

# Sharp Talk

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## KidsPost Turns Two

Since its debut two years ago, KidsPost has initiated many discussions about sharing at breakfast tables across the metropolitan Washington area. Parents, who previously had the Style section all to themselves, are now having to share the section with their children, who are grabbing the KidsPost page to read with their Cheerios. And the KidsPost staff couldn't be happier.

According to **GENE ROBINSON**, the Style section's assistant managing editor, he also has had to tussle with his 11-year-old son over rights to read the section in the morning.

"KidsPost has given us a wonderful feature in the paper with consistently high quality journal-



The KidsPost staff includes (l-r) **LILIANE VILMENAY**, **SCOTT MOORE**, **FERN SHEN**, **LIZ KASTOR** and **JOHN KELLY**.

PHOTO - CARRIE MORSE

# KidsPost

ism," he said. "Publishing for kids is not an easy thing to do, you need to be very careful to talk to, not down, to them. They are also the keenest and most severe critics of phoniness and insincerity. KidsPost has managed to establish credibility with this tough audience."

KidsPost appears on the back

page of the Style section Monday through Friday and is written for eight- to 12-year olds. The page is a mixture of feature stories on favorite kids' topics including animals, space and sports, and "grownup news" stories, which have been written for kids. Like the rest of the newsroom, the staff is constantly thinking about stories that will be in tomorrow's paper, or in a few weeks, or in several months.

"If a news story is big enough that a kid will encounter it at school, we feel we owe them a credible, straight-forward story,"

explained KidsPost Editor **JOHN KELLY**. "Some we need to do right away, like the events of September 11, while others, like the Enron story, we take our time to think about how we can explain it. But we also love silly things, (like the recent story on dinosaur vomit) because we need to engage the kids. Our goal is to get them comfortable reading the paper. We want kids to feel about KidsPost the way adults feel about The Post."

Writing for kids about topics that can be considered controversial

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# A Hero at Springfield Plant



PHOTO - MARTHA YEATER

**HARVEY WARE**, a foreman at the Springfield Plant, with the letter and photo he received for helping a pregnant woman.

**I**t was a cold, dark morning on Sunday, February 17, when **HARVEY WARE** left his job as a foreman at the Springfield Plant and headed over to the District to visit an aunt in the Southeast area near the Navy Yard. It was around 5:45 a.m. when he came upon a very pregnant woman whose car had been rear-ended by two men. She was waving her arms, trying to borrow a cell phone to call for help. Ware saw cars driving past her and decided to stop.

"I saw a lady in distress," he said, "she was putting her hand up to her ear to signal that she needed a phone. I pulled up and she asked if she could use my cell phone. She asked me if I could stay with her and I could smell alcohol all over the two men who rear-ended her car. She called her husband and I called the police."

"I felt a little outmanned," he admitted. "But I knew God was with me and I pulled out my Post ink pen, so at least I would have

something sharp in my hand if I needed it."

After the police arrived, the two men were arrested and the grateful husband shook Ware's hand and thanked him profusely for helping his wife. A few weeks later, Ware had forgotten about the incident until he received a thank you note from the couple, Jonathan and Amanda Fulton, with a photo of their daughter, Emmaline, who was born on February 25, one week after the incident.

"I grew up in the South where we learned to help one another," he explained. "We didn't have a whole lot, but a helping hand could make a big difference."

"It's good advice for everyone to have a cell phone in their car, especially if they travel at night," Ware added.

# Marketing and Ad Ops Win Awards

**T**he Marketing Department received a 2002 ADDY Award Citation of Excellence from the Advertising Club of Metropolitan Washington on Saturday, April 6. The certificate was presented in the sales promotion category for a recruitment advertising media kit that was created by **SEAN FINNELL** and **KATHRYN SELLER**.

Three Advertising Operations staff recently received four awards from the Maryland, Delaware, D.C. Press Association for ads they created in 2001. The award winners included:

**MYRA HATALA**  
*Second Place*  
**Category** - Local retail black and white, less than 1/2 page

**ANTHONY LE**  
*Second Place*  
**Category** - Classified display ads, black and white  
*Second Place*  
**Category** - Classified display ads, color

**CHRISTOPHER CARR**  
*Honorable Mention*  
**Category** - Classified display ads, color



**SEAN FINNELL**, copywriter, and **KATHRYN SELLER**, artist, received an award for recruitment media kit.



**CHRISTOPHER CARR, ANTHONY LE** and **MYRA HATALA** with Carr's winning entry in the Maryland, Delaware, D.C. Press Association 2001 awards.

or complicated can be a formidable task. According to Kelly, the stories need to be short and simple, no easy feat when you're explaining current events in the Middle East, for example.

