

# Sharp Talk

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## The Year 2001 in Review *The Post in the Community*

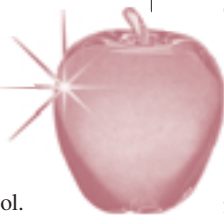
In 2001, The Washington Post continued its legacy of being a strong supporter of the metropolitan Washington, D.C. community. As an active, involved corporate citizen, The Post partnered with many organizations that work to improve the quality of life in our neighborhoods. These partnerships helped to educate area children, provided basic health and human services needs, uplifted spirits and spurred creativity and imagination. By working together, The Post, its employees and our community partners made a difference in building a stronger community in 2001.

Here's a summary of The Washington Post's involvement in the community:

### Education

#### AGNES MEYER OUTSTANDING TEACHER AWARDS

The Post honored 21 area teachers during the 18th annual Agnes Meyer Outstanding Teacher Awards held on April 16. The annual award recognizes an outstanding teacher from each local public school jurisdiction, as well as one teacher from an area private school.



Teachers may be nominated for the award by colleagues, principals, parents and students. Winners are then selected by their local school district. The teachers are honored at a ceremony held at The Post at which they receive \$3,000 and a Tiffany crystal apple. Agnes Meyer, the wife of The Post's late publisher and owner, was a leading supporter of education.

#### ANDREW YOUNG SCHOLARSHIPS

On June 7, The Post presented three \$1,000 Ambassador Andrew Young Lecture scholarships and recognized two honorable mention winners for essays based on a lecture given by Young this spring on faith-based initiatives at George Washington University's Lisner Auditorium. The awards were in three categories: high school, college and graduate school.

#### ALL-METROPOLITAN TEAMS LUNCHEON

The Post hosted the 15th Annual All-Met awards luncheon on June 1. The award's featured speaker was Herman Boone, coach of the famous T.C. Williams High School football team that was



Managing Editor, **STEVE COLL**, (at the podium) presented the Distinguished All-Met award. Also presenting awards and speaking were (seated, l-r) guest speaker, **Herman Boone**, former football coach, **T.C. Williams High School**; **MICHAEL WILBON**, Sports columnist and **AME/Sports**; **GEORGE SOLOMON** (far right.)

memorialized in the recent motion picture "Remember The Titans." Close to 1,000 student athletes, parents and coaches attended the luncheon which honors area high school students and coaches named to The Post's All-Met sports teams.

#### EVERYBODY WINS!

More than 50 students from John Ross Elementary School, located near the newspaper's building in the District, and their reading mentors from the Newsroom gathered at the Northwest Building on May 15 to celebrate the

end of the school year for The Post's Everybody Wins! program. This is the fourth year that Newsroom staff have participated in the program as reading partners with the students. Everybody Wins! is a nonprofit organization that matches corporate reading mentors with students.

#### EASTERN HIGH SCHOOL PARTNERSHIP

In June, The Post staff honored the 50 members of the Eastern 500 Club's Class of 2001 graduating seniors. Launched in 1987, the "500" Club program awards Eastern High School students \$500 in college tuition for each semester the student earns all As and Bs. Students can earn up to \$4,500 during their high school career to go toward their college education, including scholarships from The Post to the top 10 students in Eastern's graduating class, as well as matching scholarships from college and university partners. To date, The Post has awarded more than \$1.8 million in scholarship funds to 1,036 "500" club students. In 2001, 42 Post employees volunteered as mentors for the "500" Club members. Forty-two "500" club members are currently enrolled in colleges and universities.

## DISTINGUISHED EDUCATIONAL LEADERSHIP AWARD

More than 240 area school principals have earned the Distinguished Educational Leadership award since its inception in 1986. The Washington Post established the annual award to honor outstanding principals from the area's public school districts and the private school sector. Recognizing that excellent principals are vital to our educational system, the award is presented to principals who provide an exceptional educational environment. The principals are nominated by teachers, parents and students, and the winners are selected by their jurisdictions. The recipients and their guests attend a reception and ceremony at The Post. They also receive an Irish crystal school bell and attend an educational seminar in St. Thomas, U.S. Virgin Islands.

