

ShopTalk

Editor
Lisa O'Donnell Connors
Extension 4-6803

These Summer Interns Mean Business

In'tĕrn, n. Webster's dictionary defines an intern as a student who is gaining supervised practical experience. This summer, 27 high school and college undergraduate and eight graduate students are gaining their practical experience working at The Post. They have come from local high schools and colleges across the country to gain work experience, earn some money and add The Washington Post to their resumes. What The Post hopes to gain is future managers and leaders.

This year's business-side high school and undergraduate internship program began with

a half-day orientation that provided students with an overview of the newspaper and the opportunity to meet with Chairman **DON GRAHAM**. He offered insight into the number of technological changes that have taken place at The Post, as well as the newspaper's commitment to being a local newspaper. Graham also talked about the value of their internship, and the vice presidents who came here for summer jobs as students and stayed for their careers.

"The goal of the program is that these students will develop an interest in our industry and come back and spend their career with us," explained Hu-

man Resources Manager **EDNA HORNBERGER**, who oversees the program. "We're looking for future leaders to come out of this intern program."

The interns also have a number of reasons for spending their summer at The Post. In an essay that was included with her internship application, Eastern High School student Sandra Davis wrote, "From this job I hope to strengthen my writing skills, expand my vocabulary and research other career options...I want to work for this company because it is a once-in-a-lifetime opportunity."

There have been some changes made to the high school and undergraduate internship program for summer 2002. A team effort by the Public Relations, Organization Development & Training and Human Resources departments resulted in the creation of an orientation workbook for interns and their supervisors. Also, instead of waiting until the end of the summer to be evaluated, interns will receive three evaluations during their internship. According to Hornberger, this will enable



Chairman **DON GRAHAM** spoke to the interns during their orientation on Monday, June 24.

the interns to have more dialogue with their supervisors and ensure that they are getting the most out of their work experience.

Another new aspect of the program is the addition of weekly brown bag lunch presentations with Post managers, as well as a lunch with Graham, Publisher **BO JONES**, and Vice President/Business Manager **TED LUTZ**. As a grand finale of the brown bag lunches, the interns will participate in The Post Trivia Knowledge Challenge contest to test their knowledge of all things Post, and win prizes.

The MBA internship program includes seven interns who work on Advertising Department projects and an intern



This year's business-side summer interns include (front row, l-r) Shahar Dvir, Shara Cooper, Laura Soto, Leslie Jones, Megan Baumel, Chris Branin, (second row, l-r) Artilie Wright, Zandra Henderson, LaTanya Leonard, Timon Odom, Peter Nguyen, Tolu Bankole, Kate Davey, Tanya Weithers, (back row, l-r) Lida Krejcova, Kaelen Coleman, Sandra Davis, Nicole Smith, Lelia Allen, Jez Marston, George Makriyiannis, Wayne Barnes, and Claudia del Toro Reyes. Not pictured is Cecelia Young, Laura Jackson and Tiffany Carpenter.

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P&T

Promotions and Transitions

BETHANY CAIN, Advertising, was promoted in May to business analyst for preprints/PostPlus. She was previously a sales and editorial assistant for the Writers Group. Before coming to The Post in March 2001, Cain was the member services coordinator for the National Association of Corporate Directors. She holds a BA in political science from Alma College in Michigan and an MBA from American University.



BETHANY CAIN, Advertising

NAM FRIDDLE, IT, was promoted in June to system support supervisor in the Advertising Systems Unit. Friddle was hired in June 1999 in the position of senior program analyst.

JANA LONG, News, was promoted effective July 1, to the position of News IT administrator. She was the personnel administrator for News Personnel. Long joined the Newsroom in October 1989 and has also been the assistant to the director of recruiting and hiring and a confidential secretary for the Foreign Desk. Before coming to the newspaper, she worked for UPI and WHMM-TV. Long holds a BA in journalism from Howard University.

ELLEN NAKASHIMA and **ALAN SIPRESS**, News, will become The Post's Foreign correspondents in Southeast Asia, based in Jakarta, in August. Nakashima came to The Post in 1995 and was the co-author with **DAVID MARANISS**, National Desk, of a biography of former vice president Al Gore. Sipress came to The Post in 1998 as a transportation reporter for Metro and has most recently been covering the State Department for the National Desk.

