

# ShopTalk

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## New on *IntraNED*

In December 2000, the Information Technology (IT) Department launched The Post's intranet site *IntraNED* with the idea that "if you build it, they will come." In the last 18 months *IntraNED* has grown into an invaluable communications and business tool for employees throughout the newspaper.

"The original vision for *IntraNED* was to provide one place where our clients (Post employees) could come to get information and find resources to help them do their job," explained PERRY PAYNE, manager of the Enterprise Solutions Group in IT. Payne and the original *IntraNED* pro-

ject team also saw an opportunity to provide one starting point for The Post's business applications. "At the time there was no online 'one-stop shop' to find these things. That was the driving force behind *IntraNED*."

*IntraNED* is a large interdepartmental project, supported by staff in almost every department at The Post. ROGER PIANTADOSI, a programmer/analyst for the Enterprise Solutions Group, is responsible for the technical direction and support for *IntraNED*.

The content on each department's site is the responsibility of a content manager or group of content managers in the department. The Public Relations Department provides the content for *IntraNED*'s home page.

"Every department has a different need and a different vision, and every user has a different need for what they want *In-*



DIANE REEDER is the project manager for My Media Center and STEVE HELSPER is the site's librarian.

service that the IT Help Desk provides," emphasized BILL LIBERTI, director of IT Client Services. "The site is a supplement to our normal service. However, if someone wants to look up an answer to a question on the site, they can now click on

*IntraNED*. They can also e-mail us questions or requests through the IT Help Desk site.

One of the special features of the site is an instant messaging banner on the site's home page that alerts employees to problems on any of the systems that the IT Help Desk oversees. If there is a significant outage or application problem, the alert will appear for the duration of the problem.

"The *IntraNED* site provides a greater presence for the IT Help Desk, making it also accessible right on your computer," said Liberti.

The Advertising Department's My Media Center site

*traNED* to be. It was built with that in mind," said Piantadosi. Since its inception, *IntraNED* has been evolving to meet these diverse needs, best illustrated by three major additions to the site, which have been launched in the last two weeks.

On Monday, May 13, the IT Help Desk launched its customer service site. Employees can now find answers to the most frequently asked technical questions as well as "how-to" information for The Post's most common software and operating systems, including Microsoft Office and Lotus Notes. It also includes a user guide to the new Avaya 6400 telephone system.

"This doesn't replace the



My Media Center is already a hit with the Advertising Department.

need for what they want *In-*

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# New Faces



**JEFF DAYTON**



**KANDAN  
JAYARAMAN**



**DONNA ONWONA**



**RICK PALMERI**



**ROSE SMITH**



**TROY VANATTA**



**DONALD  
WASHINGTON**

**JEFF DAYTON** joined the Information Technology Department in April in the position of programmer analyst. Previously, Dayton had been a Lotus Notes consultant for the newspaper. He has also been a consultant for Expanets, Knowlogy and Lockheed Martin. Dayton has extensive experience with Lotus products, including Notes, Domino, Sametime, Quickplace and iNotes. Dayton is also a certified massage therapist and rolfer (advanced massage therapy). He enjoys computer games, swimming and travelling.

**ROSALYNN DOMDOM** was hired in March as a zone advertising representative. Prior to joining the Advertising Department, she was an account executive for *Roll Call* newspaper. Domdom holds a BA in government from the University of Virginia. Her interests include running, cooking and travelling. *(Photo not available.)*

**TEIA HARLEY** returned to The Post in March in the position of customer accounting representative. Previously, she was a sales representative for Oracle Corporation and worked in The Post's Advertising Department from 1998 to 2000. *(Photo not available.)*

**KANDAN JAYARAMAN** joined the Information Technology Department's Circulation Solutions Group in April. He had been a consultant for the department working on ABS for three years. Kandan holds a BS from the University of Madras in India and an MBA from Western Michigan University.

**DONNA ONWONA** was hired by the Advertising Department in March as a telephone sales representative. Prior to coming to The Post, she was a senior account executive with Careerbuilder.com. She also worked for nine years in sales and management for Nordstrom. Onwona attended Rowan University in Glassboro, N.J., majoring in market-

ing and business administration. In her spare time, she enjoys going to the gym, shopping and remodeling her home.

