

# ShopTalk

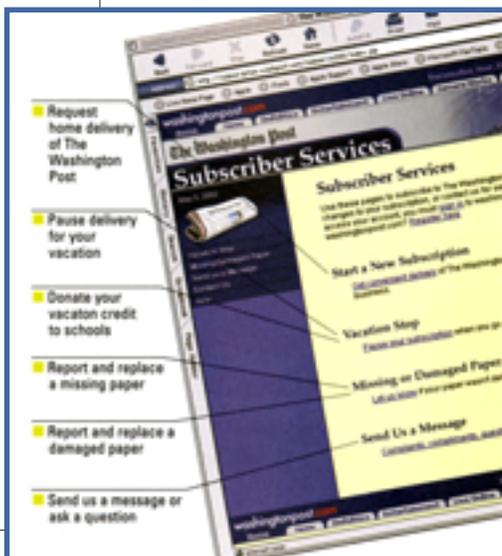
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Extension 4-6803

## Circulation Expands Subscriber Services

The Circulation Department has launched three new initiatives to make customer service faster and easier for subscribers. The department's business hours are now 24/7, enabling busy Post customers to stop delivery during vacation or replace a soggy newspaper when it is convenient for them. Paying for subscriptions is also becoming more efficient - either by credit card, or beginning this fall, an automatic withdrawal from your bank account.

"This is all about making it easier

Marketing staff **SEAN FINNELL** and **GARY PALMATIER** created the easier-to-understand graphics for the Web-based subscription services' in-paper ads and Sunday insert.



to be a Post subscriber," explained Vice President of Circulation, **DAVID DADISMAN**.

"On Your Time, At Any Time, In No Time," is the theme for the online subscriber services initiative which was officially launched this Tuesday, August 13. The service, available at [www.washingtonpost.com/subscriber](http://www.washingtonpost.com/subscriber), is an expansion of the Internet-based subscriber service which enabled readers to start a new subscription to The Post. Now, in addition to starting home delivery, subscribers can enter vacation stops, report missing or damaged papers, or send a message or question about their home delivery.

Headed by Project Manager **CYNTHIA PAGE**, Information Technology, the project was a coordinated team effort with involvement from Circulation, Information Technology, Marketing and The Washington Post Company subsidiary, *Washingtonpost.Newsweek Interactive*. The development of the online service began in January with a soft launch on July 31 to work out any "kinks" before the service was announced to subscribers this



Assistant Circulation Manager **BILL ORR** (far left) and the Circulation Office Pay Group were deluged with calls in June from subscribers eager to lock-in their home delivery rate and switch to credit card payment. The group includes (front row, l-r) **BEVERLY WILLIAMS**, **ALBA CORTES**, (middle row, l-r) Orr, **KaDEANA BAKER**, **STEVE LAURITSON**, (back row, l-r) **RENATE BREVARD**, **CHRIS KETCHAM**, and **TODD NICOLINI**. Not pictured is **DAMEION THOMPSON**.

week. According to Page, the development team researched several newspaper subscriber sites to find out what types of functions worked best. They also had a conference call with information technology staff at the *New York Times* who shared the lessons they learned developing a similar subscriber services site.

To get the word out to customers, the Marketing Department created and implemented a comprehensive campaign about the online service. The

CONTINUED ON PAGE 3

# Awards and More



**IVY GRAYSON**, Recruitment Advertising Unit, and **CARLYN COLE**, Business Development Unit, were the winners of the Advertising Department's second quarter Publishers Awards.

During the Advertising Department's second quarter sales award meeting on July 24, Vice President of Advertising, **SUSAN O'LEARY**, announced the following award winners:

## Sales Achievement

**RANDY ROYEN**, Business Development Unit  
**LING SNYDER**, Major Accounts Unit  
**DAVID FIELDS**, Classified  
**ANDRE JOHNSON**, Classified

## Sales Excellence

**NICK BERNARDO**, National Accounts Unit  
**DREANA CASTO**, Classified  
**NOELLE CAVALANCIA**, Major Accounts Unit  
**CARLYN COLE**, Business Development Unit  
**IVY GRAYSON**, Recruitment Advertising Unit  
**CAROLE KAYE**, National Advertising Unit  
**LISA KELLY**, Classified  
**LOUISE MAHONEY**, Major Accounts Unit  
**BARBARA SHAW**, PostPlus  
**CHARLES SAN FILIPPO**, National Accounts Unit  
**LYNNE SAUER**, Major Accounts Unit  
**ALLEN WARREN**, Classified