LOLA PERANTONAKIS, Marketing, was promoted to advertising promotions manager in June. She joined The Post in 1999 as a marketing coordinator. Perantonakis holds a BS in journalism from the University of Maryland.

MARTHA PROCTOR, Advertising, was promoted in May to the position of assistant manager for the advertising front-end project, responsible for defining, selecting and implementing a new Classified ad order system and functions of the Advertising business system. She was previously the sales and service supervisor in Classified's real estate unit. A 24-year veteran of The Post, Proctor has held various positions in both the Advertising and Accounting departments. She was the recipient of the Publisher's Award for excellent service in December 1987 when she was the customer accounting coordinator.

TRACEY REEVES, News, was promoted in June to editor of the Anne Arundel Extra, from staff writer in Prince George's County. Reeves came to The Post in 1999



TWILA WADDY, News

from the Knight-Ridder Washington bureau and was a member of the staff that won the 1998 Pulitzer Prize for Public Service for the *Grand Forks Herald*.

TWILA WADDY, News, was recently

named deputy bulldog editor for The Post's early Sunday edition. She is also continuing her duties as an assistant news editor, the position she held previously. Before coming to The Post in October 1999, she held design and copy editor positions at the *Orlando Sentinel* in Florida, the *Greensboro News & Record* in North Carolina and the *Port Arthur News* in Port Arthur, Texas. Waddy holds a BA in journalism and a BA in history from Texas A&M University in College Station.

EMILY WAX, News, was named to be the Foreign Desk correspondent based in Nairobi, East Africa. She has been a staff writer in Metro based at the Alexandria/Arlington bureau.

JACKIE WILLIAMS, Advertising, a 13-year Post employee, was promoted in May to the position of assistant manager for the advertising front-end project, responsible for defining, selecting and implementing a new Classified ad order system and functions of the Advertising business system. Prior to her new position she was the sales supervisor for Classified's recruitment advertising unit. She has also held other sales and customer service positions in Advertising. Prior to coming to The Post, she was the classified advertising manager for Patuxent Publishing Company. Williams holds a BA in speech communication from the University of Maryland.

who is assigned to work for the Executive Department. According to Director of Strategic Initiatives, **CHARLEEN STEWART**, who coordinates the MBA internship program in Advertising, the interns are recruited from a group of select business schools. After a rigorous interviewing process, they are hired and receive a project assignment that has been developed by a team of Advertising directors.

One example of these projects is the one that has been assigned to Mora Segal from Harvard Business School. Segal is developing a cus-

tomized advertising and circulation sales strategy for the teen and young adult market. She is looking at generating incremental revenue from advertisers targeting this market, and increasing the number of 18-24 year-old subscribers.

“This is a formal training program that has been enormously successful for us as a business unit,” noted Stewart. “Our interns have come up with substantive ways of helping The Post to increase revenue and reduce expenses. We are thrilled with this group of interns - I think we’re getting better at understanding what it takes to have a good internship program.”



The MBA interns, pictured here with Publisher **BO JONES** and Chairman **DON GRAHAM**, include David Hall, Jaynie Randall, Russell Freyman, Lisa Lewis, Brian Hartman, Nancy Kramek and Todd Ries. Not pictured is Mora Segal.

