

Sharp Talk

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Extension 4-6803

A Recipe for Success in 2003

Adding the faces and personalities of The Post's columnists to the name recognition of **BOB WOODWARD** and topping it all off with a low-cost introductory subscription rate is the recipe that the Marketing and Circulation departments, with support from the Newsroom, have developed to increase The Post's home delivery and readership in 2003.

Three campaigns were launched



RICH HANDLOFF, Marketing, explains the New Year, New Deal campaign to the Circulation Service Center staff at the kickoff on Thursday, Jan. 2. Also participating in the kickoff announcement were (behind Handloff) **BILL ORR**, assistant manager of circulation administration, **CATHY CAMPBELL** (center), retention services manager, and **JUDY PETERS** (left), circulation service center manager.

at the beginning of this month to meet that goal. The Marketing Department teamed up with the Newsroom to create a year-long campaign to promote The Post's columnists. One of The Post's most well-known journalists, Bob Woodward, is lending his name and time to attract non-subscribers to The Post through an event scheduled for February. In addition, the Marketing and Circulation departments have launched an aggressive "New Year, New Deal" campaign to acquire new Sunday subscribers.

"What unifies these campaigns," explained Director of Marketing **JERI FLOOD**, "is that they all target readers who we need to continually convince where The Post fits on their priority list, and that it needs to be at the top of their list. The campaigns each highlight

the value of reading and subscribing to The Post."

The columnists campaign is an opportunity for readers to see what their favorite columnists look like in a series of in-paper ads running through 2003 and an eight-week campaign on Metro bus sides, backs and interior signs running until the end of February. Each of the ads features a photo of the columnist and pulled-out short quotes from past columns.

"One of our huge strengths at The Post is the depth and breadth of the variety of columnists in the paper," said **SUSAN HEYMAN**, consumer advertising/media manager. "By putting a face with a name in the ads and on Metro buses, it will create a higher awareness of the columnists, as well as build a

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P&T Promotions and Transitions

SEUN AUGUSTUS, Marketing, was recently promoted to the position of marketing analyst supporting recruitment advertising. She joined The Post in April 2001 as an analyst for the consumer marketing group. Prior to coming to the newspaper, she held a marketing position with the Space Technology Development Corporation. Augustus earned a BBA in marketing from James Madison University in Harrisonburg, Va. where she attended on an athletic scholarship to run track. She is currently training for the 2004 Summer Olympics in Athens, Greece.



JACKIE ALVARADO has moved to Sports.

JACKIE ALVARADO, Sports, was named to the position of administrative assistant for Sports in November. Alvarado came to The Post in August 1999 to work for the Writers Group as a production assistant. She is a 1999 graduate of the University of Maryland where she earned a BA in English literature.

PATRICK BURTON, Information Technology (IT), was promoted to the position of program manager in IT's business transformation group, effective Jan. 6. A Post employee since 1996, Burton has held

several positions in the IT Department, including programmer/analyst, program manager and systems manager. He was also manager of the advertising systems unit. Before coming to the newspaper, he spent the first 10 years of his career in the U.S. Army, rising to the rank of captain in field artillery at Ft. Bragg, N.C. in the 18th Airborne Corps. He graduated with honors from the U.S. Military Academy at West Point and earned an ME in systems engineering from the University Of Maryland.

TERRI CAMPBELL, Advertising, was recently promoted to senior advertising service representative for the major accounts unit. She joined The Post in October 2000 in the position of advertising service representative for national retailers and specialty stores. In 2001, she received an award from the department for high volume call taker. Prior to coming to the newspaper she worked for Metrocall, America Online, Verizon, and the Association for Supervision and Curriculum Development. Campbell studied business administration at Virginia State University in Petersburg.

TERRI CAMPBELL received a promotion in Advertising.



PATRICK BURTON is promoted in IT.

WENDY EVANS, Advertising, was promoted to the position of sales manager in the national advertising unit at the beginning of January. She was previously a marketing manager. Based in the New York Bureau, Evans began her career at The Post as an MBA intern in the Advertising Department in 1999 and was hired as a sales representative in June 2000.

EMILIO GARCIA-RUIZ, News, was promoted from sports editor to assistant managing editor for sports effective June 1. He is replacing George Solomon who announced his resignation last week (See announcement on right). Garcia-Ruiz initially came to The Post in 1987 from the *Prince George's Journal*. In the 1990s, he left to be assistant sports editor at the *Orange County Register* and the *Los Angeles Times*, before becoming sports editor at the *St. Paul Pioneer Press*. At the Pioneer Press he was part of a Pulitzer Prize-winning investigation of irregularities in the basketball program at the University of Minnesota. He returned to The Post's Sports Desk in 2001.

