

Sharp Talk

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 Extension 6803

Linton Lands Starring Role

AMANDA LINTON, Advertising, donated blood for the third time on December 12, 2001 during the American Red Cross blood mobile's most recent visit to The Post's Northwest Building. She knew donating blood was important, especially with her blood type, O negative, a univer-

land her a starring role in an American Red Cross national advertising campaign commercial and print ad.

"A woman who I thought was a nurse asked me if I wanted juice and we started talking," Linton recalled. "She asked why I continue to donate blood and I told her that I thought it was really important to donate because everybody can use my blood. You never know when something could happen, and not just a disaster like September 11."

The woman talking to Linton was Amy Thompson, director of marketing and communications for the American Red Cross's Greater Chesapeake and Potomac Blood Services Region. She was at The Post's blood mobile that day as part of her schedule of visits to donation sites to get input from donors. Thompson was impressed with Linton's positive outlook on life and specifically for donating blood.

"Amanda knew she had a universal blood type and she was very committed to the element of saving lives through donating blood. I thought it was a great story," said Thompson. "Our national headquarters was looking to develop this new advertising campaign using testimonials and they reached out to the (American Red Cross) regions across the country.

Amanda was one of several stories that I submitted that I thought was really a great testimonial about donating blood."

The American Red Cross's national office contacted Linton and after talking to her, asked her to be in one of the campaign's commercials and print ads. The advertising campaign "From the Heart" is a se-

**You can watch
 Linton's Red Cross
 commercial on
 IntraNED! Type
 IntraNED into your
 web browser ad-
 dress area and look
 for the headline on
 the home page.**



sal blood type that is ideal for transfusions when type-specific blood isn't available. What she did not know on that day is that her enthusiasm for giving blood would

ries of real-life testimonials about the need for blood donations told by doctors, donors, and people whose lives have been saved by blood donations.

Within a month of her blood donation at The Post, Linton was at a studio in Alexandria in mid-January starring in her first-ever commercial and posing for photos for the print ad. She took the day off from her job as an advertising service representative for Advertising's Business Development Unit and donated her time for the shoot. Linton was amazed by the experience. Her previous acting "gig" had been a school play when she

P&T

Promotions and Transitions

DAVID DEJESUS, Advertising, recently was named a financial category senior sales representative in the National Advertising Unit (NAU). A nine-year veteran of The Post, he is returning to NAU after also working in the department's Major Accounts Unit (MAU). Before coming to the newspaper, DeJesus worked at the Mingo Jones Agency, Johnson Publishing and *Black Enterprise* Magazine.



PAMELA SCOTT-MITCHELL is named supervisor for Front Counter.

MIKE DEWEY, Circulation, was promoted to metro single copy director, effective February 1. Dewey began his career at The Post in 1976 as an independent home delivery agent. In 1979, he joined The Post's management team as assistant dispatch operations manager. He served as a zone manager in both

Patterson Zone Manager of the Year Award in 1984.

TOM GLINKA, Advertising Operations, was promoted to senior operations manager last month. His new responsibilities include managing the ad processing on both the day and night shifts. His previous position was advertising operations manager/dayside. Prior to joining the newspaper two years ago, he was a production director for the Great Atlantic & Pacific Tea Company (A&P). He also worked for West Shore Publishing Company and was a sergeant in the U.S. Air Force, serving in Vietnam.



MIKE DEWEY receives promotion in Circulation.

home delivery and single copy before becoming the single copy division manager for Maryland. In 1998, Dewey was named the metro single copy operations manager. He was the first recipient of the Jack

LEIGH HANNAGAN, Advertising, was recently promoted to the position of inside-outside sales representative for print recruitment advertising in the Recruitment Advertising Unit (RAU). Hannagan was hired at the newspaper in 1998 as an advertising service representative and was promoted to tactical sales representative in RAU in 2000.

PAMELA SCOTT-MITCHELL, Accounting, was recently promoted to the position of front counter supervisor. Previously, she was the

front counter senior staff associate. She began her career at The Post in 1998 as a telephone service representative in the Circulation Department. Prior to working at the newspaper, Scott-Mitchell worked for the Bank of America and other financial institutions.

DENNIS OLNEY, Advertising, recently accepted the position of outside sales representative, new business development in the Recruitment Advertising Unit (RAU). He was most recently a recruitment online outside sales representative. Olney joined The Post in 1998 as a customer service representative for the Apartments Plus rental hotline.