The 2002 Business-Side Interns

Name	School	Dept Assignment
Kaelen Coleman	Eastern High School	Accounting/Telecharge
Sandra Davis	Eastern High School	Accounting/Collections
Zandra Henderson	Eastern High School	Accounting/Collections
Ruth Hughes	Eastern High School	Personnel
LaTanya Leonard	Eastern High School	Public Relations
Artlie Wright	Eastern High School	Circulation
Leila Allen	Univ of District of Columbia	Advertising Training
Tolu Bankole	Prince George’s Comm Col	Accounting/Telecharge
Wayne Barnes	Johns Hopkins	IT/Network Services
Megan Baumol	American Univ (Graduate)	Public Relations
Chris Branin	University of Maryland	Personnel
Tiffany Carpenter	Towson State University	Accounting/Financial
Shara Cooper	James Madison University	Advertising Services
Kate Davey	Merrimack College	Accounting/Collections
Shahar Dvir	University of Maryland	IT/Advertising Systems
Laura Jackson	Univ of Southern California	Accounting/Collections
Leslie Jones	University of Maryland	Accounting/Collections
Lida Krejcová	Univ of Econ (Prague, Czech Republic)	Accounting/ Revenue Systems
George Makryiannis	University of Maryland	Advertising Sysys Unit
Jez Marston	Howard University	Accounting/Collections
Peter Nguyen	University of Virginia	Accounting/ Customer Acctg
Timon Odom	American University	Mail Desk
Nicole Smith	Westlake High School	Accounting/Payroll
Laura Soto	Eleanor Roosevelt H S	Personnel/ODT
Claudia del Toro Reyes	University of Maryland	Accounting/Collections
Tanya Weithers	University of Maryland	Personnel
Cecilia Young	Virginia Union University	Personnel
MBA INTERNS:		
Russell Freyman	New York University	Advertising
David Hall	Harvard School of Business	Executive
Brian Hartman	Darden, Univ of Virginia	Advertising
Nancy Kramek	University of Maryland	Advertising
Lisa Lewis	University of Maryland	Advertising
Jaynie Randall	Harvard School of Business	Advertising
Todd Ries	Georgetown	Advertising
Mora Segal	Harvard School of Business	Advertising

Bylines

JANA LONG, IT News Administrator, was featured in a “trends & phenomena” article that was published in *USA Today* on Friday, June 21. In the stressful aftermath of September 11, Long has been leading yoga parties, hosted in private homes. A yoga instructor for more than 25 years, Long began doing the yoga parties

JANA LONG was featured in *USA Today* last month.



through her own business, Power of One, to spread the word about the calming benefits of yoga, according to the article. *USA Today* describes Long’s business as a yoga “trendlet” which is appearing in other major metropolitan areas around the country.

Seeking more thrills and Schills than they already experience in their fast-paced jobs in the Advertising Department, five Advertising staff and three friends went white water rafting in West Virginia on Saturday, June 22. The excursion, organized by

CANDIS CARNEGIE, Recruitment Advertising Unit, included paddling seven miles up the Shenandoah River for five exhausting hours. Her Advertising colleagues also braving the wild water of West Virginia included **ROD WILLIAMS**, Automotive Advertising Unit; **JAMILLAH JONES**, Advertising Business Systems; **KHARI HAWKINS**, Real Estate Advertising Unit, and **SHIRLEVIA WATSON**, Recruitment Advertising Unit.

Unfazed by sore muscles, the group is already planning another trip in West Virginia, this time on Level 5+ white



The white water rafting crew included (front row, l-r) **JAMILLAH JONES**, Nzinga Jones, Grace Alvarez, (back row, l-r) **ROD WILLIAMS**, **KHARI HAWKINS**, **CANDIS CARNEGIE**, **SHIRLEVIA WATSON**, and James Smith.

water, which, according to Carnegie, is considered to be extremely rough water.

PHOTO PROVIDED BY CANDIS CARNEGIE

POST SCRIPTS

20th ANNIVERSARY FOR HOME

On Thursday, June 27, more than 250 Post staff, guests and advertisers gathered in the 9th floor community room in the Northwest Building to celebrate the 20th Anniversary of the Home Section. The reception was an opportunity to thank The Post's advertisers who have supported the sec-



PHOTO - RUBEN RODRIGUEZ

Home Editor **BELLE ELVING** (pictured), Deputy AME of Business features, **NANCY McKEON** and Executive Editor **LEN DOWNIE** spoke to the guests attending the Home 20th Anniversary Reception.

tion for the last two decades. Invited guests included several individuals, as well as home and garden organizations, that have been featured in Home.



WEEKEND'S WEEKENDS

There are two more opportunities to enjoy Weekend's Weekends, the Weekend Section and Public Relations Department's popular series of free summer concerts. Located at the Carter Barron Amphitheatre, the Friday night concerts begin at 7:30 p.m., with gates opening at 7 p.m. Up to four free tickets are available to employees for each performance. Tickets can be picked up **ON THE DAY OF THE PERFORMANCE ONLY** in the Public Relations Department on the 7th floor of the Northwest Building, or from Weekend Editor

JOYCE JONES in the Newsroom. There are no rain dates. For more information, contact the Public Relations Department at x4-7969.