STEVE MUFSON, News, was promoted to deputy editor of Sunday's Outlook section. He had been the assistant editor. He was hired in May 1989 to work in the New York Bureau covering financial news and has also worked on the Financial Desk in

the Newsroom, as the bureau chief in Beijing, and as a diplomatic correspondent. Prior to joining The Post, he worked for the *Wall Street Journal*, *Business Week*, the Dutch weekly *Elseviers* and freelanced for several other publications. He received an Alicia Patterson Foundation fellowship in 1988. Mufson is the author of *Fighting Years*; *Black Resistance and the Struggle for a New South Africa*, published in 1990. He is a 1980 graduate of Yale University.

GEORGE SOLOMON, assistant managing editor for Sports, announced that he will step down from his position on June 1. A story in the A section of the paper on Friday, Jan. 10 noted that Solomon has worked at The Post since June 1972 and is credited with developing the careers of sports journalists across the country. A 1999 recipient of the newspaper's Eugene Meyer Award, Solomon was quoted in the article as saying he is "leaning in the direction" of staying at the paper as a writer after he steps down as editor. Prior to coming to The Post, he worked for the *Fort Lauderdale News* and *Sunday Sentinel* and the *Washington Daily News*. Solomon is a graduate of the University of Florida.



stronger relationship with the reader. It also highlights a key difference between The Post and other media.”

Creative Services Manager **MIKE SHENK** led the creative team of copywriter **SEAN FINNELL** and artist **KELLY SULLIVAN** in creating the columnists’ series with the photos by News photographer **JULIA ANNE EWAN**. “You can talk about all the rational reasons to read The Post, but it all comes down to the emotional connection you make with the reader and one of the best ways to do that is to put a face with the personality,” said Shenk. “It was Sean’s idea to let the columnists’ words do the talking and he went through the tough editing job of finding the right quotes that would give a sense of the columnists’ style and subject matter.”

The Post will also be leveraging the reputation of Bob Woodward to make a connection with non-subscribers by providing a select group with a by-invitation-only opportunity to spend an evening with the Pulitzer Prize-winning journal-

ist and bestselling author at George Mason University in Fairfax County on Feb. 20.

According to Circulation Sales Support and Direct Marketing Manager **RICH HANDLOFF**, non-subscribers who respond to the invitation and pre-pay for 28-weeks of home delivery, will receive tickets to “An Evening with Bob Woodward” with a dessert reception; a discussion led by Woodward, including an insiders perspective on his latest bestseller, *Bush at War*, and an opportunity to purchase a signed copy of his book at a discounted price.

“This is truly a unique subscription acquisition program,” said Handloff. “Bob actually came up with the idea for the program. We are always looking for new ideas to acquire subscribers and what better way to attract subscribers than giving them the opportunity to meet Bob Woodward.”

The Marketing and Circulation departments have also launched an aggressive new Sunday subscriber acquisition program for non-subscribers

who have resolved to stay better informed and save money in the new year. The “New Year, New Deal” campaign was launched the first week of January with an offer to order home delivery of the Sunday

sea of yellow balloons with the “New Year, New Deal” logo and each customer service representative received a “champagne” bottle filled with jellybeans.



NORINA MOSBY, a telephone representative in the circulation service center, displays the New Year, New Deal champagne bottles filled with jellybeans that were distributed to the service center staff during the kickoff celebration.

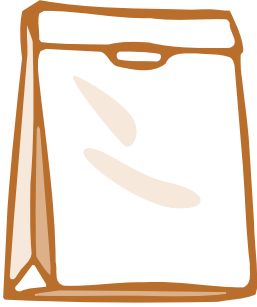
Post for 26 weeks for only \$20.03, 44 percent less than the regular home delivery rate. The campaign includes a direct mail program and materials to support distributors’ sales efforts.

On Thursday, Jan. 2, Handloff and Retention Services Manager **CATHY CAMPBELL** introduced the program to the Circulation Service Center staff who are on the front lines of receiving calls and questions from subscribers and non-subscribers. To add some New Year’s excitement to the launch, the Circulation Service Center was a

POST SCRIPTS

BROWN BAG TOMORROW

The Organization Development & Training Department will be hosting a brown bag lunch on the topic of stress management tomorrow, Friday, Jan. 17 from noon to 1:15 p.m. in the Sousa Room on the first floor of the Northwest Building, L Street side. For more information or to RSVP, contact **VONDA COULBOURN** at x4-5435.