LEIGH HANNAGAN and **DENNIS OLNEY** are named to new positions in Advertising.

was young.

"They did my makeup and hair...it was so much fun," Linton laughed. She was given a script and then the director fed her the lines and she would repeat them after him. "At first I was laughing, but after I did it three or four times, I was saying it the way I needed to say it and it became pretty natural. After I did the commercial, they asked me if I would stay to do pictures. People were standing on ladders taking pic-

tures of me and I was thinking this doesn't happen to me, it was really surreal."

The series of "From the Heart" commercials began airing across the country on January 30, according to Thompson. Locally, the commercials are scheduled to air on the major network affiliates, including, ABS, CBS, NBC and Fox, as well as UPN. To date, the print ads have not been scheduled to appear in the Washington, D.C. market, but Linton's

smiling face is scheduled to run soon in California publications, including the *Oakland Tribune*.

According to Linton, what makes it easy to donate blood is the convenience of the blood mobiles at The Post's Northwest Building. However, according to **SUZANNE WILLIAMS** in the Health Center, they need more employees to take advantage of the convenience. She notes that the number of employees

donating blood has fallen off in the last several years and that the Health Center can barely meet their donor goals. The next blood mobile at the Northwest Building is scheduled for March 20. Information about upcoming blood mobiles can be found in ShopTalk or online on *IntraNED*. For more information about the American Red Cross, log on to www.redcross.org.

Marketing Award Winners

PHOTO - KATY KAVANAGH



LINDA GORECKI, AMY LUXNER and BARBARA BURTT (l-r) were among the nine Marketing staff and guests that served food at the Loaves and Fishes soup kitchen on Sunday, February 10.

LINDA GORECKI, Marketing, was a recent recipient of the department's quarterly Good Works Award for her 18 years of volunteer work at the Loaves and Fishes soup kitchen in the District's Mt. Pleasant neighborhood. She is a cook for the kitchen, run by St. Stephen and the Incarnation Episcopal Church, which serves meals to the homeless and needy. As part of her award prize, her colleagues in Marketing volunteered their time to plate and serve the food cooked by Gorecki on Sunday, February 10.

"I've always enjoyed helping other people, I enjoy cooking for other people, and I feel that I am directly involved in community service work on a regular basis. I can't see not

doing it. It's just something I enjoy doing," commented Gorecki. "As for my colleagues, they got a chance to see what I do, and they really seemed to be enjoying themselves. Maybe we'll get a few more recruits for the program...I hope they come back."

Vice President of Marketing, **MARGARET CROMELIN**, recently announced the 2001 fourth quarter marketing awards and the January 2002 monthly Marketing Trooper Award.

BARBARA BURTT received the fourth quarter Marketing Leadership

Award, presented for outstanding leadership by a manager in Marketing on a specific project for Advertising or Circulation, or for a process improvement. Burt was nominated by **MARTIN KADY**, senior advertising manager, for her work with Advertising's automotive category, which enabled the category to end the quarter ahead of budget.

STACEY PASTOR and **SUSIE VAN POOL** received the Marketer of the Quarter Award, presented to non-managers who deliver an outstanding performance in providing an effective marketing solution to Advertising or Circulation. Pastor and Van Pool were nominated by

2001 fourth quarter marketing award winners **STACEY PASTOR** and **BARBARA BURTT**. Not pictured is **SUSIE VAN POOL**.



LESLIE MORGAN STEINER, the Magazine's general manager, for their creative promotion for the Magazine's Holiday Guide.



JENNIFER RODRIGUEZ and **SEUN AUGUSTUS** received last month's Trooper Awards.

JENNIFER RODRIGUEZ and **SEUN AUGUSTUS** were the winners of January's Marketing Trooper Awards. The award is presented every month to non-managers on the Marketing staff that perform above and beyond the call of duty, exceed internal client expectations, or perform well in a challenging situation.

POST SCRIPTS

EXTENSION INFORMATION

Employees who have switched to the new Avaya phone system should add a 4 to the beginning of all internal Post phone extensions listed in ShopTalk, unless otherwise noted.

GOT NEWS?

Do you have news we can use in ShopTalk? Don't forget to send your news tips and story ideas to ShopTalk! Call ShopTalk Editor Lisa Connors at x6803 (x46803) or send an e-mail to ShopTalk@washpost.com. If you know of a Post event, celebration, or retirement, please send a notice at least two weeks prior to the event. ShopTalk is delivered weekly to almost 3,000 Post employees and also mailed quarterly to retirees.

