

ShopTalk

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Extension 4-6803

NIE Earns A+

During the 2001-2002 school year, The Post's Newspaper in Education (NIE) program launched its web site, provided materials to teachers customized to the District's, Maryland's and Virginia's standardized learning objectives, provided curriculum materials to teachers for the September 11 at-

newspapers that are stopped during vacations to the NIE program.

"It has just been a terrific school year," she said. "The Vacation Donation program has raised \$335,559 this school year since September 2001, and \$830,981 since the program was launched in September 2000. It is the cornerstone of the NIE program... the generosity of our subscribers enable us to provide papers to many schools at no cost."

"The NIE staff continues to be the heart and soul of the program," Prather added. "They do a great job reaching out to the schools, and letting teachers know about the program and the quality of the NIE curriculum that draws kids into the newspaper."

The NIE staff includes **MARGARET KAPLOW**, educational sales and service manager; **STELLA JACKMON**, sales representative for the District; **CHRIS JANSON**, sales representative for Virginia, **MARIAN WASHINGTON**, sales representative for Maryland and **VERONICA ATWATER**, administrative assistant.

According to Kaplow, one of the highlights of this year's NIE program was the September launch of the NIE website on *washpost.com*



The Post's Newspaper In Education staff includes (l-r) **STELLA JACKMON**, **CHRIS JANSON**, **DIANE PRATHER**, **MARGARET KAPLOW**, and **VERONICA ATWATER**.

(www.washpost.com/nie). Created by **DAVID BURKE**, website manager for *washpost.com*, the site includes components for the NIE program's four major audiences - educators, kids, parents and sponsors. Through the website, educators can access free lesson plans that are specially designed to accompany the KidsPost page as a classroom tool. Each plan is written by Carol Lange, a 30-year veteran Fairfax County teacher and a 1991 Dow Jones Newspaper Fund National High School Journalism Teacher of the Year. Lange creates the curriculum to specifically address the educational standards in the District, Mary-



PHOTO - LISA JACZKO

Wyatt Stewart and Sheila Johnson, representatives from the Washington International Horse Show, recently presented Publisher **BO JONES** with a \$15,000 donation to the Newspaper in Education program. This is the second year the horse show has been an NIE "Partner in Education."

tack, and attended countless teacher, PTA and school district meetings. For extra credit, the staff increased the number of newspapers delivered to area schools every day by more than 5,000 copies. During this school year, an average of 32,275 copies of The Post have been delivered to classrooms daily.

DIANE PRATHER, director of regional and educational sales, attributes the success of this year's NIE program to the Vacation Donation program and the dedication of the NIE staff. The Vacation Donation program enables The Post's subscribers to donate the cost of

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P&T Promotions and Transitions

CHARLES BAGWELL was recently promoted to the position of zone manager in the Circulation Department. A Post employee since 1998, Bagwell previously worked in the Human Resources Department where he held the positions of staffing and employee relations specialist and personnel administrator. He has also been an advertising service representative. Before coming to the newspaper, he worked for the U.S. Army for 12 years. Bagwell served in personnel and administration for 10 years, and worked as a civilian in the criminal investigation command for two years.

TODD BERMAN was promoted in May to the position of analyst in the Marketing Department from his previous position of advertising service representative. He has also worked in the Accounting Department. Prior to joining the newspaper he worked in the public relations department at American University and at the advertising agency Foote Cone Belding/Bozell Worldwide. He holds a BS in business administration and international marketing from American University.

GLENN FRANKEL, News, has been named The Post's London bureau chief, effective in July. He is currently the editor of the Magazine, a position he has held since 1998. Frankel began his career at The Post in 1979, spending three years as the Richmond bureau chief and nine years as a foreign correspondent in Southern Africa, Jerusalem and a prior stint in London. He has also been the deputy national editor and a reporter on the investigative staff. Frankel is the author of two

books and was a Stanford University journalism fellow. He is a graduate of Columbia University in New York.

SUSANNAH GARDINER, News, was recently named to the position of managing editor of the Magazine from senior editor. She began her career at The Post in 1995 as assistant editor for the Magazine. Prior to joining the newspaper, she was an editor at the Smithsonian Institution and at art magazines in New York and California. Gardiner earned a BA in romance languages and literature from Harvard University.

NICOLE HARLEY, Advertising, was promoted last month to senior advertising service representative from advertising service representative. She was hired by The Post in 1999 as a preprint assistant. Harley has received three awards from the Advertising Department, including the award for highest customer satisfaction in February 2002, and two service excellence awards in December 2001 and October 2001. She earned a BS in business administration from Strayer University and is currently pursuing an MS in management from the University of Maryland.

BARBARA HERMANSON, Advertising, has been promoted to manager, advertising systems

BOBBI LUCAS was promoted to director of business transformation.



(l-r) **SUSANNAH GARDINER**, **TOM SHRODER**, **LYNDA ROBINSON**, and **SYDNEY TRENT** are taking on new editorial responsibilities for the Magazine.

unit. She was previously manager of advertising business systems. Prior to coming to The Post in May 2001, she worked for 29 years for Fred Meyer stores in Portland, Ore. Her last position at Fred Meyer was assistant vice president, information technology. Hermanson holds a BA in psychology and sociology from Portland State University, where she also did extensive postgraduate work.

