

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

Sunday Source Debuts This Week

This weekend Post readers will be treated to their first taste of the Sunday Source, a new section of the Sunday paper that reaches out

“newspaper” than the rest of the paper, according to Sunday Source editor **SANDY FERNANDEZ**. The front cover will feature a table of contents with big, bright visuals to

Fernandez. “We have Carolyn Hax’s column beginning on the front page because it is something that readers are familiar with and will follow inside the section.”

want it to be a comfortable place...friendly and accessible, we’re trying to appeal to a mix of readers.”

According to Managing Editor **STEVE COLL**, who has been overseeing the multi-departmental project to lure more readers to the Sunday paper, the Sunday Source delivers one of the project’s important goals - to provide extensive listings and other types of ‘service’ journalism in the Sunday paper.

“We’re very excited about Sandy coming to The Post and the launch of the Source,” added Coll. “The section has a different look and feel than

CONTINUED ON PAGE 3



Members of the Sunday Source editorial team are (back row, l-r) **KENNY MONTIETH**, **YAWANDALE BIRCHETT**, **JENNIFER BALDERAMA**, **NICKI MILLER**, **JOHN KELLY**, (seated, l-r) **SANDY RODRIGUEZ**, **JODEE STRINGHAM**, and **DEBRA LEITHAUSER**. Not pictured is **JANELLE ERLICHMAN**.

to younger adult readers (18-44 years-old) with high impact visuals, service oriented journalism and helpful listings for the week ahead. It’s a section that is being promoted by The Post as “witty, practical, surprising, and provocative.”

It’s also going to be less

draw readers inside and the sole content on the front will be columnist **CAROLYN HAX**’s “Tell Me About It” advice column.

“The inspiration for the front cover is the screen of a desk top computer and magazine covers,” explained

Fernandez came to The Post in February to take over the reins of the Sunday Source and brought with her years of experience working with magazines. She was the articles editor for *Teen People*, a reporter for *Time* magazine’s international editions, an articles editor for *Latina* magazine and a research editor for *Ms.* magazine.

“Our approach will be similar to magazines, which tend to declare the young adult reader market,” she noted.

“But the Source isn’t going to be a hyper-hip section. We



Notebook

Two Advertising Department veterans retired from The Post last month. On Tuesday, March 25, colleagues and friends gathered in the 9th floor community room to say goodbye to New York Bureau-based sales manager **MAUREEN MCTAGUE**. McTague was with the Post



MAUREEN MCTAGUE

for 19 years. Publisher **BO JONES**, Vice President of Advertising **SUSAN O'LEARY** and National Advertising Director **RICK**

TIPPETT were among the speakers at the gathering. McTague's retirement plans include fundraising for the St. Angela's school in the Bronx, N.Y.

Two days later on Thursday, March 27, the Advertising staff gathered again in the 9th floor community room to bid farewell to sales representative **MIKE GIBBONS**. Gibbons was a 37 year veteran of The Post whose start date was November 22, 1965. In addition to Jones, O'Leary, and Tippett, speakers included



MIKE GIBBONS

National Advertising Unit Sales Manager **AMANDA MCCARTNEY** and sales representative **BUD HUMPHRIES**. Gibbons was presented with a framed copy of the front page of the Post from his start date and a set of new Callaway golf clubs.

Approximately 800 District high school juniors visited the D.C. College Access Program (D.C. CAP) college fair held on the 3rd floor of the

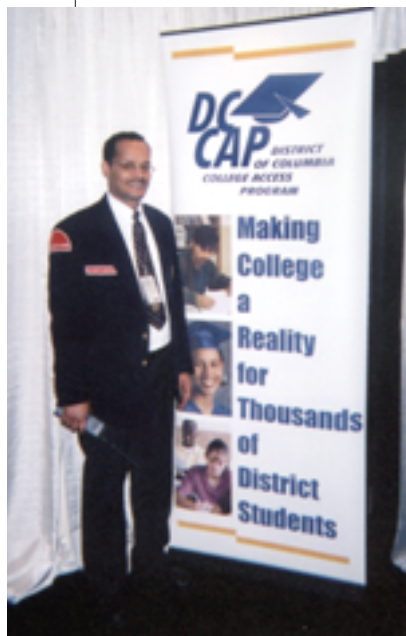


PHOTO - LISA JACZKO-BOLTON

Guardsmark Security Officer Mitiku Dossa helped to manage the flow of hundreds of D.C. students at The Post during the college fair.

Northwest Building on Wednesday, April 9. Sponsored by The Post, Sallie Mae and D.C. CAP, the fair was an opportunity for the students to talk to representatives from 39 colleges and universities during one of the four hour-long sessions. Coordinated by the Public Relations Department, the day-long event also included a luncheon for the college

representatives, during which **ERIC GRANT**, director of community affairs and contributions discussed The Post's commitment to education. The Security Department was also instrumental in the success of the event, facilitating the arrival and departure of 200 students during each of the sessions. ■

Sunday Source

Tell the World!