## INTERNATIONAL TEACHING FELLOWSHIPS

In June, The Post awarded its first International Teaching Fellowships to six area Spanish teachers. The fellowships, sponsored in collaboration with the Embassy of Spain, enable teachers to attend an educational program in July at a university in Spain, where they are immersed in the Spanish language and culture.



## GRANTS IN EDUCATION AND GRANTS IN THE ARTS

The Post continued its Grants in Education and Grants in the Arts programs which enable area teachers to enrich their standard curriculum in ways that directly and positively affects students' day-to-day classroom experiences. The grants provide teachers with funds averaging \$300-\$500 for projects that are not accommodated within their school's budget. In 2001, The Post awarded Grants in Education to 126 teachers in 56 area schools. The newspaper also presented Grants in the Arts to 121 teachers in 63 area schools. In the spring, The Post hosts a reception honoring the teachers who received grants.

## HOWARD UNIVERSITY PARTNERSHIP

The Post launched a partnership with Howard University to cultivate a pool of professional talent from the University's School of Business and School of Communications. Fourteen juniors, seniors and graduate students participated in independent study projects that have been developed by The Post and Howard University.

## INSIDE THE WASHINGTON POST

The Post's newspaper in the classroom project averaged 103,000 copies of The Post delivered each week to area teachers and their students in grade school through college. The 2001 Stock Market Game committed 108 schools to participate in the game. One hundred forty-five teachers helped more than 3,300 students in 825 teams learn important skills by simulating the buying, trading and selling of stocks through The Post's Business pages. The Stock Market Game added an additional 10,900 copies of the newspaper a week in schools during the 10-week-long program.

The Inside The Washington Post program has received \$707,980 in support from readers contributing to the Circulation Department's Vacation Donation program since it began in August 2000. The program encourages home delivery subscribers to donate the cost of their stopped delivery during vacations to provide free newspapers to area classrooms. In 2001, the program enabled The Post to provide 6.7 million free newspapers to area schools. The Post also provides teachers with free materials, training and a program newsletter.

## SCHOOL PARTNERSHIPS

The Post's Springfield Plant in cooperation with North Springfield Elementary School is in their 12th year of participating in the Fairfax County Partners in Education program. As part of this program, plant employees attend monthly Book Brunches with third grade students. Employees also participated in the annual "Read Across America" program, reading favorite Dr. Seuss books to selected classrooms. The plant sponsored a quarterly "Outstanding Student



PHOTO - RUBEN RODRIGUEZ

U.S. Secretary of Education, Rod Paige, was the featured speaker at the Principals Leadership Institute (PLI) opening session in June.

Achievement Award." The Post's mascot, Ned the Newshound, presents these awards to approximately 50 students each quarter during a special ceremony. In the past year, the plant hosted tours for the third grade classes, and provided financial assistance to the school, enabling each grade to enjoy at least one field trip per year.

## VINCENT E. REED PRINCIPALS LEADERSHIP INSTITUTE

Thirty-seven area school principals attended The Post's Fifth Annual Vincent E. Reed Principal's Leadership Institute (PLI). The speakers for the opening session in June included U.S. Secretary of Education, Dr. Rod Paige, and Dr. Robert Cooper, author of *The Other 90%: How to Unlock Your Vast Untapped Potential For Leadership and Life*.

Founded in 1997, the PLI provides principals with the two-day residential institute and three additional full-day workshops to assist principals to increase management and leadership skills, network and share ideas. The Institute is named in honor of Vincent E. Reed, a long-time area educator, former assistant U.S. secretary of education, and former vice president/Communications for The Post.

## YOUNG JOURNALISTS DEVELOPMENT PROJECT

Since September 1997, the Young Journalists Development Project (YJDP) has been educating and cultivating talented young people, especially minorities, to encourage careers in newspaper journalism. During 2001, hundreds of students at the

high school and college level participated in YJDP programs. In September, the high school program expanded to 16 schools. By the end of the school year, students and advisers at seven District high schools and one in Prince George's County produced 34 issues of their school paper with the help of Post volunteers. In addition, four high schools were able to publish their newspaper through printing partnership awards and arrangements with The Post.

