

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

The Auction Extravaganza

Move over eBay, it's time for The Washington Post's Auction Extravaganza! The newspaper and *washingtonpost.com* are running a joint auction June 6 to 14 that will enable businesses to "auction" their products or services online in exchange for ad space in the newspaper.

According to Community Advertising General Manager and auction project manager **BOB KEENAN**, the concept of a newspaper-run auction was pioneered in 1999 by an advertising sales representative named Dave Martineau who worked for a small daily newspaper in Thunder Bay, Canada.

"It was a great success and Martineau was hired by the (Canadian newspaper) the *Hamilton Spectator* to run the auction program for them," said Keenan. "Several other Canadian dailies have since begun to run a similar auction and we'll be the



The Advertising Department's auction team includes **SUSAN DRADDY, MIKE TOWLE, JAMIE PARKER, BOB KEENAN, TERRY LANDO, ROYSTON DESOUZA** and **NOELLE WAINWRIGHT**. The complete list of team members is noted on page 3.

largest market in the U.S. to undertake it."

The closing date for Post advertisers to participate in the auction was Monday, May 12. On Sunday, June 1,

The Post will publish an auction catalogue listing all the participating advertisers and what they are auctioning. The catalogue will include an opening bid. However, the products/services must have a minimum \$5,000 retail value and sell for at least 50 percent of that value. The exception is cars, which will be required to sell for a minimum of 80 percent of retail value. Readers will have the opportunity to review the auction items and bidding will start at noon

on Friday, June 6 at 9 a.m. and close on Saturday, June 16 at noon.

An example of how this will work for The Post is that a jewelry store can place a necklace that retails for \$10,000 in the auction. If the necklace sells for at least \$5,000, The Post will receive the proceeds, and issue a redemption certificate to the winning bidder to pick up the necklace.

The jewelry store will then receive advertising credits for \$10,000, the equivalent of the full retail value of the necklace. This ends up being a discount on advertising for the jewelry store; they are getting \$10,000 in advertising for the wholesale cost of the necklace. If the product/service does not get the minimum bid, it will be considered "unsold." The participating advertisers are not being charged for the space in the auction catalogue listing their product/service.

"We think this will be a



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Promotions & Transitions

LIYEW ADAMU, IT, was promoted in March to the position of facilities coordinator in the IT Data Center. He is responsible for supporting the data center room and the systems that support the room. Adamu joined the IT Department in March 2001 as a T-2 computer operator. In addition to earning several computer systems certifications over the past few years, he also holds a Ph.D. in city planning and architecture from the University of Architecture and Civil Planning in Weimar, Germany.

TIM CONDON, Marketing, was recently named to the position of marketing manager for the Advertising Department's National Accounts Unit. Condon was a summer intern in the Advertising Department in 2001 and was hired as a real estate sales representative in August 2002. He has also worked for Union State Bank in Tarrytown, N.Y. and Kaplan Educational Centers in Hackensack, N.J. Condon holds an MBA with an emphasis in Marketing from New York University and a BA in psychology from the University of Notre Dame. He also attended London Guildhall University in England.

TOM FOLEY, Production, was

promoted to the position of foreman in the Mailroom of the Springfield Plant. He is responsible for running the collators in the mailroom. Previously, Foley was a mailroom helper. He is a 20-year veteran of The Post.

JOHN ALLEN-GIFFORD, Accounting, was recently named budget director, responsible for financial planning and analysis at The Post. Allen-Gifford came to The Post in March 1989 and has been the budget manager, budget analyst/special projects manager, and a budget analyst.

Prior to coming to the newspaper, he was the general manager of music production for Twinstar Music in New York City. He holds an MBA in finance and a BS in business from New York University.

THOMAS KALLAS, Production, was promoted last month to Sunday packaging foreman in the Mailroom at the Springfield Plant. Previously, he ran the Mailroom's Sitma machine, a polybagger that encloses all

the preprints for the Sunday insert in plastic bags. Before being hired by The Post in 1985, he worked as a mailer for the *Baltimore Sun*. Kallas attended Prince George's Community College.

JOHN KOVAL, Production, was named maintenance manager for the College Park Plant in March. He is responsible for the maintenance and repairs on all production equipment at the plant. He came to The Post in 1976 as an electrician in the Northwest printing facility and was subsequently promoted to a number of positions, including electrical foreman, chief electrician, and assistant maintenance manager for both the Springfield Plant and the College Park Plant.