BOBBI LUCAS, Information Technology, was promoted in April to the new position of director, business transformation. She is responsible for overseeing the department's strategic initiatives. Lucas was hired in April 2001 as the senior manager of the projects group. Prior to coming to the newspaper, she was a director of methods and process at HCL Technologies and chief methodologist for James Martin & Company. Lucas has also worked for SHL Systemhouse and American Security Bank. She earned a BA in history from Glassboro State University in New Jersey.

LYNDA ROBINSON, News, was promoted from editor of the Anne Arundel Extra in Metro to articles editor for the

Magazine. Robinson was hired by The Post in 2000, after 10 years as a news and features editor at the *Baltimore Sun* and three years as managing editor of *Capital Style* magazine. She

holds bachelor degrees in history and political science from Penn State University and an MA in journalism from American University.

TOM SHRODER, News, has been named editor of the Magazine, succeeding Glenn Frankel. He is currently the Sunday Style section editor. Before coming to The Post in 1999, Shroder was the editor of *Tropic*, the *Miami Herald's* Sunday magazine from 1985 to 1999. Prior to that he was a features writer for the *Miami Herald*. Shroder earned a BA in anthropology from the University of Florida and a National Endowment for the Humanities Fellowship at the University of Michigan.

SYDNEY TRENT, News, has been named deputy editor of the Magazine. Trent has worked at the newspaper since 1999 as deputy editor on Metro's Maryland Desk. Prior to coming to The Post, she was an editor at the *Miami Herald*, and has held news and feature reporting positions at the *Philadelphia Inquirer* and the *Virginian Pilot*. Trent holds a BA in history and Spanish from the University of Virginia.

land and Virginia. The art and layout for each program is designed by **BILL WEBSTER**, News Art. Many of the lesson plans also include ready-to-print student activities, cross-discipline lessons, and other online resources.

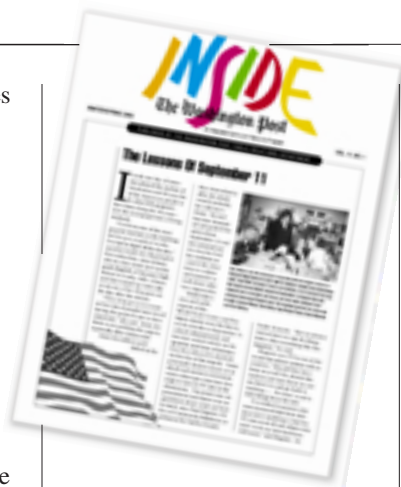
A curriculum based on the May 14 KidsPost article, "Sneaker Supply and Demand" was created to provide lessons in math, science, English and language arts. For the math lesson plan, students were given data for the cost breakdown for sneakers for two years, 1995 and 2002. Instructions were given to create graphs to help the students understand the costs of producing, promoting and stocking a pair of Nike sneakers.

The September 11 attack also prompted the NIE program to provide teachers with a collection of activities, les-

son plans and online resources to teach students how this type of tragedy is handled in the media. In the curriculum guide, teachers were provided with three lesson plans, including one that presented a study of The Post's September 13, 2001 editorial, "The Horror and the Heroes."

In addition to the twice-monthly lesson plans, the site also features the weekly four-question KidsPost News Quiz, which appears every Tuesday in KidsPost. The quiz tests kids on how well they remember events of the previous week.

Teacher response to the NIE website has been very positive. In a recent survey, teachers took the opportunity to rave about both the website and the NIE program. A Virginia high school business teacher wrote, "The guides are very useful. They help me



keep my students current and relate my lessons to real-life experiences." A Maryland history teacher enthused, "The Washington Post is one of the best resources we, as educators, can use in class." A special education teacher for grades 4 and 5 wrote, "We use the paper everyday - it's the most effective teaching tool I have ever used."

Another highlight for this year's NIE program was a partnership with Cigna Health

Care that provided a free curriculum guide to 210 teachers to use the newspaper to teach health and fitness. Kaplow noted that the guide was mostly used by family life and physical education teachers, a group of educators that does not traditionally use the NIE program. Cigna also made a \$10,000 donation to the program, as a "Partner in Education."

With the 2001-2002 school year winding down, the NIE staff are busy meeting with area educators and attending conferences and meetings to plan the 2002-2003 NIE program.

"Everything we do has a personal touch," said Kaplow. "The teachers and principals know that when they sign up for the NIE program, we will be helping them in the classroom and won't just be dropping off a pile of newspapers at their school."

Bylines



Carpenter **GARY AMOS** hangs the newly cleaned press plates that serve as a backdrop to the also newly cleaned and refurbished linotype machine at the main entrance to the Northwest Building.