The YJDP also sponsored an all-day seminar for high school journalism advisers, a three-Saturday workshop on layout and design for high school students at the University of Maryland, a networking reception for the students at the various schools to exchange ideas and newspapers, and a photo workshop for high school students at the Newseum in Arlington, Va. The Post also donated computers, printers, software and photographic equipment to many high school newspapers. The project also includes The Washington Post Semester at the University of Maryland, as well as American, George Washington and Howard Universities, and an undergraduate scholarship and graduate journalism fellowship to the University of Maryland.

## Literary Programs

### FALL FOR THE BOOK

The Post was the presenting sponsor of the third annual Fall For The Book literary festival held September 19-23 in the City of Fairfax and at the George Mason University Fairfax campus. The festival included a wide range of free programs that appealed to adults, children, students, and families, including: readings, panel discussions, poetry slams, and author signings. The Saturday family street fair featured puppet shows, face painters, roving storytellers, and Ned the Newshound.



### EVENINGS IN THE STACKS

The Howard County Library, designated as the home for the Maryland Center for the Book, has a

long history of attracting non-traditional library users to the world of reading. For the fifth year, The Post was the presenting sponsor of the "Evening In The Stacks" held in February at the library in Columbia, Md. The fundraising event showcases local poets and book authors, as well as performance and visual artists. The Post was also the presenting sponsor of the Prince William County Public Library System's first "Evening in the Stacks" event held in October.

Proceeds from the event benefited the Prince William County Library System Foundation.

### NATIONAL BOOK FESTIVAL

A reported 25,000 people attended the first National Book Festival, on Saturday, September 8. The event, which took place on the grounds of the Library of Congress and the east lawn of the U.S. Capitol, was sponsored by the newspaper as well as the Library of Congress, and hosted by First Lady Laura Bush. The daylong event included author presentations, book signings, children's activities and musical programs.

### Fundraising Initiatives

#### BOB LEVEY'S FUNDRAISING CAMPAIGNS

For 53 years, The Post has conducted an in-paper campaign to raise funds for Children's Hospital. It was started by the late Bill Gold in the District Line column in 1949. When Gold retired in 1981, columnist **BOB LEVEY** continued this campaign to raise funds for sick children who come to Children's Hospital, regardless of ability to pay. The most successful effort of its kind in an American newspaper, the campaign has raised \$22 million to date.

Levey's column also raises funds for Send a Kid To Camp, which has raised more than \$6 million since its inception 20 years ago, enabling 17,000 local children to enjoy summer camp. In addition, Levey's List is a clearinghouse matching nonprofit organizations and individuals in need looking for donations of

large items and readers willing to donate those items. Levey also directs the Giant and Safeway student receipt program which enables readers to support District schools.

#### FUN RUN FOR KIDS

More than 450 kids, ages 7 through 12-years-old, from throughout the Metro area braved chilly temperatures and U.S. Marine-led warm-up exercises to participate in the second annual Marine Corps

Marathon Fun Run

For Kids presented by The Post on Saturday, October 27.

Held the day before the

Marine Corps

Marathon, the entry

fee for the Fun Run was a donation of a toy to the Marine's Toys for Tots program. All participants had the opportunity to run one mile along the Marine Corps Marathon course at the Iwo Jima Memorial in Arlington. There was no time limit on the run and every participant received a ribbon at the finish line.



**DIANE HAITH**, Advertising, (center) participated in the race with friend Sheila Perkins (left) and sister-in-law, Wendy Haith, (right) in memory of her mother Ruth Haith-Sampson.

#### THE RACE FOR THE CURE

The Washington Post supported the 12th Annual Komen National Race for the Cure® as the community sponsor, providing general assistance and promotion for the event. The newspaper also hosted the team captain meetings, served as the pick-up location for team materials and hosted a post-event reception to honor team captains.

Close to 300 members of The Washington Post team partici-

pated in the Race for the Cure held at the Mall on June 3. The team joined a reported 72,333 participants who ran or walked in the world's largest 5K event to raise funds for breast cancer research.