ED ROSSI, Newsroom, was promoted in March to news technology editor. He was previously the technology projects editor. In his new position, he is responsible for technical support, projects and systems management for the Newsroom. Before coming to The Post in 1999, he was the

technology team leader for the newsroom at the *Arizona Republic* where he had also been the design editor and art director. Rossi has also been a page designer for the *Long Beach (Calif.) Press Telegram*.

He earned a BA in journalism from California State University in Long Beach.



PHOTO - PATTI ALUISE

JOHN KOVAL is promoted to maintenance manager in College Park.

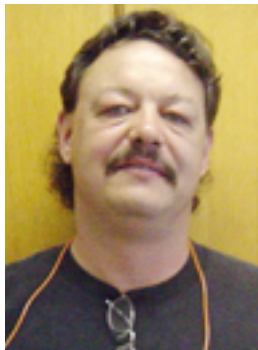


PHOTO - MARTHA YEATER

TOM FOLEY is Mailroom foreman in Springfield.



PHOTO FROM THE SOURCE

ED ROSSI is promoted to Newsroom technology editor.

TOM ROWE, Editorial Page, has been promoted from part-time to full-time copy editor. He has also been a part-time copy editor on Metro's Tab Desk. He was a copy editor at the Bureau of National Affairs for five years and worked for more than 25 years at the *Daily Press* in Newport News, Va. where he was a reporter, editor and an editorial writer. Rowe holds a BA in journalism from Washington and Lee University in Lexington, Va.



PHOTO - MARTHA YEATER

TOM KALLAS is Sunday packaging foreman in Springfield.

great way to generate reader excitement," said Keenan. "It is also a new way to drive store traffic for our advertisers. For example, if a reader is interested in bidding on a car, chances are that they'll go to the dealership and take a look and test drive the car before placing a bid." He also noted that this will be "incremental" income for the newspaper. A participating auction advertiser must spend over and beyond what they have contracted with The Post, or what they spent on advertising last year. More than \$2.5 million of products/services will be

auctioned including over a dozen cars, a year's worth of pizza, granite counter tops, decks, health club memberships and oriental rugs.

(However Post employees should note that in order to avoid a conflict of interest, employees can not participate in the auction. Eligibility requirement and rules will be outlined in the auction catalogue.)

To ensure the success of the program, ten sales representatives were tapped to be "sales champions" for the project and traveled to Hamilton, Canada to learn how to sell the program and go on sales calls with sales reps from the

Hamilton Spectator that were selling the auction to their advertisers.

The "sales champions" team includes **McKENNA LEWIS, TERRY LANDO, DAVID FIELDS, JUDY WISE-OLSON, NICK BERNARDO, MAURICE LYERLY, DIANNE SHELTON, NOELLE WAINWRIGHT, KATHLEEN ROTHENBURG** and **CHARLIE FORD**. They were supported by **JAMIE PARKER**, administrative assistant. The auction sales management team includes Keenan, former Post employee Charleen Stewart, **ROYSTON DeSOUZA, SUSAN DRADDY, JOE TEIPE** and **SANDY YEILDING**.

A team of Ad Ops staff led

by **TOM GLINKA** has the difficult task of creating the auction catalogue.

According to Keenan, promotion for the auction will include in-paper ads, banner ads on washingtonpost.com, and drive-time radio commercials during the week of the auction.

"This is a major extension of (Vice President of Advertising) **SUSAN O'LEARY**'s advertising business vision for The Post to be a market maker. It's a relatively new concept, but it plays to the core strengths of the newspaper." ■

Bylines



PHOTO - RUBEN RODRIGUEZ

Vice President/Business Manager **TED LUTZ** and Publisher **BO JONES** are pictured with one of the 2003 grants recipients, *Claire Michelle Tesh* from *John Eaton Elementary School, Washington, D.C.*

Approximately 200 area teachers and guests attended a reception at the Northwest Building honoring this year's winners of The Post's Grant in the Arts and Grants in Education. This year The Post awarded 177 grants in amounts of \$300 - \$500. The grants support valuable educational and arts activities and projects in metro area classrooms that are not funded through school budgets.