## Weekend Trip Winners

**CHARLIE FORD**  
**DIANE DUBOIS**

## Eagle Awards

**ARNIE APPLEBAUM**, Recruitment Print  
**AMER YAQUB**, Travel  
**DUNCAN BALLANTINE**, Property Management

## Publishers Awards

**IVY GRAYSON**, Recruitment Advertising Unit  
**CARLYN COLE**, Business Development Unit

Vice President of Marketing, **MARGARET CROMELIN**, recently announced the winners of the second quarter marketing leadership award and the July marketing trooper award.



**BARBARA BURTT**



**TODD BERMAN**

**BARBARA BURTT** received the marketing leadership award for her marketing and promotional support for the successful Advertising sales effort for the 125th Anniversary special section which was published on June 5 and the upcoming 125th Anniversary special edition of the Magazine scheduled for December.

**TODD BERMAN** received the Marketing Trooper Award, which is presented each month to non-managers in the department who perform above and beyond the call of duty.

As part of their annual team building event on Tuesday, July 23, Advertising's sales representa-

tives and managers scoured the streets of Washington. In addition to enjoying a beautiful (and hot!) day outdoors, the staff took advantage of the opportunity to get to know colleagues who work in other business units in the department.



The "monumental" team of (front, l-r) **OMAR OLSON**, **JOHN TEEUWS**, **MAURICE LYERLY**, (back row, l-r) **MELISSA MACK** and **PORTIA DUNMORE**.



The Advertising team having a "capitol" time, included (front) **KIM HOUGHTON**, (back, l-r) **ED ADUSS**, **JEANETTE STRANGE**, **WENDY EVANS**, and **BOB RAWLS**.

campaign includes in-paper ads, as well as an on-hold and welcome message for subscribers calling into Circulation's customer service number. This Sunday, an insert explaining the functions of the service will be included in home delivery papers and customers will soon see information about the service on their bills. Ads will also begin appearing on *washingtonpost.com* next week.

According to Director of Marketing **JERI FLOOD**, the launch was scheduled for August 13 to take advantage of the high volume of vacation stops. The Post experiences during the last two weeks of August and the Labor Day weekend.

The team responsible for the development and launch of the project includes Circulation staff: **GREGG FERNANDES, JOHN LIPP, DIANE PRATHER** and **STEVE REED**; Circulation Customer Service Staff: **JANET ALEXANDER, TAMIE BLOW, MICHAEL COPELAND, DANA DUKE, KEVIN FOX, BETTY HOLMAN, MONICA WASHINGTON, DEE KERSELLIUS, PAMELA VICTUM**, and **LORRAINE LEE**; Information Technology staff: Page, **ANITHA BALA**,

**STEPHANIE BLAIR, TOM BURKE, TANYA LOVING, IVONNE MAGDALENO, PATRICIA MILLER, MICHAEL SMITH, CHRIS WAGNER**, and **LINDA WILLIAMS**, and Marketing Staff: **DAVE BURKE, UNNI CHERYAN, SUSAN FINNELL, SUSAN HEYMAN, GARY PALMATIER, ANNE SUH**, and **BONNIE WARNER**.

For subscribers more com-



The Circulation team responsible for the successful roll out of the interactive voice response system included **GREGG FERNANDES, JUDY PETERS**, and not pictured, **RITA O'CONNOR**, as well as **LETT PROCTOR**, Information Technology.

fortable using the phone, Circulation implemented an interactive voice response (IVR) system earlier this summer. The IVR service enables subscribers calling into customer service to enter vacation stops and enter delivery complaints 24/7. During regular business hours, which include Saturday

and Sunday mornings, subscribers also have the option of talking to a customer service representative.

"The response to the IVR system has been great," said Retention Services Manager **GREGG FERNANDES**. "IVR is now handling 30 percent of our call volume on weekdays and almost 45 percent on Sundays. It has also

reality allowed us to manage our peak call times without putting customers on hold."