#### UNITED WAY

In 2001, employees at The Washington Post pledged more than \$395,000 for the United Way Campaign. The amount has been steadily rising over the years, including \$381,000 raised in 2000, more than \$360,000 raised in 1999, \$340,000 raised in 1998 and \$335,000 raised in 1997. The Post also makes a direct contribution to support the campaign and runs several ads for United Way to heighten public awareness of the campaign.

### Health and Human Services

#### "BE AN ANGEL" PROGRAM

Each year, The Post chooses a local charitable organization to support during the holiday season. In 2001, the newspaper's employees supported the U.S. Marine Corps Reserves Toys For Tots® program, providing hundreds of new toys to underprivileged area children.

#### THE "GOOD NEIGHBOR" FOOD AND FUND DRIVE

Each year, the Good Neighbor Food and Fund Drive is sponsored by The Post and Giant Food, Inc. to support the Capital Area

Food Bank and the 700 member agencies it serves. The 12-week campaign kicked off on October 12 and ran through the end of the year. The Post distributed "a call to action insert" inside the newspaper and an in-paper schedule to support the program.

### The Arts

#### SHAKESPEARE "FREE FOR ALL"

Shakespeare's *King Lear* was the featured performance during this summer's Shakespeare Free For All at the Carter Barron Amphitheatre, June 1-17. The play was presented by the District's Shakespeare Theatre. The

Washington Post is a founding sponsor of the Shakespeare Free For All, which began in 1991. The Post also distributes free tickets to the performances to the public outside its Northwest Washington, D.C. office on the day of performances. The goal of the free Shakespeare performances is to make Shakespeare's plays accessible and exciting for as broad an audience as possible.

#### SMITHSONIAN'S "ON GOLD MOUNTAIN"

The Post was a presenting sponsor of the Smithsonian's Asian Pacific Program, "On Gold Mountain," which ran May 18 - September 30, 2001. The program's free exhibit and eight-part cultural series provided adults and children with the opportunity to explore Chinese American history and culture from several perspectives. The exhibition was the largest ever organized on the history of the Chinese in America.

#### "STAGES FOR ALL AGES"

Thousands of area young people enjoyed the richness and diversity of professional theater through the "Stages For All Ages" program. The program is presented annually by the League of Washington Theatres, with lead sponsorship from The Washington Post. The program provides a free ticket to a young person 17 or under, with each regularly priced adult ticket purchased at 31 participating District, Maryland and Virginia theaters for select performances.

#### WEEKEND'S WEEKENDS

More than 12,600 enthusiastic music lovers took advantage of this summer's Weekend's Weekends series of free concerts at the Carter Barron Amphitheatre in the District. Local bands playing Rock'n Roll, Classic Soul, Reggae and Latin music drew crowds of people to the outdoor arena during four weekends in July. The program is a collaborative effort of The Post's Public Relations Department and Weekend section.



## Community Service

### THE COMMUNITY SERVICE SOURCE

Published in cooperation with Greater D.C. Cares, the Community Service Source is a free reference book listing metropolitan area organizations and charities seeking volunteers. The book was updated in 2000 and promoted to readers through in-paper ads. The Post has distributed more than 10,000 copies of the first and second editions of the book.

### CONTRIBUTIONS PROGRAM

The Washington Post's contributions program supported 275 local nonprofit organizations in 2001. The program supported a variety of organizations ranging from health care agencies, women's shelters, schools, youth groups, museums, hospitals and performing arts. As an active, involved corporate citizen, The Post partners with these organizations to enhance the lives of people living in the metropolitan Washington, D.C. community.



The Home section's contributing editor on gardens, **ADRIAN HIGGINS**, (center) with representatives from the Prince William Department of Conservation and Recreation and the Virginia Cooperative Extension at the County's Spring Fling event.

### FAIRS AND PARADES

During 2001, The Post participated in and sponsored a number of area festivals, fairs and parades including the Howard County (Md.) Sesquicentennial Festival, The district's Adams Morgan Days Festival, the Black Family Reunion celebration held on the National Mall, the Manassas (Va.) Railway and Fall Festivals, Anne Arundel County's

(Md.) annual South County Festival, the Prince William County (Va.) Spring Fling, and the District's Cherry Blossom Parade.