**RICK PALMERI** joined The Post as an outside sales representative for the Advertising Department in April. Previously he was an account executive for Careerbuilder.com. Palmeri earned a BS degree from Radford University in Virginia. His outside interests include exercising.

**ROSE SMITH** was hired as an outside sales representative for the Advertising Department in April. She came to The Post from a sales position at Careerbuilder.com and worked in management and sales for Macys for 16 years. Smith earned a BA in business and art from Rutgers University in New Jersey. Her interests include the arts, music and dance.

**TROY VANATTA** became a telephone sales representative for the Advertising Department in March. He holds a BS in recreation and park management from Penn State University. His interests include politics and sports.

**DONALD WASHINGTON** joined The Post as an outside advertising sales representative in April. Prior to coming to the newspaper, he was a sales manager for Metrocall. He has also held positions with National Public Radio, 3M, and government contractors. Washington holds a BS in management from Michigan State University. In his spare time, he enjoys listening to jazz records and Internet graphic design.

debuted on *IntraNED* on May 1. Advertising and marketing materials that were located in different locations throughout the Northwest Building are all now centrally located online on My Media Center. It is also projected to save the newspaper money by enabling sales representatives to e-mail sales materials and information to customers - substantially reducing overnight mail, faxing, and printing costs.

"This is an advertising first [at The Post], we've got materials from every section, including Classified, special sections, and the Magazine," explained **DIANE REEDER**,



Advertising Operations Manager **TERRY THORNTON** and consultant Lisa Myers are posting Ad Ops standard operating procedures on *IntraNED*.



The IT Help Desk team includes (front row, l-r) **ANNMARIE DeANGELIS, DeANDREA JAMES, MARI RAHIMI, (back row, l-r) TERRY BUNCE, TOM SHOMO, and MIKE SHIRK.**

the project manager for My Media Center. She also noted that there are plans to enhance My Media Center, based on feedback from the advertising sales staff, and to meet the goals of the Advertising Business Vision (ABV).

(An explanation of ABV is in the 3/21/02 issue of ShopTalk, archived on *IntraNED*.)

My Media Center enables the Advertising staff to view an updated advertising opportunities calendar, and obtain materials such as rate cards, maps, media kits, single sheet sales flyers, presentations, and research studies. Sales representatives can also search for advertising opportunities by title, business category,

newspaper section, and deadline date.

"My Media Center is great... helping us to be more efficient in what we do. I can now e-mail important information and get the message directly in the hands of the client or agency the same day," commented sales representative **GREG MAGNER**.

Another Advertising site that is projected to save the newspaper money and help staff work more efficiently is the Ad Ops site that launched two weeks ago. The site features the department's standard operating procedures (SOP) for handling and processing ads.

"The [standard operating procedures] books would be good for about two weeks, if we were lucky, before there

was a change," noted Advertising Operations Manager **TERRY THORNTON**. "Keeping the books updated was a challenge. Now when there is a change, we just have to update it in one place. We don't have to find 100 people's books across two shifts, not to mention the stray book with old materials in it."

"A lot of our people prefer not to have a book," he added. "They want to be able to access the information from *IntraNED*. If they forget how to do the D.C. Lottery ad, they can now go to *IntraNED* and look up D.C. Lottery and see how to process the ad. It is also a good guide on weekends when no managers are here." The Ad Ops Department plans on adding more SOPs to the site, as they become available.

According to Payne and Piantadosi, there are many new improvements planned for *IntraNED* in the upcoming months. In addition, employees will be surveyed this summer to get feedback on what the next generation of *IntraNED* should look like, including tools and information. Employees who have not used *IntraNED* are encouraged to browse through the site.

## Bylines

During the Helen Hayes Awards on Monday, May 6, Vice President/Business Manager **TED LUTZ** presented The Washington Post Award for Innovative Leadership in the Theatre Community to Mark and Merrill Shugoll. The Shugolls have committed significant time, energy and financial resources both personally and through their market research firm, Shugoll Research, to support professional theatre and theatre education to area middle and high school students. The

Post award at the Helen Hayes Awards was established in 1986 as the award for distinguished community service. The award was renamed this year.

