

ShopTalk

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Extension 4-6803

The Post Celebrates Anniversary

It was during the summer of 1877 that 38-year-old Stilson Hutchins came to Washington to start a new daily newspaper, as detailed in the book, *In the Shadow of Power, The Story of The Washington Post* by Chalmers Roberts. At the time, the District had five daily newspapers, published Monday through Saturday, and four newspapers published only on Sunday.

Roberts notes in the book, "That first edition of The Washington Post had four pages, each with seven columns, printed on rag paper. Appearing six mornings a week, the paper cost three cents, or \$8 a year. Volume 1, Number 1, appeared Thursday, December 6, 1877, published at 914 Pennsylvania Avenue Northwest...where the Department of Justice building now stands."

This week marks the beginning of The Post's six-month long celebration of the newspaper's 125th Anniversary. Employees from throughout several departments have been involved for many months in preparations to commemorate the newspaper's anniversary.

In observance of the anniversary, the Public Relations Department had flags and banners

created and placed at the Northwest Building, and the College Park and Springfield plants. The project was coordinated by Public Relations staff **LISA JACZKO** and **RUBEN RODRIGUEZ**. The flags and banners feature the 125th

and where we do business," said Vice President/Business Manager **TED LUTZ**.

Northwest Building employees have also witnessed the facelift given to the front entrance and lobby of the building. Thanks to efforts by

published yesterday, Wednesday, June 5, was a big success for the Advertising, News and Marketing departments. More than 75 advertisers in almost every advertising category participated in the section.

"Our advertisers genuinely wanted to be part of this section celebrating the paper's anniversary," said **MARC ROSENBERG**, who along with **NOELLE CAVALANCIA**, headed the sales efforts for the section. "The sales floor was very enthusiastic about the section. There was a lot of energy and initiative and no stone went unturned," he added.

The Newsroom's preparations for the special section began in April with a brainstorming session that developed the section's theme of The Post as a witness to changes in the metro D.C. area during the last 125 years. The section was overseen by editor **ELLEN EDWARDS** and created by a team of approximately 25 editors, staff writers, artists and designers. In addition to stories about the growth and development of the area, the section included a timeline of Post history.

"The most interesting part



Anniversary logo designed by the Marketing Department's Creative Services Manager **MIKE SHENK**. "There was a consensus that we should celebrate the newspaper's long-time commitment to this community. By having the flags and banners at the Northwest building and at the plants, this important milestone will be noted in the District and the two states that The Post covers

The Post's carpenters, the linotype machine and press plates at the entrance have been thoroughly cleaned. A renovated lobby wall, including historic photos and information will soon be unveiled. The kiosks in the outer lobby will also be updated in the coming weeks with new photos and information about the making of the newspaper.

A 40-page special section

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Bylines

The Young Journalists Development Project (YJDP) celebrated the end of a successful school year with a reception held at the Northwest Building on Wednesday, May 29. YJDP Director **DOROTHY GILLIAM** and Assistant Director **ATHELIA KNIGHT** provided the 16 participating high schools' stu-



Post employees, family members and friends created a sea of purple and pink shirts on the front steps of the Northwest Building as several members of The Post's team for the National Race for the Cure® gathered for a picture before heading to the National Mall.



YJDP volunteer **RENAE MERLE**, (right) a staff writer for the Business section, accepts a thank you gift from Cardozo High School newspaper advisor Anne Chen during the project's year-end celebration.

dent newspaper staffs and advisors, as well as Post volunteers, with certificates and YJDP T-shirts designed by KidsPost Art Director **LILIANE VILMENAY**. Speakers at the reception included Executive Editor **LEN DOWNIE**, Deputy Managing Editor **MILTON COLEMAN**, and Gwen Ifill, moderator for the weekly television show "Washington Week" and senior correspondent for the "NewsHour with Jim Lehrer."

The 220 members of The Post team joined 75,000 participants in the 13th Annual Susan G. Komen National Race for the Cure® on Saturday, June 1. The Post team

members were treated to a pre-race breakfast at the Northwest Building before they headed to Constitution Avenue NW for the start of the event. The newspaper is a community sponsor for the National Race for the Cure and provides in-paper promo-

the Northwest Building on June 13.