PRESCRIPTION PLAN CHANGES

Effective January 1, Post employee prescription coverage is automatically included with your medical coverage. The type of prescription coverage you have is determined by the medical plan in which you are enrolled. For Aetna PPO participants, the prescription coverage will continue to be administered by Advance PCS.

For HMO participants, the prescription coverage will be the prescription plan offered by a particular HMO. Your coverage will no longer be under Advance PCS. When buying prescriptions at a participating pharmacy, your HMO medical ID card also serves as your prescription ID card.

For the new Aetna Catastrophic Plan, the prescription coverage is administered by

Aetna. Your prescription drug costs should be submitted to Aetna for reimbursement just like any other covered medical expense.

For more information about these changes you may refer to your 2002 open enrollment materials, or contact the Benefits Department at x7171. To keep up to date on your benefits and other important information, check

the Human Resources Department home page online on *IntraNED*.

GET FORMS ONLINE!

Dozens of the forms you need throughout the year are available on *IntraNED*. The *IntraNED* online form site includes expense forms, benefits forms, the matching gifts form, the MetroChek election form, the address and name change

form, among many others. Next time you are in need of a form, type in *IntraNED* on your browser, then click on the online forms site under "Tools", on the left-hand side of your screen. If you need assistance, contact **ROGER PIANTADOSI** at x7865



NO SHOPTALK NEXT WEEK

There will be no ShopTalk published next week Thursday, February 28. The deadline for Marketplace ads and Postscripts information for the Thursday, March 7 issue is Friday, March 1 at noon.

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: Large 5 piece, L shape sectional sofa. Dusty blue tweed. Good condition. \$150. Call Trish x7178 or (703)548-5982.

BUYING A NEW CAR?: If you are planning on buying a new GM car (Chevrolet, Pontiac, Oldsmobile or Cadillac), I can save you \$1,000 off of the best deal that you can negotiate with the car dealership. If you are interested, call Joe x1994 or (540) 659-5122.

FOR SALE: HP 1115 Photosmart printer, used once, purchase price was \$200, yours for \$175. Call Joanna at x5933.

FOR SALE: '96 Honda Accord EX, loaded, 5-speed, tinted windows, power everything, moonroof, CD-changer, anti-lock brakes, dual airbags, 4-door, 89K miles, well maintained, will sacrifice @ \$9,600, call (703) 280-9186 or x6661.

FOR SALE—Levenger solid maple child's bookcase, smooth edges, three angled shelved hold 150 books of varying sizes. 27"wx16"Dx39"H, like new, \$95. Call Sandy at x7391 or (703)765-9418 (eve).

ISO HOUSE CLEANER? Has car and can work in Maryland, District or Virginia. Call Patrici Rodrigues (daughter of Cecilia Rodrigues of the cafeteria staff), at (301)408-1441 or (301)442-8712.

PARKING: Paying too much for parking? Do you want to park indoors, day or night? Call Henry at x4335.

MOVING SALE: Service for eight Franciscan Desert Rose dishes, plus some serving pieces. Two fish tanks (both under a year old), Eclipse brand, a six gallon and a 29 gallon - both come with supplies and fish. Make offers. Call Giuliana at x6395 or (301) 270-0552.

APARTMENT FOR RENT: Ledroit Park and Howard University, 2 BR, 1 BA, walk-in closet, washer/dryer, dishwasher, microwave, deck. \$1,200+electric. Call Merilal (202) 829-9838 or x 30443 (do not use 4 before ext.).

FOR RENT: Condo in Landmark, Va. (I-395 & Duke St.) just inside of Beltway. 2BR/2 BA, 1,200 sq. ft., washer/dryer, \$1,200 (not including electricity). Call John at x7823 or (703) 241-1871.

FOR SALE: Wrought iron dinette set with four chairs in turquoise blue with round glass top, 1-year-old, \$350. Excellent condition. Call Bonita at x5927 or (301)877-6044, after 6:00pm.

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 RENT: 2 BR, 2 BA house in Alexandria available April 1 through September 30. Close to Old Town, Route 1, and George Washington Parkway. Washer/dryer, central air, alarm system. Pets negotiable with pet deposit. Please call (703) 765-6370. Ask for Nora or Matt.

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.

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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