

ShopTalk

Editor
Lisa O'Donnell Connors
Extension 4-6803

Remembering Sept. 11

Last Sunday, The Post memorialized the events that took place on Sept. 11, 2001 and the impact on the Washington area with a three-part special A section and a commemorative Magazine issue. AME/Features **MARY HADAR** and Magazine Editor **TOM SHRODER** were responsible for the two projects.

"The memorial A section focused on the Pentagon and the victims there," noted Hadar, who led

a team of more than 70 Newsroom staff to produce the section. "Because the death toll in New York was so great and the destruction of the World Trade Center towers was overwhelming, many of the families of the Pentagon victims felt that their story didn't get enough attention. We also felt it was appropriate to do



Magazine staff responsible for the commemorative issue include Editor **TOM SHRODER**, Photo Editor **KEITH JENKINS**, and Acting Art Director **STACIE REISTETTER**.



Members of the Newsroom team working on the Sunday, Sept. 8 special section devoted to the Sept. 11 tragedy, include (l-r, seated) researcher **BOBBYE PRATT**, **MARY HADAR**, AME/Features, (l-r, standing) Assistant News Editor **CARLA FIELDER** and staff writer **MICHAEL RUANE**.

a local piece."

The three-part special section included a narrative weaving the stories of the Pentagon attack survivors, families, a firefighter, and others during the year after the attack. Reporters **MICHAEL RUANE**, **STEVE VOGEL**, **MANNY FERNANDEZ**, **PATTI DAVIS** and **AVIS THOMAS-LESTER** wrote the story, which was edited by **DAVID MARANISS**. The section also included the poignant photo of local firefighters hanging the American flag over the Pentagon that was

taken by Post photographer **JOHN MCDONNELL**.

"I think our encounters with the 9/11 people, whether they had lost family, friends, or their minds at the Pentagon, was the pure essence of what a newspaper's supposed to do. We connected people to each other, helped one person to share another person's life. That's pretty awesome," said Ruane.

MICHAEL FARQUHAR was responsible for the eight

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Circulation's Fall Promotion

The Circulation Department introduced the annual fall reduced price offer (RPO) promotion to an estimated 450 distributors, guests and staff during a Las Vegas-themed kickoff celebration at



Vice President of Circulation, **DAVID DADISMAN** with Arlington-based distributor Sid Hill at the fall kickoff festivities.

the Springfield Plant on Wednesday, September 4.

The fall reduced price offer is an opportunity to upgrade Sunday-only subscribers to seven-day subscribers and to acquire new subscribers by providing 8, 12, or 13 weeks of The Post free Monday through Saturday with a paid subscription to the Sunday Post.

During the kickoff, the distributors were provided with a menu of circulation goals, a preview of the advertising and marketing campaign to support the RPO, and the incentives and commissions available to the distributors for their sales efforts. Publisher **BO JONES** praised the distributors for their "amazing service record so far this year for on-time deliveries."

The priorities for the fall RPO and the remain-

der of the year were highlighted in comments made to the distributors by Jones, Vice President of Circulation **DAVID DADISMAN**, President and General Manager **STEVE HILLS**, Director of Marketing **JERI FLOOD**, and the Fall

RPO Field Sales Team Leader and Maryland Home Delivery Division Manager **CATHERINE CAMPBELL**.

"Looking forward to 2003, I want all of us to continue to find ways to make it easier to be a Washington Post subscriber," noted Dadisman. "We will continue to sell hard on home delivery and single copy. Marketing will support sales with programs and promotions that make us more successful. The Circulation and Marketing partnership will improve our retention efforts with measurable results, and will grow our Sunday cir-



Maryland Home Delivery Division Manager **CATHERINE CAMPBELL** with the Elvis impersonator at the Las Vegas-themed kickoff festivities.



Publisher **BO JONES** introduced President and General Manager **STEVE HILLS** to the distributors.

ulation - that's our biggest challenge that we face this year and next year." Dadisman also emphasized the role of technology in meeting cir-

field sales, telemarketing, customer service, retention and the kickoff event.

Hills emphasized the important role of the distributors in the success of the fall promotion. "We know you are the key to growing circulation. We believe that having you focus on circulation growth, on taking care of customers, on retaining customers and making sure we do everything we can to provide world class service to our customers will result in circulation growth. In short, we are betting on you."

