

Shoptalk

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The Post in 2002 *2001 Results, Initiatives for 2002*

Publisher **BO JONES** gave his annual State of The Post address to the newspaper's managers on Thursday, January 24. Held in the third floor of the Northwest Building, Jones' presentation provided a review of The Post's results and achievements in 2001, as well as details on initiatives for 2002.

He reported on The Post's steep drop in profits in 2001 and predicted another difficult year, largely the result of the recession's impact on recruitment advertising. Jones thanked

the managers for taking measures to reduce expenses without disrupting operations.

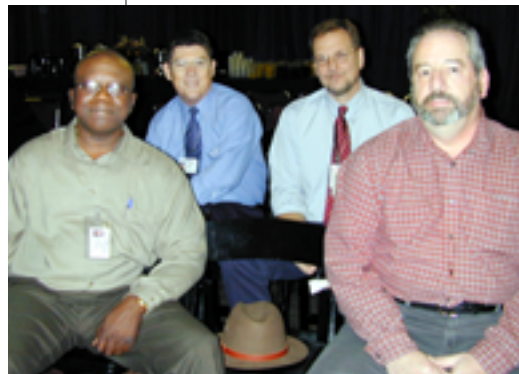
During his report, Jones repeated the goals for the newspaper. "We want to improve the newspaper wherever possible: it builds value for our readers and advertisers and is part of what makes The Post a satisfying place to work. We have to improve profitability — long-term growth and profits enable us to invest in people, systems, the

web site (*washingtonpost.com*) and good journalism. We need to continue to build readership and circulation, particularly on Sunday. We also must continue to help build *washingtonpost.com*, especially as the premier local web site with dominant classifieds. These continue to be key to our future."

Jones highlighted a number of initiatives that will enable The Post to work toward its goals. Emphasis will be placed on reducing costs, including the creation of interdepartmental committees to examine major cost centers. Another high priority will be improving the Sunday paper. The newspaper will also be investing in replacing systems in News and Clas-



Publisher **BO JONES** provided his annual year-end review of The Post and outlined initiatives for 2002.



Circulation zone managers (l-r) **CHARLES LOVE**, **JOHN HARDY**, **GLENN DANA** and **ARTHUR SOTZSKY** were among the managers and supervisors that gathered in the Northwest Building's third floor to hear the publisher's annual presentation on the state of The Post.

The Post's Goals:

1. Improve the newspaper
2. Improve profitability
3. Build circulation and readership
4. Build *washingtonpost.com*

sified Advertising, as well as completing the upgrade of ABS (Advertising Billing System). Circulation will continue working with distributors toward completing a central records database of Post subscribers. Ongoing Circulation efforts will also increase the number of subscribers paying via credit cards and signing up for home delivery online. Other digital applications for The Post's customers, including advertisers, are being pursued.

He praised the efforts of vice

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Working Toward the 2004 Olympics

Marketing analyst **SEUN AGUSTUS** admits to being competitive with her younger sister, Toyin, except their sibling rivalry isn't about clothes, jobs, or cars. They are both training to be on the U.S. Olympic team at the 2004 Summer Olympics in Athens, Greece.

Luckily, they'll only be competing against the best in the country and not each other for their events.

Seun is a long jumper and Toyin is a hurdler.

"I started running in high school in Huntsville, Alabama in 1992," explained Augustus. "I saw some girls running track and I thought to myself, I'm faster than they are, so I went out there and gave it a try."

She began with cross country, decided it was

too long and changed to track and field events. "My sister was also on the track team and we were so competitive. It was always me trying to beat her and her trying to beat me. We got to be pretty good. In my senior year and her junior year, at the state competition we both won five events and scored enough points to win second place."

After high school, Augustus went to James Madison University in Virginia on a track scholarship, where she continued to compete in a number of events. After her freshmen and sophomore years, she decided being competitive in five or six track events was too draining. In her junior year, she cut back to the long jump and hurdles.

Focusing on two events, and

specifically the long jump, made a big difference for Augustus. In her junior year she was ranked 22 in the NCAA, Division 1 (National Collegiate Athletic Association), but was disappointed because she just missed going to the NCAA competition. Her disappointment spurred her on to become more aggressive and she dropped the hurdles to concentrate on the long jump. By spring of her senior year, she was ranked eighth in the NCAA and had qualified for the upcoming Olympic trials in July 2000.