"It's challenging to explain a complicated story, especially when you don't know what context the kids are coming from...if you're doing a story on Germany, they may not yet have heard about World War II," said Deputy KidsPost Editor **LIZ KASTOR**.

While KidsPost will tackle stories that kids are hearing about at home or in school, a subject that the staff steers clear of is sex. "Parents are so different about what they talk to their kids about," noted Kelly. "We say our readers are eight- to 12-years old, but we know younger kids are also reading KidsPost."

One of the most popular topics that KidsPost has covered is last year's Harry Potter movie. A KidsPost contest created by the Marketing Department received thousands of entries to win tickets to see the movie before it opened in theaters. After the movie came out, KidsPost invited its readers to write about what they thought of it and hundreds of responses poured in from future movie critics. KidsPost



PHOTO - PROVIDED BY KIDSPOST

Cole Gould of Springfield sent in this photo for last year's "Summer of KidsPost."

also received hundreds of letters from kids sharing their thoughts on the September 11 attacks.

Last summer's KidsPost book club was also a big hit. More than 1,000 kids sent in letters promising that they would read a certain number of books during the summer. This summer, kids will see a new and improved book club, including KidsPost book recommendations. Kelly also plans on reviving last year's "Summer of KidsPost," encouraging kids to send in photos of themselves reading or

holding up KidsPost while they're on their vacations.

"It's gratifying that kids take KidsPost seriously," said Kelly. "We want our readers to expect that KidsPost will serve them and provide them with stories that they'll talk about at the bus stop, breakfast table or in class."

Dear Kids Post,

I absolutely love KidsPost, and every day, I get up early and read it. In the 4/14/02 issue, you asked your readers if they had any questions about how its put together, or how you chose stories or letters, to print. I have a question, and my question is: How do you get so many stories many stories in to each issue, and how do you find your stories? I would like to work for the news paper, when I grow up, so these questions are very important.

Sincerely,  
Francis Drayne

Dear Kidspost,

April 10, 2002

I think you should write Kidspost on weekends. Every Saturday, I wake up and come downstairs and open the Style section, and then I remember Kidspost isn't written on weekends. I hope you will consider my opinion. I like Kidspost so much I need to see it everyday. The comics are funny, but the rest of the newspaper is for grown ups, and it's boring. Kidspost, I can actually read the short articles. And in the other part of the newspaper the articles seem to go on, and on, and on! I can't read the whole article under half an hour! You also, have articles Tuesdays. I love those! But, even if I know all the answers, I can never seem to mail them in time! I don't mean to be selfish, wanting this for me, so HAPPY BIRTHDAY!!!!

Sincerely,

## POST SCRIPTS

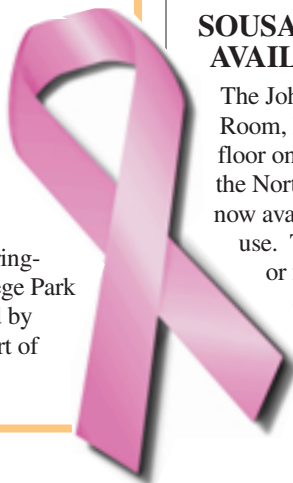
JOIN OUR TEAM!!!

# MAY 8 DEADLINE

The Washington Post is the Community Sponsor of this year's Komen National Race For The Cure® on Saturday, June 1. Post employees who are interested in participating as a team can invite family and friends to join us. The event takes place on the Mall and there is a registration fee.

All Post team members will receive a specially designed Post team T-shirt (in addition to the regular Race For The Cure® T-shirt) and a pre-race breakfast at the Northwest Building. Race packets will be available for pick up in the Public Relations Department on May 28 for employees who are registered by May 8.

For more information or an entry form, contact **GAYLE GIGER**, Public Relations, at x4-7743, **CARRIE MORSE**, Public Relations, at x4-7972, **MILENE PURDY**, Accounting, at x4-5997, **VALERIE KENYON GAFFNEY**, Springfield Plant, at x6-2409, or **PATTI ALUISE**, College Park Plant, at x6-1106. Entry forms must be submitted by 5 p.m. on Wednesday, May 8 to be included as part of The Post Team.



## CREDIT UNION NEWS

CommonWealth One Federal Credit Union members have free access to their accounts at [www.cofcu.org](http://www.cofcu.org). The online service provides convenient access to check balances and transfer funds. For a two-minute demonstration, visit Colby Butts at the Commonwealth One desk off the 15th Street lobby of the Northwest Building (behind the elevators) or call him at x4-4994.

## SOUSA ROOM AVAILABLE

The John Philip Sousa Room, located on the first floor on the L Street side of the Northwest Building, is now available for meeting use. To reserve the room, or for more details, contact **VONDA COULBOURN** at x4-5435.