More than 34,000 people enjoyed sunny skies, train whistles, fresh squeezed lemonade and railroad exhibits at the Eighth Annual Manassas (Va.) Railway Festival, presented by The Post on Saturday, June 1. The event celebrated the heritage of the railroad and included a number of exhibits and entertainment. The Post booth included information about the newspaper and a Ned the Newshound game for children.



PHOTO - RUBEN RODRIGUEZ

NEKEIDRA MASON, Public Relations; **MARCUS SKEEL**, IT, and Megan Baumel, a summer intern in Public Relations, assisted children playing the Ned the Newshound game at the Eighth Annual Manassas Railway Festival.

tion for the event. The Post also hosted the team captain meeting and was a pick-up location for team packets. A reception honoring the event's team captains will be held at



College Park staff on The Post's National Race for the Cure team included **PATTI ALUISE**, **K.C. CHIN** and **MARIA THOMAS**.

The Post was also a presenting sponsor of the Ninth Annual Frederick (Md.) Festival of the Arts, which took place on Saturday and Sunday, June 1 and 2. In addition to its sponsorship, The Post presented best-in-show awards to 11 artists and recognized 35 visiting artists that the newspaper sponsored to meet with students at Frederick County schools to discuss their crafts.

The Post was a presenting sponsor of the Ninth Annual Frederick Festival of the Arts, which included three entertainment stages.



PHOTO - DAVID JONES

about putting together the section is when we asked readers for memorabilia that would tell the history through their lives,” explained Edwards. “We were deluged with hundreds and hundreds of emails and calls from readers who offered us their old photos, diaries, tickets, invitations and other wonderful objects.”



MARC ROSENBERG and **NOELLE CAVALANCIA** headed up the Advertising Department’s successful sales effort for yesterday’s special section.

The section also included funny and often poignant notes from readers sharing how The Post has changed their lives.

The in-paper ads asking for memorabilia and feedback from readers was part of a multi-faceted promotion that was created by the Marketing



125th Anniversary special section editor **ELLEN EDWARDS** and AME/Features **MARY HADAR** with an example of the historic memorabilia that was sent in by readers.

Department. The Marketing staff also created the in-paper ads and point-of-sale materials promoting the section, as well as radio content that aired on June 3 and 4. The Public Relations Department issued a news release to the media with details of the anniversary.

The Circulation Department got involved with the 125th Anniversary celebration with an anniversary subscription sale for new subscribers to receive eight Sundays of home delivery for \$1.25 a week. The anniversary sale kicked off this week and will run until July 15. Single copy newspaper racks will also feature a sticker celebrating The Post’s anniversary. The anniversary sale promotional materials and stickers were created by Marketing Department staff.

Post readers will be treated to an anniversary celebration during Readers Day, scheduled to take place at the Springfield Plant on September 29. The event will include plant tours for 100 people scheduled

every 15 minutes during the day-long event. Readers will also have the opportunity to talk to several Newsroom staff,

time. There have been many incarnations of the city since then and we want to recreate that time in history.” The issue will also feature a “then and now” photo gallery of people, places and institutions in 1877 and in 2002.

Look for upcoming news and information on the 125th Anniversary celebration in future issues of ShopTalk, or online on *IntraNED*.



The Public Relations staff is coordinating internal and external communications for the anniversary, including (l-r) **NEKEIDRA MASON, ERIC GRANT, GAYLE GIGER, LISA JACZKO, Lillie Lee, CARRIE MORSE, DAVID JONES, TED LUTZ, TITO TOLENTINO, RUBEN RODRIGUEZ** and Lisa Connors.

and will receive a special 125th Anniversary commemorative gift.

A celebration for employees will take place on the anniversary date, December 6, during the annual Eugene Meyer Awards. According to Public Relations Manager Lisa Jaczko, plans are underway to provide Post staff with a memorable evening and an anniversary memento.