Then on a rainy day in May at a conference meet at Princeton University, Augustus fractured her foot.

"It was very devastating for me," recalled Augustus, grimacing from the memory of that day. "It was May, the NCAAs were in June and the Olympic trials were in July. The Olympics would have been icing on the cake, but I knew that 2004 and 2008 would probably be the big Olympics for me. I wasn't so much upset about the Olympics, as I was the NCAAs, because I knew that was it, my last chance to make it."

In August 2000 she moved to Washington, D.C. to join a running club, even though she missed the 2000-2001 season to recuperate from her injury. In April 2001, she was hired at The Post and soon resumed training again.

Augustus, who recently received the Marketing Department's Trooper of the Month award, fits in her training in the early morning and after work. A rigorous schedule of running, weight-lifting, swimming and perfecting her long jump begins with a 6 a.m. wake up call to get to her local track in Alexandria for an hour and a half work out. After leaving The Post at 5:30 p.m., she heads over to George Mason University's track facilities in Fairfax City, where she'll finish her long day at about 10:30 p.m. Most Saturdays she is competing and Sunday is another training day, with a long run to loosen up her muscles.

Augustus was back in shape for

the indoor track season which began in December. As of January 15, she was ranked 10th in the country. Her goal is to be number five by the end of the indoor season in March at the U.S. Nationals competition in New York.

"I am so glad to be out there competing again," said an enthusiastic Augustus. "There are ups and downs and some days it can be really frustrating. I love it...I love the adrenaline rush, I love going out there every day. It's invigorating. The long jump is one of those sports where every day counts. You can't decide one day that you just don't feel like going out. I think that's the way life should be, to have a big goal in mind and to know that every day brings you closer to that goal."

In the meantime, Augustus is keeping her eye on the next Summer Olympics. Despite her recent successful return to the sport and her motivation to excel, her biggest concern about the Olympics is her age – that she will only be 25 in 2004.

"The Olympics don't fall on a peak year for me," she explained. "Long jumpers tend to peak around 27. In track and field it takes a lot for your body to develop the strength it needs. For example, in distance running they peak even later, around 29 or 30-years old. They just have to get that many miles on their legs, it's that plain and simple. You can't get lots of miles in as a kid."

While Seun perfects her long jump in Virginia, her sister Toyin is in Georgia working on the hurdles. Both are working toward the goal of being on the same team again, the U.S. Olympic team in Greece.



PHOTO PROVIDED BY AGUSTUS

SEUN AGUSTUS long jumps at a meet in North Carolina.

presidents **MARY ANN WERNER** and **PEGGY SCHIFF**, the mail desk and the security team for all their efforts after the September 11 attacks and the Anthrax scare. Jones also noted, "We continue to plan short-term emergency and long-term continuity measures that will enable us to work outside of the Northwest Building and be able to publish The Post in the event of a disaster."

He also applauded **LEN DOWNIE**'s Newsroom for its extraordinary work during "the most remarkable of news

years." He highlighted a number of high impact stories, as well as outstanding beat coverage.

During his review of The Post's achievements during a poor economic environment, Jones cited the "Herculean efforts" of the Advertising staff, including the successful launch of the Community Advertising Unit. He pointed out that the printing plants continued to reduce newsprint waste and defects, while dramatically increasing press speeds and mailroom efficiency. And Jones described several single copy initiatives that helped the Circulation Department have a



PHOTO - STEVE TUTTLE

During the presentation Jones recalled the achievements of editorial page writer and 36-year Post veteran Peter Milius, who recently passed away. He also paid tribute to Katharine Graham, Herb Block and Glenn Gardner.



PHOTO - LAURA STANTON

Jones noted the remarkable efforts of the Newsroom in its coverage of the events of September 11 and the war in Afghanistan. This map details the places that the newspaper's reporters and photographers have visited to date to cover the war for Post readers.

relatively good year for both the daily and Sunday papers.

Despite all the competition facing the newspaper, he said that The Post maintains great market-wide strength in an increasingly fragmented environment. "This is really a great position to be in if we can continue to adapt and capitalize on it."