Get a free T-shirt and tell the world about the Sunday Source! The Public Relations and Marketing staff will be distributing Sunday Source T-shirts (and there will be cake, too!) on Friday, April 25 in the Sousa Meeting Room on the first floor of the Northwest Building from 11:30 a.m. - 2 p.m. and 4 - 6 p.m. T-shirts can also be picked up in the Public Relations Department during the week of April 28, from 11 a.m. to 2 p.m. If you have any questions contact the Public Relations Department at x4-7969.

- There will be cake for the staff at the College
- Park and Springfield plants from 10:30 a.m. to 2 p.m. and supervisors will distribute T-shirts to their staffs. Bureau staff will be sent T-shirts, as well.

● **Wear your T-shirt this Sunday to let everyone know the Sunday Source has arrived!**



anything else in the paper. The visuals and design make it much easier to move in and out of..."

The editorial team for the Sunday Source includes in addition to Fernandez, **DEBRA LEITHAUSER**, deputy editor; **JODEE STRINGHAM**, art director; **JENNIFER BALDERAMA**, copy editor; **NICKI MILLER**, editorial aide; **YAWANDALE BIRCHETT**, editorial aide and **KENNY MONTIETH**, assistant news editor. Contributors to the section are **JOHN KELLY** and **JANELLE ERLICHMAN**.

Brainstorming for marketing and promotional plans for the Sunday Source began in Summer 2002, months before Fernandez and her team were hired and even before the new section had a name.

"We learned that a new section was being considered that would be geared toward younger adults and a cross-functional team began researching the cost of developing and launching it," said **JERI FLOOD**, director of marketing. "In October, the decision was made to move ahead with the section and another cross-departmental team was put together to start working on a marketing plan."

The cross-departmental team working on the Sunday Source includes Flood, Vice President of Marketing **MARGARET CROMELIN** and marketing staff, **SUSAN HEYMAN**, **MIKE SHENK**, **RICH HANDLOFF**, **GARY PALMATIER**, **SEAN FINNELL**, **LINDA HASKINS-WRENN**, **RODNEY JOHNSON**, **SHARON WARDEN**, **LAURA EVANS** and **SANDY YEILDING**. Circulation staff on the team are **ANDY DENAULT**, **CHARLES**



The Sunday Source cross-departmental team includes (back row, l-r) **SUSAN HEYMAN**, **MIKE SHENK**, **ANDY DENAULT**, **SEAN FINNELL**, **GARY PALMATIER**, **LAURA EVANS**, **JERI FLOOD** (kneeling, l-r) **RUBEN RODRIGUEZ**, **CATHY CAMPBELL**, **RODNEY JOHNSON**, and (seated) **SHARON WARDEN**.

LOVE, **GREG MAGNER**, **CATHY CAMPBELL** and **RINELL RANDOLF**. Team members also include **JANICE HEALEY** and **CHARLEEN STEWART** from Advertising and **ERIC GRANT**, **LISA JACZKO-BOLTON**, and **RUBEN RODRIGUEZ** in Public Relations.

After testing several advertising concepts with consumers, the team created a three-phase launch. To promote that something new and exciting was coming to The Post, the now familiar teaser campaign began on April 7, using an eye, "Look out, something new is coming"; a hand, "your lifeline shows exciting things ahead", and an ear, "who knows what you'll hear." The campaign ran until April 20 in in-paper ads, ads on *washingtonpost.com*, radio commercials, and on



single copy sales racks.

The second phase of the campaign began this Monday, April 21 with a comprehensive campaign revealing the debut of the Sunday Source on Sunday, April 27. Ads for the Sunday Source are on metro bus sides, on radio, in the pages of the newspaper, single copy sales racks, and on promotional materials in most places where you can purchase The Post.

"The campaign is founded on the premise that the Sunday Source inspires leisure time well spent," Flood said. "The creative in the campaign takes each one of the senses and speaks to the ways that the content in the Sunday Source can stimulate those senses - the section promotes ideas, opportunities, help and inspiration."

The Post will also debut a new television campaign today promoting the content in the Sunday Source. The first of three spots will include a montage of scenes from the Newsroom in the Northwest Building and the College Park Plant. The television campaign for the Sunday Source will

continue for three weeks, with television commercials promoting the content of the Sunday paper running for the rest of the year.

In addition, the Circulation Department and Consumer Marketing departments are launching a Sunday subscriber campaign in conjunction with the Sunday Source. New subscribers will be offered 10 Sundays

for \$10 in May and June through a blitz of direct mail, e-mail messages, inserts, new mover packages, and other sales efforts.

According to Flood, in September the Marketing Department will launch the "testimonial phase" of the campaign. "We'll show television spots featuring 'attached' Sunday Source readers as champions for the section," explained Flood. "The spots will feature real people describing what they enjoy most about the section and why they think people should check it out."

