest.
- The Thursday Home section *Watch This Space* column lists craft and antique shows, as well as house tours and home workshops, the *Coming Up* column lists gardening events.
- The Maryland and Virginia Weekly sections *This Week* calendar lists community events. The Post's local community *Extras* also list community events. A recorded message on (202) 334-4204 gives details.
- Friday's Weekend section lists children's activities in its *Carousel* column and participatory sports events in its *On the Move* listings.

POST SCRIPTS

LEVEY'S CHILDREN'S CAMPAIGN

For 20 years, columnist **BOB LEVEY** has been running an annual fundraising campaign to support Children's Hospital through his Bob Levey's Washington column in the Style section. The most successful effort of its kind in an American newspaper, Levey's column has raised more than \$14 million. The goal for this year's campaign is \$750,000.

To contribute to the campaign, make a check or money order payable to Children's



Hospital and drop it off at his office in the newsroom. You can also contribute to the campaign online. Type in *IntraNED* on your browser and look for the campaign information on the home page for a direct link to washingtonpost.com/childrenshospital.

LAST CALL FOR SHOPTALK

The final ShopTalk for 2001 will be published on next Thursday, December 20. The

next issue of ShopTalk will be published on Thursday, January 10. If you have a Marketplace ad, or other information for the December 20 issue, the deadline is tomorrow, Friday, December 14 at noon. The deadline for the January 10 issue is Friday, January 4 at noon. If you have any questions, call Lisa Connors, ShopTalk editor at x6803.

PHOTO - RITA O'CONNOR



RITA COOPERSMITH, Advertising, browses the wares at the Rec Association's annual gift and craft show that was held in the 9th floor community room on Tuesday, December 4. **DEBORAH MORRIS**, Advertising, coordinated the show which included 34 tables of gifts, crafts and TWP stocking stuffers.

HOLIDAY CELEBRATION

Fill your lunch hour with holiday music performed by the talented Eastern High School choir during the annual holiday celebration on Tuesday, December 18. The choir will perform at the front entrance of the Northwest Building from noon to 2 p.m. Ned the Newshound will be giving away warm hugs. And if that's not enough, there will be hot chocolate and cookies, too.

For more information, contact Public Relations at x7969.



MARKETPLACE

CATERING FOR THE HOLIDAYS: Having a Christmas party or holiday gathering? Call Lynns Anointed Catering, offering a wide variety of foods and desserts. Call Renee at (301) 967-2121, between 9 a.m. and 5 p.m.

FOR SALE: Complete set of kitchen dishes, Corelle Pink Trio, service for 12 plus 20+ accessories (serving bowls, platters, casseroles, sugar, s&p, etc.), all excellent condition, \$75. Waterbed mattress, king, semi-waveless, brand new liner, \$25. Call JoAnn at x7715 or (540) 286-1080.

HELP THE VICTIMS: An NYPD organization is selling T-shirts and sweatshirts commemorating the rescuers who died in the World Trade Center attack. All profits go to the NYPD Widows and Orphans Fund, which now includes 23 families and 35 kids who lost relatives in the attack. Cost -\$20 and \$30. I have samples. Orders taken through the end of the year. Call Anne at x5426 or (703) 533-0420, or send e-mail to fergusona@washpost.com.

FOR SALE: Yamaha F310 acoustic guitar like new. Includes case-\$75. Sega Dreamcast package: system, 5 games, 1 virtual memory unit, 2 controllers-\$150. Nintendo 64 package: system, 4 games, Gameboy transfer unit, 2 controllers-\$115. Call Paul after school at (703) 276-0587.

FOR SALE: Way cool, antique, vintage and funky holiday gifts, including dishes, linens, barware, books, furs, jewelry (men's/women's, real/costume), clothing scarves, bags, political memorabilia, vases and lots more. Call Annie at x47553 or (202) 362-2663. Can be viewed by appt. through January 1 at 3340 Northampton Street, N.W., in D.C.

FOR SALE: Queen Ann dining room suite w/china closet, table, 4 chairs, \$400/OBO. Med. size dog crate, \$35 and small wood table w/2 chairs, \$25. Call Nancy at x6977.

HELP THE HOMELESS — Recycling will help the homeless. Bring in the travel-size toiletries you picked up on vacation and also any large or boot size shoeboxes, bring to Barbara Hudson in Accounting or call x6229 or (301) 593-3422.

FOR SALE: Laptop computer, Dell Inspiron 8100 (6 months old), Pentium 3, 850 MHz processor, 128 RAM, 20 GB Hard drive, CD-R burner, floppy disk, 56K modem, 3 year warranty (next day parts & labor mail-in service) and phone support, Windows 2000, Office 2000 and other bells and whistles. Also includes a mouse and a travel bag. Asking \$2,500, but willing to sell parts, if necessary. Call Marc at x.47071, Curtis/Marc at (703) 780-5658 or e-mail Curtis at reverdy@hotmail.com for more information.

FOR SALE: white round patio table w/4 chairs, \$40, 3 pc. wall unit, oak trim, \$300; 6 high back padded parsons dining rm. chairs, \$35 ea.; blue leather recliner, \$500. All excellent condition. Call Rita, x7088 or (301) 564-1414.

FOR SALE: 1999 Cadillac Delance, loaded, 39K, leather, asking 20K. Call Lloyd at x6960, or Henry at x4335.

FOR SALE: 1980 Mercedes Benz 450, V8, silver gray exterior, tan leather interior, pwr. doors, sun roof, new tires, 127K miles, asking \$4,500/OBO. Call Victor at (202) 291-0052.

FOR RENT: Apt. in Logan Circle area, 1BR, walk-in closet, balcony, security, walking distance to Post. Underground parking included. \$1,250 mo.+ electricity. Call Andre x7673 or (202) 289-6727. Avail. Jan. 1

HOLIDAY NUTS: Guaranteed fresh pecan halves for the holidays. Easy to freeze, delivered to your office, \$5/lb. Proceeds go to the Lions Club's work with the blind and poor. This is the 23rd year of the sale! Call Veronica at x5214 or Benner at (804) 973- 5727.

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 x4963; 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