On Monday, May 6, Chairman **DON GRAHAM** unveiled a portrait of **KATHARINE GRAHAM** in the entrance to the corporate offices of The Washington Post Company on the eighth floor of the Northwest Building. The portrait was painted



**DON GRAHAM** and Vice President at large, **BEN BRADLEE**, in front of the portrait of Mrs. Graham shortly after it was unveiled.

by Nelson Shanks in 1995. The Pennsylvania-based Shanks also painted Princess Diana, former British

Prime Minister Margaret Thatcher and former President Ronald Reagan, among other notables.



# POST SCRIPTS

## NED VISITS BERWYN HEIGHTS



Ned the Newshound and representatives of The Post, including Jay Sager, a Post distributor, and **DAPHNE HAWKINS**, Circulation, participated in Berwyn Heights (Md.) Day on Saturday, May 4. The Berwyn Heights community is a neighbor of The Post's College Park Plant.

## BROWN BAG WITH PUBLIC RELATIONS

The Public Relations Department will be hosting a brown bag lunch on Tuesday, May 21, noon to 1 p.m. in the ninth floor community room. Employees will have the opportunity to learn more about the

department promotes the newspaper to readers and the community through media relations, special events, speakers bureau, and partnerships with area organizations and companies. There will also be a discussion of the department's internal communications function, including ShopTalk and *IntraNED*.

Refreshments will be provided and the first 50 attendees will receive door prizes. For more information, contact **LISA JACZKO** at x4-7970.

## FREE SHAKESPEARE IS BACK

Mark your calendar to attend this year's Shakespeare Free For All running May 31 through June 16 at the Carter Barron Amphitheater. This year's performance, by the Shakespeare Theatre, is *The Two Gentlemen of Verona*. The Post's Family Night is scheduled for Saturday, June 15 at 7:30 p.m. The performances on the June 7 and 15 will be sign-interpreted and audio described. Free advance



tickets for only the June 15 performance will be available to employees through the Public Relations Department beginning June 6. Up to four free tickets for all other week-day performances will be available at the Northwest building's front counter beginning at 8:30 a.m., the day of

the performance only. Tickets will also be available on the day of the performance beginning at noon Tuesdays through Sundays at the Carter Barron box office or at the Shakespeare Theatre at 450 7th Street, NW. If you have any questions, contact **LISA JACZKO** at x4-7970.

## DELA DINNER

On Thursday, May 9, more than 250 guests and past recipients of The Post's Distinguished Education Leadership Award (DELA) gathered for a reunion dinner at The Post. The award was established in 1986 to honor outstanding principals from area public school districts and the private school sector.



Randall Hollister, DELA winner and principal at Loudoun County Day School, chats with Publisher **BO JONES** at the DELA dinner last week.

# MARKETPLACE

**GOING ON VACATION?** Why spend the money for a hotel room with cramped space when I can set you up with a 1 or 2 BR apartment with luxury accommodations. Many top resort areas around the world to pick from. Just let me know where you want to go and when and we can work out the details. Call Joe at x6-1994 or (540) 659-5122.

**FREE:** Free coupon for state inspection available if you own a Mazda that needs VA state inspection between now and June 25, and are willing to go to Tysons Corner to have the inspection done, call Rita at x 4-6159.

**FOR SALE:** Two cockatiels, tamed. One is white and the other is gray. The birds come with a good size birdcage. Name your price. Contact Heba at x 4-4034 or (301) 460-9330.

**FOR SALE:** Two Metro farecards worth \$45.80 each. Asking face value of farecard. Please call Cheryl at x4-6408.

**IN SEARCH OF:** Staff writer returning to Post from book leave is ISO of home and nanny. House to rent or buy beginning June or July, 3BR+, prefer Georgetown, Cleveland Park, Kalorama, Chevy Chase neighborhoods. Also- full-time nanny, must be legal. Call Laura Blumenfeld at (212) 316-1123 or e-mail [Laurablu01@aol.com](mailto:Laurablu01@aol.com).

**FOR SALE:** Redskins season ticket. Section 406. Row 12. Seat 47. (12) games. (10) Regular and (2) Exhibition games. \$690. Call Nancy x4-7042 or 703-548-0804 (H).

**FOR SALE:** Brand new/never opened Celine Dion CD for sale, \$10. CD title: Celine Dion/A New Day Has Come. Call Donna at x4-7038.

**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.

**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.

**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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