### MATCHING GIFTS

To encourage employees to participate in their community, The Post offers a Matching Gifts program that provides matching funds to donations that employees make to 501 (c) (3) nonprofit organizations. The program enables full-time employees to make donations/contributions up to \$2,000 matched and eligible part-time employees to have up to \$1,000 matched per calendar year. To encourage giving to educational institutions and employee volunteerism, The Post double matches donations to educational institutions and organizations where an employee is an active volunteer. The program provided funding to 437 organizations in 2001, with contributions exceeding \$300,000.



### SPEAKERS BUREAU

The Post's Speakers Bureau is made up of volunteer staff members from all areas of the newspaper. Speakers give a broad-based overview on a variety of topics related to The Post's news, business and production operations. In 2001, almost 26,000 people in 119 organizations, including businesses, civic groups, schools, and senior citizen organizations were served by the Speakers Bureau.

### TOURS

Regularly scheduled walking tours of the Northwest plant are offered by appointment on most Mondays throughout the year. The 50-minute walking tours include information about both the news and production aspects of the newspaper. The maximum group size is 35, and the youngest child must be at least age 11 or in the 5th grade. The tours, which were temporarily suspended after the events on September 11, are scheduled to resume in early 2002.

## Community Service Awards

### THE CHILDREN'S BOOK GUILD AWARD

The Post and the Children's Book Guild of Washington, D.C. presented the annual Children's Book Guild Award for Nonfiction on Saturday, November 10 at the Metro Marriott Hotel. The award was presented to Jim Murphy, the award-winning author of more than 25 books about American History.

The Children's Book Guild created the annual award in 1977 to honor an author or author-illustrator whose total work has contributed significantly to the quality of nonfiction for children. The Post joined the Guild as a co-sponsor of the award in 1982. Each year, the award winner receives a cash prize and an inscribed crystal cube from The Post during the Book Guild's annual Children's Book Week luncheon.

### THE D.C. FEDERATION OF CIVIC ASSOCIATIONS AWARD

The Washington Post presents an award annually to a D.C. civic association for the best newsletter by a member group. The 2001 winner was the Palisades Citizen's Association.

### THE FAIRFAX COUNTY CITIZEN OF THE YEAR AWARD

Every year, The Washington Post presents an award to the person chosen by the Fairfax County Federation of Citizens Association as its "Citizen of the Year." The award is presented to an outstanding Fairfax County resident who volunteers time to civic, cultural and professional causes in Fairfax County. Franklin Farm residents Glenn and Betty Stroup were the recipients of the 2001 award.

### THE HELEN HAYES AWARD

The Washington Post 2001 Award for Distinguished Community Service was presented to Arlington County for its Cultural Affairs Division's Arts Incubator program. The program was created in 1990 as a cost-effective means of helping arts groups establish themselves and present their work. Presented at the

annual Helen Hayes Awards, The Post award salutes individuals or organizations that encourage awareness, and support of theater, provides opportunities for under-served groups to enjoy theater, encourages youth pursuit of careers in the arts, and enhances school curriculum through the medium of theater.



Vice President/Business Manager, **TED LUTZ** (right) presented a check for \$5,000 to (second from left) *Miriam's Kitchen*, Executive Director, *Ruth Dickey* and President, *Raina Rose Tagle*. Also participating in the presentation (far left) is the executive director of the Washington Council of Agencies, *Betsy Johnson*.

### THE WASHINGTON POST AWARD FOR EXCELLENCE IN NONPROFIT MANAGEMENT

In partnership with the Washington Council of Agencies, The Post recognizes area nonprofit agencies that demonstrate outstanding achievements and innovative strategies in organizational management. The 2001 award was presented to *Miriam's Kitchen*, a District-based organization that provides hot, nutritious breakfasts each weekday to approximately 150 homeless people. The winner of the award receives \$5,000. In addition, four honorable mentions are recognized with a \$1,000 award. The five winning agencies participated in a workshop held at The Post in May.

In 2001, the Washington Council of Agencies in collaboration with The Post, published *Winning Ways: Great Nonprofit Management Ideas from The Washington Post Award for Excellence in Nonprofit Management*. The book is a compilation of the best ideas and best practices from previous winners of the award.