To support the RPO, the Marketing department is implementing a multi-media campaign with the theme,



Loudoun County distributors Phil Heustis (left) and Mike Caldwell (right) with **ERNIE VASQUEZ**, Circulation (center) at the kickoff reception.

culations goals.

The Circulation and Marketing partnership team responsible for the successful implementation of the fall promotion is being led by Dadisman and Vice President of Marketing, **MARGARET CROMELIN**. The strategy team includes **STEVE REED**, **DIANE PRATHER**, Flood, **NETTIE ANGOTTI** and **GREGG FERNANDES**. Six teams of Circulation and Marketing staff, including zone managers, are responsible for media and direct marketing,

"There's an easier way to get the weekdays free." During the kickoff, Flood unveiled the print and outdoor ads for the campaign and reviewed plans for radio commercials, as well as direct mail and field sales materials.

Campbell presented the distributors with the 2002 fall RPO sales incentives which were met with enthusiastic applause, including a trip to Las Vegas and increased commissions for new daily and Sunday subscriptions.

pages of the section that personalized the victims of the Pentagon attack with their photos and photos of objects that were meaningful to them. Reporters contacted the families who provided an explanation about the object's connection to the victim.

"People were really imaginative in what they gave us," said Farquhar. "It was a heart-breaking experience... The database set up after 9/11 is filled with notes from reporters saying that many of these families did not want to be contacted. Now, a year later the families want to talk."

During the summer, The Post ran several in-paper ads asking readers to share how the Sept. 11 attack had affected their lives. **GENE WEINGARTEN** had the time

consuming task of reading through 1,400 entries to find the 36 personal stories that ran in the special section.

"One of the stronger pieces was by a doctor in Rockville who lost his son in the WTC," explained Weingarten. "It was not until I phoned his office to confirm his story that I realized who he was — (former Montgomery County politician) RuthAnn Aron's former husband, the man she tried to murder. He confirmed this, and there was sort of a silence on the line. 'Whoa,' I said. 'Yeah,' he said. We agreed that this fact did not belong in his tribute to his son. Those who find it will find it."

The Magazine commemorated the Sept. 11 tragedy with an issue called "The Year After."

The centerpiece of the issue is a look back at the events of the past year with a 12-part narrative written by **HENRY ALLEN** and illustrated with 12 photographs. Allen covered the War in Afghanistan, the murder of Wall Street Journal reporter Daniel Pearl, and the anthrax scare, among other topics. Another highlight of the issue was a new poem titled "9/11" written by former poet laureate Robert Pinsky.

Other sections of the Sunday paper including Book World and TV Week also featured content related to Sept. 11. Coverage of the first anniversary of the Sept. 11 attack continues in the newspaper through this week.

A Personal Story

CHRISTINE HAUGHNEY, an editorial aide in the New York Bureau, shares her personal experiences during Sept.

11 in a chapter in a new book, "At Ground Zero: Young Reporters Who Were There Tell Their Stories." The book, published by Avalon Publishing Group, provides the eyewitness accounts of young reporters and a veteran photographer involved in covering that day's events and the aftermath.

In an excerpt from the chapter Haughney wrote, "Pushing to the

front of the crowd, I interviewed soaked and shocked Port Authority workers who had just escaped from the tower. I pestered them for their

names and job titles. Then I heard what sounded like thunder. I turned around and looked up. The World Trade Center was falling."

"As this metallic cloud enveloped me, I decided I couldn't report until I could see. As I ran north, I tasted the World Trade Center on my lips. I remember thinking it was a good thing I was a runner to outdistance a falling skyscraper. I heard a woman cry 'Lord Jesus, protect us.' I watched people pull out umbrellas to protect themselves from the raining soot. I remember thinking it was a good thing I bought platform shoes with treads so I could run faster. I told myself I had to make myself run faster because I had to mail my sister's birthday present. I felt like crying and I told myself that grown-up reporters don't cry. Just run un-

til you can see."

"At Ground Zero: Young Reporters Who Were There Tell Their Stories" is available in hardcover for \$15.95 and available for purchase online at a discounted price on *Amazon.com* and *bn.com* (Barnes & Noble). It is also available at most Barnes & Nobles bookstores.

PHOTO - MARK COLES



CHRISTINE HAUGHNEY with a copy of the book that includes a chapter on her personal experiences reporting for The Post on Sept. 11, 2001

POST SCRIPTS



In her Pulitzer Prize winning memoir, "Personal History," Katharine Graham referred to the important role her mother Agnes Meyer had at The Post.