The team responsible for the launch of the IVR included staff from Circulation: **Fernandes, RITA O'CONNOR, JUDY PETERS, LETT PROCTOR**, and Information Technology staff including **JOHN LIPP, CHUCK MILLER, JIM OARR**, and **CINDY SMITH**.

In June, home delivery subscribers received notice from The Post or their distributor that effective July 15, the cost of delivery for the daily paper was rising 3 cents to 28 cents a day. However, there was a silver lining to the cost increase. If subscribers converted their payment to a convenient automatic renewal credit card payment plan, they could "lock-in" the current 25 cents per



Staff responsible for the technical work for the Web-based subscriber services project included (front row, l-r) **MICHAEL SMITH, CYNTHIA PAGE, DAVE BURKE**, (back row, l-r) **TANYA LOVING, CHRIS WAGNER**, and **LINDA WILLIAMS**. Not pictured is **ANITHA BALA, STEPHANIE BLAIR, TOM BURKE, IVONNE MAGDALENO**, and **PATRICIA MILLER**.

day cost for a year.

Circulation, expecting 3,000 to 4,000 calls from the lock-in promotion, received more than 7,600 calls from home subscribers. Dadisman and Fernandes credit the efforts of The Post's distributors in getting the word to their customers for the overwhelming response.

"What we have heard is that our customers were interested in converting to the credit card payment anyway," explained Dadisman. "The savings [over the year] is \$9.39. I think that some people were interested in saving money, but a lot people were just finding out that the credit card option was available."

More improvements in subscriber services will be available later this year.

## Post Hosts Distinguished Educators



**DOROTHY GILLIAM**, director of the Young Journalists Development Program (YJDP), presented an overview of the YJDP to the principals.

On July 31 to August 5, The Post hosted 18 area principals who are this year's winners of the Distinguished Educational Leadership Award (DELA) winners during a trip to St. Thomas, U.S. Virgin Islands. As part of their award the principals attended several workshops on topics including crisis communications and working with the media, led by nationally recognized consultants and Post staff, including **JO-ANN ARMAO, DOROTHY GILLIAM**, and

**DAVID JONES**. They also had the opportunity to network and share ideas with each other. The Post presents the DELA each year to area

principals from each of the Metro area school districts for creating exceptional learning environments for their students.



The DELA principals pose for their group photo.

## POST SCRIPTS



In 1974, the country's energy crisis was not only impacting employee's commute to work, but also their jobs at The Post. The shortage of oil affected the production of the newspaper in small and big ways. Pens made out of plastic, a petroleum by-product were in short supply. Unable to replace the oil in the presses, The Post purchased filtering equipment that enabled used oil to be reused. An ink conservation program was put into effect that strained and reused leftover ink from the presses. A

team effort by Post staff enabled the newspaper to substantially reduce heating oil and electricity use - although price increases eliminated any cost savings. A commuter club was formed so that employees could be matched with people who lived in their area for carpooling.

Employees interviewed for the March 15, 1974 issue of ShopTalk were skeptical about the cause of the energy crisis and gasoline shortage. A employee in Classified was quoted as saying, "I don't believe in any of this; I don't think there is a crisis. I think this is a big thing to take the pressure off of Nixon and as soon as we get rid of him things will be plentiful again."

*During the six-month celebration of the 125th Anniversary, ShopTalk will take a look back at the events and people that shaped the history of the news-*

*paper. If you have ideas about information or photos to include in this column, contact ShopTalk at x4-6803, or email at ShopTalk@washpost.com.*

## NEWS FROM HUMAN RESOURCES

Participants in The Post's 401(k) plan can now check performance by fund—instantly! The Washington Post Company's "Performance by Fund" report from Vanguard is available online through your computer at The Post at: <http://retirementplans.vanguard.com/VApp/pe/FundPerfWatch>

This report lists the latest performance information for the investment choices in the 401(k) Savings Plans. The performance figures include the reinvestment of all dividends and any capital gains distributions and are after the deduction of the funds' expense ra-

tios. The investment returns and principal values will fluctuate. As a result, the investments, when redeemed, may be worth more or less than their original cost. In addition, past performance does not guarantee future results.