## STAFF PROVIDES TRAINING AT ASNE

Three Post Newsroom staff were among a group of professional journalists that provided college journalism students with on the job training during the American Society of Newspaper Editors (ASNE) annual meeting at the J.W. Marriott in the District, April 9-12.

**SYLVIA MORENO**, Metro; **PATRICIA SULLIVAN**, Financial, and **CHERYL BUTLER**, News Personnel, as well as journalists from other major newspapers, worked with 18 students from colleges across the country to produce a daily tabloid newspaper for the meeting attendees.

Newsroom staff that also participated in the meeting as a speaker or panelist, included **MICHAEL KEEGAN**, **ANNE HULL**, **MILTON COLEMAN** and **BOB WOODWARD**.

## MARKETPLACE

**FOR SALE:** Our wonderful house in Center Sandwich, NH, perfect getaway, 3.2 acres, great view. Hiking, skiing. Share private beach on Bearcamp Pond, asking \$329,000. Call Richard L. Lyons (retired) (603) 284-7005.

**BAKE SALE:** Delicious cakes and cookies made by a mom-and-son team as part of fundraising efforts for seventh-grader's student ambassador trip to Australia in July. Chocolate chip, oatmeal raisin and peanut butter cookies: \$4/dozen; many kinds of cakes, including our semi-famous chocolate peppermint cake: \$15 and up. Available for pickup at The Post most any M/Tu/Th/F, May through June. Lots of satisfied Post customers already! Call Anne at x4-5426 or (703) 533-0420.

**FREE FIREWOOD:** A cord of seasoned mixed wood. Yours for the taking. Currently located in Annandale, Va. Call Marylou at (703)425-3420.

**FOR SALE:** Wide selection of beanie babies, in mint condition and the price is negotiable. Please call Pershon at (301) 460-3722 (home), or x4-5995.

**FOR SALE:** 1994 Oldsmobile Achieva, 85K miles, power windows/brakes, ac, auto. Looks great and runs even better. Call Andy Denault at x4-1254 or (202) 438-0934.

**FOR SALE:** Amana self-clean gas/propane oven, white, 3-yrs.-old, 1 year left on warranty. \$250, 1950s small kitchen hutch, white w/ glass doors. \$150, mahogany buffet \$300. Photos avail. of all. Call Paige at x4-4253.

**ISO:** Looking for 2 or 3 BR apt. in the District, as close to The Post as possible. Must be Metro-accessible. Rent less than \$2,200. No pets. Starting June 1. Please call Sarah-Jane at x4-7803 or (202) 965-6578.

**FOR SALE:** Contemporary formal dining rm. set /honey oak, 4 side chairs, 2 arm chairs, China/lighted/mirrored back, 4yrs. old, used very little, \$950; 3 pc. sofa bed sectional- black/beige/taupe paisley, new mattress, wedge & recliner, \$350/obo. Call Angela at x4- 5843.

**FOR SALE:** Brand new dishwasher, never used, portable. White with four wash cycles, including pots and pans. Asking \$200/OBO. Call Margaret at x4-6225 or Janie at (703) 573-7071.

**FOR SALE:** 10' wide, 6' tall burgundy lacquered wall unit. It includes recess lighting, a built-in bar, glass display shelves, lots of storage, and room for a 32-inch television! Asking \$1,500 but price is negotiable. Photo is available. Buyer would be responsible for disassembling and moving. Please call x4-7729 if interested.

**FOR SALE:** 1996 Kawasaki Ninja ZX9. 20K miles, full hindle exhaust, Candy Wine custom paint, chromed, jacket & helmet incl., \$6,500. Also, Joe Weider Stack exercise system black w/curl bar attachment, \$150. Call Keith at (301) 399-2495.

**FOR SALE:** Cushy, comfortable blue-gray leather recliner. Practically guaranteed to put you to sleep! Excellent condition. Orig. \$1,200, now \$500/OBO. Also, sturdy, white patio furniture - round table and 4 chairs. Also excellent condition - 1st \$40 takes it. Call Rita, at x4-7088 or (301) 564-1414.

**FOR SALE:** Do you have a digital camera? How about a printer? HP 1115 Photosmart printer, used once, purchase price was \$200, yours for \$165. Call Joanna at x4-5933.

**RIDESHARE** - Available to Michigan in August via Pennsylvania and Ohio turnpikes, thru Detroit area, to Traverse City in the NW lower peninsula. Contact photographer Gerald Martineau at x4-4838 or (703) 931-0628.

**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.

THIS NEWSLETTER IS PRINTED ON RECYCLED PAPER