SECURITY UPDATE

As of Monday, Jan. 13, all employees entering the main lobby of the Northwest Building are required to swipe their ID access card over a sensor in the new turnstile to gain access to the building. The turnstile is



PHOTO - LUCINDA FLEESON

SIMONS AWARD WINNER GRADUATES

Reginald Hart, the first winner of The Post's Howard Simons Undergraduate Scholarship implemented by the Young Journalists Development Project (YJDP) in 1999, received his BA in journalism from the University of Maryland on December 22. Hart is a graduate of H.D. Woodson High School in the District and participated in the YJDP when The Post became involved in revitalizing the school's student newspaper in 1997. The scholarship award is named for Howard Simons who was the managing editor of The Post during the Watergate era. Celebrating Hart's achievement at the graduation ceremony are (l-r) Frank Quine, assistant dean of the University of Maryland's Philip Merrill College of Journalism; Tod Simons, widow of Howard Simons; Reginald Hart; Thomas Kunkel, Dean of the Philip Merrill College of Journalism; and **ATHELIA KNIGHT**, assistant director of the YJDP.

equipped with an internal gate that swings into a closed position when an attempt is made to enter without a properly authorized ID card. An unauthorized attempt to enter through the turnstile also sounds an audible alarm to security officers stationed in the lobby. Em-

ployees exiting the lobby should use the center doors. If you have any questions, contact **RICK FLOYD**, administrative services manager, at x4-7839.

ISO VOLUNTEERS FOR BOOK CLUB EVENT

The Washington Post Book Club is hosting an evening with author Joan Didion on Tuesday, January 21 at the Ronald Reagan Building's Atrium Ballroom at 1300 Pennsylvania Avenue. Book World senior editor **MICHAEL DIRDA** will lead the discussion with Didion, which will be followed by a book signing. Post employees interested in volunteering at the event between the hours of 6 and 9 p.m. will receive complimentary tickets. Didion's book *Slouching Towards Bethlehem* is the Book Club's January selection. Contact **LOLA PERANTONAKIS**, Marketing, at x4-6494 if you would like to volunteer at the event. For more information about the Book Club, go online to www.washingtonpost.com/bookclub.



MARKETPLACE

FOR SALE: Egyptian perfume bottles, candlesticks, silver & gold jewelry. 20% off sale! Perfume bottles were \$3 to \$10, now \$2.40 to \$8. Call Khaled or Margaret at (703) 606-7253.

FOR SALE: Baby cradle (white) \$70, crib (white) \$80, playpen \$50, swing \$35. All these items are in exc. cond. Call Yvonne at x4-5875 or at home (301) 449-2705.

FOR SALE: Lacquered burgundy bedroom set that includes headboard, large armoire, dresser with six large drawers, and two nightstands. Good condition. A steal at \$450/OBO. Come and get it. Call x4-7729 or leave a message anytime at (202) 291-0778.

FOR RENT: Pretty garden condo in Arlington, 2 BA, 1BR, washer/dryer, ceiling fans, dishwasher, French doors lead to lovely patio with white picket fence, newly carpeted. On bus line; walking distance from Shirlington Village and shops; easy access to I-395, Route 50, I-95 and downtown Washington, some reserved parking, pools, lighted tennis courts, picnic areas, \$1,050/month includes water/utility fees. Available immediately. Call Peggy Parker at (703) 928-6227 or Ruthell at (703) 979-1290.

FOR SALE: 1 ct. round diamond ring, 14k, yellow gold, size 7 (\$350); 1 ct. round diamond heart pendant, 14k, yellow gold, (\$250); 1/2 ct. round diamond ring, 14k yellow gold (\$200). Call Tammy Johnson at x4-7894.

FOR SALE: 1987 Honda Civic Hatchback DX, \$850/ OBO. Call Jessica at x4-5650 or (eve) 301-270-4714.

HOUSESITTER: I would like to housesit long term. I am reliable and responsible and will take good care of your home. I lost my home a few months ago and I am looking for temporary shelter so that I can save money for permanent housing. Please contact Marva at x30558.

FOR SALE: Brand new version of Microsoft Office XP standard upgrade software, \$150. Product has not been registered w/ MS. Call Dean for more info and picture at x4-7853.

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.

FOR RENT: Beautiful, cozy 1 BR apartment, 9' ceilings, new BA, kitchen and appliances. Hard wood floors. Cathedral Ave, NW. Great location, walk to shops/restaurants, bus outside front door, 3 miles from The Post, \$1,400/month. Call Enrique at x4-6195 or home at (202) 362-7128.

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 x4-6803. To send ads via fax dial x4-4963; via e-mail send to **shoptalk**. Ads run two issues unless otherwise requested. One ad per employee, please.

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