Post President **STEVE HILLS** is confident that the new section will also stimulate opportunities for the Sunday newspaper. "Our Sunday franchise is invaluable. By adding really useful information in an easy-to-use, graphically appealing package, I am confident that the Sunday Source will make a meaningful difference to readers. This will, in turn, create significant opportunities for us to grow readership, circulation and advertising. The Newsroom has come up with a real winner in the Sunday Source." ■

PostScripts

New Look for ShopTalk!

Beginning with this issue, ShopTalk has a new updated design and will be printed in color each week. The transformation to a color publication is possible because of the digital color printer in the Printing Services Department in the Northwest Building. During the testing of the color printer for a couple of issues last year, I received a great response from staff who enjoyed a more colorful look for ShopTalk. A huge thanks to **DEAN FELTEN** and **NICK SCAFIDE** for helping with the transition to color. If you have any comments or questions about the new look for ShopTalk, please call me at x4-6803, or e-mail connorsl@washpost.com.

— Lisa Connors,
ShopTalk Editor

YJDP Wins Award

Young Journalist Development Project Director **DOROTHY GILLIAM** and Assistant Director **ATHELIA KNIGHT** received the 2003 Mary Beth Tinker Award for Outstanding Advocacy for the Rights of Young Americans from the Marshall-Brennan Fellows Program at American University on Thursday, April 10.

Gilliam and Knight were recognized for "the extraordinary and important accomplishments of The Washington Post's Young Journalists Development Project which places some of America's finest reporters, editors, and photographers into public schools to help create and publish their own newspapers," according to the award announcement. It also noted, "Your dedication and fine work have helped crucially to make First Amendment rights a meaningful and viable practice for countless young Washingtonians."



PHOTO - KIRA HORVATH

Agnes Meyer Award winner Robin Nussbaum is congratulated by Chairman DON GRAHAM for her outstanding efforts as a special education teacher at Cedar Lane Elementary School in Howard County.

Agnes Meyer Awards

Twenty area teachers were honored by The Post for their outstanding efforts at the 20th Annual Agnes Meyer Awards held on Monday, April 7. The awards which were held on the third floor of the Northwest Building recognized the achievements of the teachers who represented each of the area school districts and the private school sector. Each of the award winners received a Tiffany crystal apple and \$3,000. The winners are nominated by students, parents,

supervisors and their peers, and chosen by their school districts.

The award is named after Agnes Meyer, the grandmother of Post Chairman **DON GRAHAM** and wife of Eugene Meyer, who purchased The Post at a bankruptcy sale in 1933. She was a champion of public education who spent much of her time working to defend and improve the public education system in Washington, D.C.

Rec Association News

The Recreation Association is seeking representatives from each department to post flyers within their area on an ongoing basis. In addition, the association is looking for individuals willing to serve on the Board for one year. It involves attending one monthly meeting that is held at lunchtime. Please contact **RITA O'CONNOR** at x4-6159 if you are interested in either position. There are some perks!

Marketplace

FOR SALE: Goldstar 0.6 Microwave, white, \$40, brand new in the box. Great wedding or graduation gift. Call Renee (301)345-3361 and check out site to see a picture (top of the page) <http://store.yahoo.com/everything-bagel/avmi.html>

FOR RENT: Lake Tahoe, 3 BR cottage for rent, Incline Village, NV, north shore Lake Tahoe. Breathtaking scenery, biking, hiking, kayaking, swimming, casino gambling, great restaurants. Get out of the humidity and enjoy this fabulous mountain destination. Available now through July at reduced rates for Post employees. Call Ellen at x4-7762.

ISO: Looking for a used stationary bike to buy. Call Barbara at x4-6229, or (301) 593-3422.

FOR RENT: Thinking about Summer Vacation? I have a time-share that allows me to rent out my time if I am not able to use it. I have 7 days available. This time can be used at any number of luxury resorts that are located throughout the U.S. plus many resorts located outside the U.S. A choice can be made for either a 1 or 2 BR unit or a hotel efficiency all with fully supplied kitchens. There are many resorts to pick from and I am sure we can come up with a reasonable price. If interested or you would like more info. call Joe at x6-1994.

FOR RENT: Condo at Worldgate in Herndon, 2 BR/2 BA, building elevator, garage parking, 5 minutes from Herndon P&R. Bus Stop in front of building, \$1,250. Call Ron at x4-6431 or at home (703) 421-4035.

FOR SALE: Weight bench \$100, barbells \$75 each set, stepper \$30, rower machine \$50 and ping-pong table \$75. Call Diane at (301) 681-3631 or x4-7402.

FOR SALE: 1carat round diamond ring for \$350/OBO. 1/2 carat round diamond ring for \$200. Contact Tammy Johnson x4-7894 or (202) 526-2997 (evenings).

IN SEARCH OF SUMMER RENTAL:

Six very responsible college students interning in Washington this summer are looking for group house to rent from June thru August. Flexible on location, but should be in or very near D.C. — and ideally in Dupont Circle, Adams Morgan, Mount Pleasant, Foggy Bottom, or Georgetown. Please call Nurith at (301) 952-2086 with information or suggestions for how to find such a place.

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.

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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