The final two concert dates include:

July 12 - Doo-Wop Night:
The Velons, the Jewels, and the Orioles.

July 19 - Soul Groove Night:
Zwei, W. Ellington Felton, and Basehead.

On July 3, 1973, Robert "Skip" Chernov and two business associates drove all night from Providence, Rhode Island to deliver a 600 pound bell to The Washington Post. According to information that ran in the newspaper and in ShopTalk, Chernov bought the three-foot bell and had it inscribed, "To The Washington Post, in care of its publisher Katharine Graham as trustee for the American press corps to whose vigilant care the American citizen's 'right to know' shall forever be entrusted." Chernov reportedly gave the bell to The Post because he was grateful for the newspaper's exposure of the Watergate scandal.

Do you know what happened to the bell? Send an e-mail to ShopTalk@washpost.com

MARKETPLACE

FOR SALE: 2001 Ford Focus, one-owner car, excellent for commuting. All service records available and all factory maintenance performed. ZX3 hatchback with a 5-spd. stick shift in silver (outside) and black (interior) with 38K miles. Fully optioned except for leather. It has ABS, CD in dash, front and sidebags, traction control, snow tires and wheels, a catback exhaust and 16" alloy wheels. Asking \$9,500. Contact Peter at x4-5408 after 4 p.m.

FOR SALE: Broyhill washed pine bedroom suite. Queen headboard and footboard, mattress and boxspring, two nightstands and armoire. Excellent condition. \$1,000. Call Cheryl at x4-7460 or (202) 302-5958.

FOR SALE: Excel Stair Lift — brand new condition. Asking \$1,500 or best offer. Contact Maria Wilson x6-1123 or (301)868-9143.

FOR SALE: Barely used Amana BH20 refrigerator/freezer, gleaming white, 20.7 cu feet. New in 1995, used two years, stored, no longer needed. Opens from left. 15.2 cu feet fresh food storage, 26.9 sq ft shelf space. Was \$799 new, for sale at \$500 if you can haul. h-66 1/2" w-32 5/8" d-31". Call Spencer at x4-7335.

FOR SALE: 1993 HONDA CIVIC DEL SOL, S Model. Black, 4-Cyl., 5-Speed. Removable Top which fits in bracket in trunk, A/C, AM/FM Stereo w/CD, power windows w/rear power window. In good condition. Will let go for \$3,000/OBO. Please contact Patrick at x4-4124.

FOR SALE: Redskin tickets, whole season, 18th row visitors' side, 40 yd. line, call Ed at (703) 455-2115.

FOR SALE: Animal carrier-"Kennel Cab"-great condition, like new \$20, measures 16"w x 24"d x 17"h. Bought new at \$44. Call Donna at (301)589-5381, or x4-6437.

FOR SALE: Two Queen Herculon (fabric) sleepers. Good condition. Both for \$400. x4-7675 or call Norman at (301) 989-9012.

FOR RENT: Centreville townhouse, spacious 3 BR, 3.5 BA, end-unit townhouse. Garage, deck, high ceilings, finished basement, near I-66. \$1,585. Available Aug. 1. Call Maria at (703) 369-0414.

FOR SALE: Cannondale Bike \$550/OBO, like new, rarely used, that's why selling. Just tuned-up for sale by Spokes Cycle shop. This is a road bike with "skinny" tires. Gel seat upgrade. Purchased new at \$925. Road for 6 months. Great bike for a road rider. Call Kim x4-7759 or (703)578-1554.

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.

WEEKEND WATERFRONT: Bring your boat. New, fully equip'd 30' travel trailer in private RV resort, sleeps six, 46 ft. bulk-headed private deep water on Port Tobacco River (1 hr. DC), boat or walk to marina, tiki bar/restaurant, community boat ramp & bathhouses, minutes to Potomac River. Boater's paradise - fantastic fishing, crabbing, kayaking, jetskiing, 3 nights - \$225. Call Barbara at (301)753-4303.

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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