For specific information, contact Manager of Savings and Retirement Programs, **MIKE BAHR**, at x4-7136.

## NO SHOPTALK UNTIL SEPTEMBER 5

ShopTalk will not be published on August 22 or 29. The next issue will be published on Thursday, September 5. If you have information or news for ShopTalk, contact Lisa Connors at x4-6803.

## MARKETPLACE

**FREE TO GOOD HOME:** Rhode Gear Bike Rack. Holds 2-3 bikes and fits most sedans and hatchbacks. Call Margaret at x4-4053.

**FOR SALE:** Nordic Trak body shaping, ab blaster plus, cost \$250, will sell for \$75/OBO. Also, Nordic Trak Excel 505 w/electronic speedometer, cost \$500, will sell for \$100/OBO. Call Pat Priest at x6-2240 or (703) 323-0794.

**FOR SALE:** Like new women's skirt and pants suits. The available sizes are 14, 16, 18, 16W, and 18W. Name brands like Amanda Smith, Bill Blass, and Kasper. Only \$10 each. E-mail or call Saundra at (301) 772-3626 after 6:30 p.m.

**FOR SALE:** Rubbermaid Wheel Barrel, hardly used, \$30; 20 medium-sized moving/storage boxes, \$20. Call Russ at (703) 670-6587 or e-mail [smithr@washpost.com](mailto:smithr@washpost.com).

**CONDO TO RENT:** In Oakton, Va., available September 1, 2 BR, 2 BA, full laundry, sunroom, balcony, fireplace, kitchen with pantry, free parking, 5 min. to Vienna Metro, commuter bus in front of complex. \$1,500/mo. Call Linda at x4-7844 for more info.

**FOR SALE:** 1963 Chris Craft Constellation. 34', twin 351s, complete with generator, windless, AC/heat, full galley, head/holding tank, power, double plank mahogany, ready to go and enjoy! Complete documentation of everything (including original manual/electronics schematic/and more) - only 3rd owner, good condition. Moving - must sell! \$12K/OBO! Please call Megan at x4-4919 or (202) 903-6288.

**FOR SALE:** 2000 Mustang GT. Black, V8, 5 speed, A/C, AM/FM with CD, power windows/locks. Low mileage. Not only is this car a beauty, but perfect inside/out, black leather interior, asking \$17,900. Call Rita at x4-7088 or (301) 564-1414.

**HELP THE HOMELESS** - Recycling will help the homeless. Bring in the travel-size toiletries you picked up on vacation and also any large or boot size shoe boxes, bring to Barbara Hudson in Accounting or call x4-6229 or (301) 593-3422.

**FOR SALE:** Surround sound capable digital receiver. Yamaha RX-V795a, 85 watts, stereo output, mint condition, have used for six months. Home Cinema Magazine's choice for "best buy." Check out review on [dvdbits.com](http://dvdbits.com), or check Google online for product reviews. Worth over \$700 new. A great value at full price, but will sell for \$299. Call Steve at x7800, or home at (301) 907-9264.

**MENTORS NEEDED:** Guiding Light Inc., a nonprofit organization is looking for volunteer mentors in the District of Columbia and Prince George's County. If you are looking for an opportunity to give back to children & families in your community visit [www.guidinglightinc.com](http://www.guidinglightinc.com), or call McKenna Lewis at (301) 333-0138.

**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:** Townhouse, Upper Marlboro, 3 level, 3 BR, 2.5 BA, townhouse end-unit with cathedral ceilings and fenced backyard. Call Kaye at x4-7966 for more details.

**FOR SALE:** Beige carpet remnant, only two months old. 8', 9" x 12", \$80. White Samsung microwave, 1 cuft., 1-year-old, \$50. Email [moodye@washpost.com](mailto:moodye@washpost.com) or call Erica at (301) 484-6767.

**FOR SALE:** 1987 AMC Eagle, 6 cyl. automatic, 4 door sedan. 4 wheel drive, AC, cruise control, 112K miles. Needs muffler and brake work. In Manassas, call Jimmy (703) 369-2648.

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

**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 cat-back exhaust and 16" alloy wheels. Asking \$8,000. Contact Peter at x4-5408 after 4 p.m.

**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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