"Washingtonpost.com is becoming a significant factor for us," added Jones. "The growth in page views by 55 percent from the previous year is one indicator of the site's great content, excellent presentation

and product development. It is the most penetrated of any local news site."

Although Jones continued the cautious tone he set for 2001, he said it helped everyone's perspective to think about Katharine Graham and Herb Block. "It is worth remembering now that they went through times far more daunting than we face today, and that they never lost sight of what it takes to be a great newspaper."

Bylines

Effective this month, the Advertising Department's national advertising unit has created a new international category, headed by category manager **JOHN TEEUWS**. The group, which was formerly combined with the travel category, will focus on sales to advertisers based outside of the United States. International advertising clients include foreign governments, airlines, multinational corporations, tourism boards and other organizations interested in reaching The Post's readership. In addition to Teeuws, the category includes account managers **NANCY PARKE** and



Advertising's international category includes (l-r) **NANCY PARKE**, **JOHN TEEUWS**, **SHAUNA FARRELL**, **CARLOS SILVA**, and **JEANETTE STRANGE**.

CARLOS SILVA, advertising coordinator **SHAUNA FARRELL** and service representative **JEANETTE STRANGE**.

The Sports section will kick off The Post's coverage of the 2002 Winter Olympics with a special section on February 8, the day of the opening ceremonies in Salt Lake City, Utah. Newsroom staff bring-

ing home coverage of the thrill of victory and the agony of defeat include Olympics Editor **TRACEE HAMILTON**, **BILL BOOTH**, **LIZ CLARKE**, **SALLY JENKINS**, **JASON LaCANFORA**, **ELISSA LEIBOWITZ**, **RACHEL NICHOLS**, **AMY SHIPLEY**, **HANK STUEVER**, and **MICHAEL WILBON**. **SHAM RAMPERSAD**, Information Technology, and Bill Grant from Washingtonpost.Newsweek Interactive, a subsidiary of The Washington Post Company, will also be working at the Olympics.

POST SCRIPTS

BLOOD PRESSURE SCREENING

The Northwest Building Health Center will be providing free blood pressure screenings February 4 through February 10, from 6:30 a.m. until 10:30 p.m. Stop by to have your blood pressure checked and you'll also get an apple! For more information call the Health Center at x7192.



PLAN LUNCH IN ADVANCE

The cafeteria's weekly menu can be found on *IntraNED*. Just type in *IntraNED* on your browser, then click on "Cafeteria Menu" under Links on the right side of your screen. The menu lists each day's specials, including soup, deli and grill.

FEBRUARY CLASSES

The Organization Development & Training Department (OD&T) has several classes available in February. Offerings include a brown bag lunch session on Wednesday, February 13 on financial planning. On Thursday, February 21, the department will host a training entitled "Leading in a Changing Environment." For more information on available classes contact the OD&T hotline at x5425. You can also pick up



PHOTO - DAVID JONES

GRAHAM SPEAKS AT EASTERN HIGH SCHOOL

Chairman **DON GRAHAM** was the guest speaker at an honors assembly held at Eastern High School on January 23. Graham discussed The Post's 500 Club program with Eastern, as well as other aspects of the newspaper's partnership with the school. Director of Community Affairs and Contributions, **ERIC GRANT**, also spoke at the assembly of more than 660 students.

a catalogue of courses in the Human Resources Department on the 7th floor in the Northwest Building.

WORKPLACE HARASSMENT FEEDBACK

Approximately 3,000 Post employees completed the Workplace Harassment Online tutorial by Dec. 31, 2001. Now it

is time to hear your feedback and input. The Organization Development & Training Department wants to hear from you on the course content and if the program helped to achieve its objective of helping you understand the policies and procedures for workplace harassment. You can access the feedback link by typing in your browser: <http://washpost.com/tutorialfeedback>.

MARKETPLACE

IMPORTANT NOTE ABOUT PHONE EXTENSIONS: If you have a new Avaya phone, add a 4 before the internal Post extensions listed in ShopTalk.

FOR SALE: Furniture - everything must go and fast! Prices are rock bottom! Items are in good - excellent cond., including: glass and brass tables—2 end tables with matching oval cocktail table - \$100 for all 3, microwave - \$15, excellent computer (like new) with lots of memory and printer with desk and chair only \$1,400! Forest green wrought iron and glass baker's rack—very nice - \$60 and other household items. All prices are negotiable. Call x7729 or (202) 371-6556.