The entrance and the lobby of the Northwest building are undergoing renovations as part of the preparations for the celebration of The Post's 125th Anniversary. The linotype machine and press plates

at the front entrance steps have been scrubbed and refurbished. The wall in the main lobby, currently covered in black drapes, will soon be updated with new photos and information honoring not only Eugene Meyer and Phil Graham's contributions to the newspaper, but also Katharine Graham's key role in the success of The Washington Post.

The party animals have arrived and will spend the summer reading The Post in front of the Northwest Building's parking garage. The donkey and elephant are part of the D.C. Commission on the Arts and Humanities' summer-long public art program, "Party Animals." The Post's party animals are two of the 200 ar-



Party animals take up residence in front of the Northwest Building's parking garage.

tistically painted donkeys and elephants representing the Republican and Democratic political parties on display throughout the city.

SHIRLEY CARSWELL, assistant managing editor, planning and administration, presented a plaque to Howard University's School of Communications on May 8 to thank the school for its commitment to the university's partnership with The Post

this past academic year. The award was presented at the School of Communications' scholarship awards presentation. **BOB ASHER**, editorial page writer, was also at the awards ceremony where he presented the Robert L. Asher - Washington Post Award for Excellence in Journalism, which was established in his name last year.

SHIRLEY CARSWELL, assistant managing editor, planning and administration, (center) presents the plaque to Al Fitzpatrick, acting chair of Howard University's department of journalism and journalism instructor Robin Thornhill.



POST SCRIPTS

IT BABY SHOWER



PHOTO - ROGER PIANTADOSI

ANITHA BALA, a programmer in the Information Technology (IT) Department, cuts the cake at the surprise baby shower given for her on Friday, May 17, by the staff of IT's Enterprise Solutions Group and other colleagues on the fourth floor of the Akridge Building. Among the gifts showered by co-workers on Bala were a state-of-the-art Evenflo baby-carriage/stroller, a bedding set and rear-view mirror for keeping an eye on Baby Bala in the car.

POST HOSTS MYSTERY FANS

More than 325 mystery book fans attended The Post's Book Club event on Saturday, May

18 at the Omni Shoreham Hotel in the District. It featured mystery writers Sara Paretsky (*Total Recall*), John Lescroart (*The Oath*) and Brad Meltzer (*The Millionaires*). Book World Editor, **MARIE ARANA** hosted the event and presenters included Book World copy editor **DENNIS DRABELLE** and Book World guest columnists Maureen Corrigan and Patrick Anderson. Attendees had the opportunity to listen to lively discussions between the authors and presenters and also participated in a question and answer session. The next Book Club Event is scheduled for September 17 and will feature Pulitzer Prize winning author David McCullough.

PUBLIC RELATIONS HOSTS BROWN BAG

On Tuesday, May 21, the Public Relations Department hosted a brown bag lunch for employees interested in learning about the many roles and functions of the department, including internal and external communications, media rela-



ERIC GRANT, director of community affairs and contributions, spoke to staff who attended the Public Relations Department's brown bag lunch program.

tions, and community programs and partnerships. Speakers included **ERIC GRANT**, director of community affairs and contributions; **LISA JACZKO**, public relations manager; **DAVID JONES**, public relations supervisor, and Lisa Connors, ShopTalk editor.

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 weekday 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.

MARKETPLACE

FOR SALE: John Deere front deck mower. Kawasaki 14 h.p. engine, 152 hours, tight turning radius, 7 bushel rear bagger, frog light kit, hydrostatic drive, 38" deck. \$2,400 firm. Call Bob at x4-6519.

FOR SALE: Couch, 3 cushion, queen sleeper, burgundy plaid, contemporary style, like new, \$150/OBO, Call Charlie at x4-5643.

MALE ROOMMATE WANTED: Room for rent on private home/share with 2 more guys, College Park-Hyattsville, MD near West Hyattsville metro station (Green Line) Non-smokers, very quiet place. For more info Call Jay at x4-4626 or (301)454-0522.

ISO HOUSING: Looking for affordable housing in the Tenley Circle, Friendship Hts., Cleveland Park area. Need to be able to park my car (have Zone 3 permit already). The place I'm currently living has been sold and I have to vacate by July 1st. Contact Lisa at x4-5067 or (202) 244-9588.

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.

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: Kolcraft Rocking Bassinet, has rockers but with the flip of a switch you can let down wheels to roll it around or use the brakes and make it stationary. It is a full size bassinet with mattress and sheet. It has a retractable hood and a skirt to coordinate with the hood cover. Underneath is a net storage area that comes off for easy washing. \$50.00 If interested contact me via phone x4- 6748 or email sandersa@washpost.com.

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

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 FIREWOOD: Red oak already cut in 18" logs. Stock up for next year's brutal winter! Just pick it up. I'll even help you load it! Call Julio at x6-2213 or (703) 830-6716.

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.

FOR SALE: 3-seat sofa, indigo blue color, 2 yrs. old, excellent condition and very comfortable! Asking \$135. Call Lynne at x4-6932 or (703) 866-9098.

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 Laurabl01@aol.com.

MARKETPLACE DEADLINE: Noon Fridays. Please include your name, extension and home phone number. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to ShopTalk, 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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