As a grand finale to the celebration, the Magazine will publish a special anniversary issue on Sunday, December 8. According to Editor **TOM SHRODER**, the main story will feature a “Ken Burns-like story about what the District was like in 1877, as told by the people who lived here at that



A huge effort by The Post’s carpenters gave an anniversary facelift to the front entrance and front lobby of the Northwest Building. At the now sparkling clean linotype machine at the front entrance are carpenters (l-r) **BUDDY JOHNSON, STEVE ERNEST** and **RICK CANAVAN**. Not pictured are **GARY AMOS** and **BOB FLYNN**.

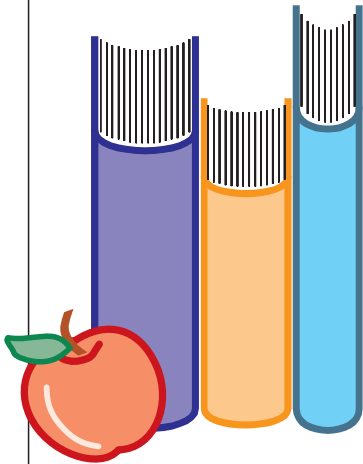


Marketing staff who have been working on the 125th Anniversary project include (l-r) **JERI FLOOD, GARY PALMATIER, SUSAN HEYMAN, SEUN AUGUSTUS, BARBARA BURTT, MIKE SHENK, MARY SHERRER, STACEY PASTOR** and **MARGARET CROMELIN**. Not pictured are **LOLA PERANTONAKIS** and **BONNIE WARNER**.

POST SCRIPTS

EDUCATION FAIR

Have you considered going back to school or continuing your education to advance your career? On Friday, June 14, the Human Resources Department is hosting a program featuring presentations from several area colleges and universities, including information on their programs and upcoming term schedules. The event will take place from



11 a.m. to 1 p.m. in the Northwest Building's ninth floor community room.

GET HELP ONLINE

You can access answers to a myriad of questions you have about The Post's software and operating systems, as well as the new Avaya 6400 phone system on the IT Help Desk customer service site on *IntraNED*. To get to the site, which also includes many other helpful features, go to *IntraNED* and then click on IT Help Desk on the left-hand side of the home page screen. You can also call the IT Help Desk at x4-4357.

POST NIGHT AT SHAKESPEARE FREE FOR ALL

The Post's Family Night at the Shakespeare Free For All is scheduled for Saturday, June 15 at 7:30 p.m. at the Carter Barron Amphitheater. This year's performance, *The Two*



Gentlemen of Verona, will be sign-interpreted and audio described on June 15. Free advance tickets for only The Post's Family Night performance will be available to employees through the Public Relations Department beginning today, June 6. If you have any questions, contact LISA JACZKO at x4-7970.

NEWS FROM CREDIT UNION

CommonWealth One Federal Credit Union home equity loan rates are at an all time low! If you are interested in refinancing credit card debt, making additions to your home or you just need a little extra money, talk to Colby Butts to find out how an equity loan can help. He is located at the Commonwealth One desk off the Northwest Building's 15th Street lobby (behind the elevators) or call him at x4-4994.



MARKETPLACE

FREE: 3-year-old tan and white Collie. Winnie is a 75 lb. spayed female that is in search of a good home. She has not spent much time around children, but she loves playing with other dogs. Moving and unable to take her. If interested, please contact Teia at x4-8308.

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.

SAVE \$600! Beautiful Beach House in Corolla, N.C. (OuterBanks) half block from beach, sleeps 10, located in Corolla Light Resort. Many resort activities. Near Currituck Club championship golf. Rent by the week June 23-29, July 6-27 and August 10-17. (Save \$\$\$ in June and early July) Call Larry Fox, x4-6552 or (301) 946-0249.

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

FOR SALE: Electric guitar and amplifier. As new, Paul Reed Smith McCarty Hollowbody. Sunburst with birds. \$1,600. Original Orange, 2-12, combo, 120 watts, mint. \$1,500. Call Tracy at (703) 443-6919 or email, woodwardt@washpost.com.

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.

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.

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.

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.

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.

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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