FOR SALE: 1996 Dodge Caravan, teal, front antilock brake, 134K miles, 7 passengers, transmission just serviced by Aamco, new water pump and timing belt. Asking \$4,000. Call Jenny at (202) 496-5618 or (703) 658-2120.

ISO AQUARIUM: Do you have a nice, old, unused fish tank sitting in your basement? I'm looking for 10-20 gallon inexpensive (free?) aquarium & equipment. Call Clare at x7719, (703) 716-4219

FOR SALE: 19' green Coleman canoe, \$100. Call Mike at (703) 221-1892.

TENNIS BALL MACHINE FOR SALE: MatchMate CBM-5, older model. New electronics. Top spin, back spin, direction control. Holds about 60 balls. \$500 will deliver or \$400 if you pick it up at my house, 65 miles SW of D.C. Call Deanna at x5346.

FOR SALE: 1993 Toyota Paseo. Sporty, 2-dr, silver w/blk interior. Automatic, with AC, AM/FM cassette. Cute, very reliable. Can park it anywhere! 90,000 mi. \$3,000/OBO. Email Sara at goos@washpost.com or call (301)952-2013.

FOR SALE: Mahogany buffet in excellent condition. Lined silverware drawers. Brass hardware. Photo avail. \$375, nego. Call Paige at x4-4253, or (301) 947-6913.

APARTMENT FOR RENT: Park Princess Condominiums. Only 4 blocks from the Post! Available immediately. Spacious 1BR (700 sq.ft.). New carpet, new paint, closet doors, blinds, new kitchen counter-tops, includes washer/dryer, with remodeled bathroom, and refrigerator is new. All this and an awesome city view from roof deck, exercise room. Pets allowed, includes ALL utilities for only \$1,500. Call Cynthia Perkins at (202) 256-4379.

FOR SALE: Electric water heater, 82 gallons, made by State Industries, almost new, used only one season, includes original papers, \$150. Call Wais at (703) 278-9644 (afternoons).

FOR SALE: 1978 Chevy van, great motor, tiger & leopard interior, asking \$1,000, call Carol or Tim at (301) 774-6954.

FOR SALE: Choice of either a 3 pc. (sofa, loveseat, chair) living rm. or family rm. set, both in cream and pastel colors, \$150/OBO. Call Pete at x7652 or (301) 774-2537.

ISO HOUSEMATE: Housemate needed in Takoma Park, Md. Two rooms with picture windows & a full bath on a separate level. Share entrance and kitchen. Great wooded property 1/2 block from Sligo Creek hiker/biker trail. Bus, subway and Beltway nearby. Available Feb. 1., \$675/mo. Call Avram at (301)563-6978.

FOR SALE: Pro-Form Space Saver Treadmill, features lap time speed display, motorized Incline & much more! Folds easy for Storage. \$250, OBO. Call Angela at x5843 or (301) 399-2495

FOR SALE: 1996 Honda Accord EX (Black), 5 speed, tinted power windows, power moonroof, AM/FM/cass./CD, antilock brakes, dual airbags, 4-door, 89K miles, one owner, well maintained, \$11,000, Call Bernie at (703) 280-9186 or x6661.

FOR RENT: Large 1 BR condo in Adelphi, Md at Presidential Towers. Walk in closet, eat in kitchen, balcony. Near UM shuttle. \$850 includes utils. Call Merial at x30443 or (202) 829-9838.

FREE DOG: Giving away a 1-year-old black terrier to someone who is able to give him a lot of love and attention. He would really do well with someone who is home during the day. He weighs about 30 pounds, is very playful, loves kids and other dogs. He is a very good guard dog. He is paper trained and walks well off leash. He also has not had his shots and needs to be fixed, if desired. Please call Flurrie at (202) 332-8748.

FREE! FREE!: Ads in marketplace are free to employees of The Washington Post. Join thousands of satisfied customers who have bought and sold through Marketplace. The deadline is Friday at noon for the next Thursday's issue of ShopTalk. Send your ad with your extension and home phone number via e-mail to ShopTalk, or fax to x4963.

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.

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