"My mother's enthusiasm and involvement was no less than his [Graham's father Eugene Meyer]. Her bylines appeared frequently in the paper, particularly in the early years, and the extent of her caring was evident in a memo she sent my father complaining about the lack of Post boxes compared with the number for all the other Washington papers she had observed on one of her forays into the countryside. She stopped to interview people along the way to find out what the problem was..."

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 newspaper.



NEW CUSTOMER SERVICE MISSION

LEVERNE MOORE, Advertising, and **TODD BERMAN**, Marketing, are all smiles during the successful (and fun-filled) launch of the new Advertising customer service mission statement on Friday, August 23.

Berman and Moore coordinated the carnival-themed launch which took place in the Northwest Building's 9th floor community room. Staff from the Advertising Department's customer service and sales

groups, as well as staff from Advertising Operations and the Accounting Department's customer and collections groups participated in the launch. The new mission statement emphasizes three aspects of customer service including

"We value our customers," "We make their experience hassle free," and "We get it right the first time."



TOM SHOMO (center) with a retirement gift presented to him by Director of IT Client Services **BILL LIBERTI** and Help Desk Manager **MARI RAHIMI**.

SOFTBALL CHAMPS



PHOTO PROVIDED BY BILL GARD

The Post Prime softball team won The Washington Post Softball Tournament Sunday, August 18, by beating the distributors team in the championship game 11-4. The Post Prime team is made up of players from Information Technology and Production. On their way to victory, they beat the News and WPNI teams. The team members, pictured here, included, (kneeling, l-r) **TIM LETT, JOEL BAREFOOT, TOM BURKE, BILL GARD, STEVE POOLE, CONRAD REHILL**, (standing, l-r) **JIM MURRAY, MATT VORSE, ERIC SCHVIMMER, RICH MARTIN, TOM FOLEY** and **PHIL KANE**.

SHOMO RETIRES

TOM SHOMO, a Help Desk specialist in Information Technology, retired from The Post on August 21, 30 years to the day when he began his career here. During a lunch in Shomo's honor, Vice President of Operations **MIKE CLURMAN** praised Shomo for his contributions to The Post. "With Tom leaving, we lose a bit of the history that makes The Post an interesting place to work," noted Clurman. "He has had a great career here and has been a fixture at The Post that many people have gotten to know and rely upon."

MARKETPLACE

FOR SALE: 1995 Dodge Ram 1500, Gray, manual, 65K miles, AC, AM/FM Radio/tape, Great Running Condition, Good Looking, Asking \$6,500. Call Luz at x4-4162 or (202) 285-5624.

FOR SALE: Pennsylvania House Sofa/Loveseat set. Barely used, white, paid \$3K in 1995, will sell for \$1,500/OBO. Magnavox 40" projection TV (floor-style cabinet) \$150/OBO. Contact Michele at x4-5956.

FOR SALE: 1999 XR70 Honda dirt bike, \$750/OBO. Paid \$2,700. Call Darnell at (301) 423-0466.

FOR SALE: 1966 Mustang, baby blue, in very good condition, \$4,000. Call Alice at x4-6505, or (703)799-4195.

FOR SALE: 1995 Honda Civic EX, red, 4-cyl., 5-speed, 2-door sports coupe. Power moon roof, PS/PB., AC, AM/FM radio, power windows/locks. Great running condition, not bad looking. Asking \$4,500. Call Denise at x4-7137 or Neena (301) 439-0632.

FOR SALE: Gift Card for Bass Pro Shops. I won this gift card in a Fantasy Sports Contest, however I have zero interest in bass fishing. Gift card value is \$200. Selling for \$150/OBO. Can be used on website to order merchandise. Call Marc at x4-7071 or (703) 928-8318.

FOR SALE: VW '99 Jetta Wolfsburg, 36K miles, silver 5-spd, ac, pwr. windows, sunrf., cd, 4-door, alloy wheels, new tires. asking \$11,950. Excel. cond. Also selling VW '94 Jetta GLS, 51K black, auto 4-door, ac, pwr. windows, sunrf, radio/tape. Great cond., \$4,990. Call Francis x4-7886 or at home (301) 229-1159.

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 x4-4963.

DETAILING: We come to you for more details please call Rhonda Snead at (301) 233-7069, x4-8306 or E-mail sneadlm@washpost.com.

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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