The Washington Post Award for Innovative Leadership in the Theatre Community was presented by Publisher Bo Jones to Michael Kaiser on Monday, May 5 during the 19th Annual Helen Hayes Awards at the Kennedy Center. The award was presented to Kaiser for the impact of the Sondheim Celebration in establishing Washington as a cultural destination. The celebration of the works of composer-lyricist Stephen Sondheim, held May 10 - Sept. 8, 2002 at the Kennedy Center attracted theatre goers from all 50 states and 33 foreign countries.

Post journalist and best-selling author **BOB WOODWARD** was the guest speaker at the semi-annual E Streeters luncheon held in the 9th floor Community Room on Friday, May 9. The E Streeters



Members of the E Streeters raise their hands in response to questions **BOB WOODWARD** asked about topics including the 2000 Presidential Election and the War in Iraq.

are a group of retired Post staff who worked at one time at the old Post building at E Street and Pennsylvania Avenue, where the J.W. Marriott stands today. The Post moved from E Street to the building on L Street in 1950.

Foreign Desk staff writer **F ANTHONY SHADID** discussed his recent experience reporting from the city of Baghdad throughout the war in Iraq with his Newsroom colleagues during a gathering in the 9th floor Community Room on Friday, May 9. In response to questions he was asked about the risks of stay-

ing in the city during the war, Shadid commented, "As a journalist, I thought it was a story worth staying for. For that region, it is the story of a generation...a government was about to fall and lives were about to change. I didn't think it was an unnecessary risk." Shadid came to The Post in January and was previously a reporter for the *Washington Bureau* of the *Boston Globe*. ■



AME/Foreign **PHIL BENNETT** introduced **ANTHONY SHADID** who reported from Baghdad during the war in Iraq at a gathering of Newsroom staff in the 9th floor community room on Friday, May 9.

No ShopTalk On May 29

ShopTalk will not be published on Thursday, May 29 following Memorial Day weekend. If you have information for Postscripts or a Marketplace ad, the deadline for the Thursday, May 22 issue is noon tomorrow, Friday, May 16.

Shakespeare Free For All

Employees can get free tickets to see *Hamlet*! Mark your calendar to attend this year's Shakespeare Free For All running May 29 through June 8 at the Carter Barron Amphitheater. This year's performance by the Shakespeare Theatre is the story of the doomed prince, *Hamlet*. The Post's Family Night is scheduled for Saturday, June 7 at 7:30 p.m. The performance

on June 7 will be sign-interpreted and audio described. Free advance tickets for Family Night will be available to employees through the Public Relations Department beginning Wednesday, May 28. Up to four free tickets for all other weekday performances will be available at the Northwest building's front counter beginning at 8:30 a.m., the day of the performance only. Tickets will also be available on the day of the performance beginning at noon Tuesdays through Sundays at the Carter Barron box office or at the Shakespeare Theatre at 450 7th Street, NW. If you have any questions, contact **LISA JACZKO-BOLTON** at x4-7970.

Health News

Dr. Joshua Katz from George Washington Hospital will pre-

sent colorectal news including cancer and inflammatory bowel disease on Thursday, June 5 from 11a.m. - noon on the 9th floor of the Northwest Building.

The presentation is free but please call the Northwest Health Center on x4-7192 to confirm your attendance, or to request more information.

Pork Out On Friday

Celebrate National Pork Month at the pork cooking demonstration hosted by Brock & Company Executive Chef Daniel Dernetz in the Northwest Building's cafeteria on Friday, May 16 from 11:30 a.m. to 2 p.m. Chef Danny

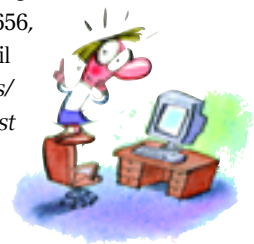


Chef Danny celebrates National Pork Month tomorrow, Friday, May 16.

delicious pork dishes including stuffed pork loin, as well as providing free pork samples (while they last!) Brock & Company will also be giving away door prizes.

What's Your Key Idea?

Do you have a key idea that could save The Post money, time or both? To submit your key idea, or to learn more about the program go online to intranet/keyideas, or contact **CLIFF KAYSER**, the Key Ideas Program coordinator at x 4-6656, or e-mail keyideas/washpost.com.



Marketplace

FOR SALE: Redskin tickets, 2 tickets and parking for 5 games, \$790. Call Joe at x4-6299, or (301) 843-6477.

FOR SALE: Becoming home owner and need a fresh start. Large pine farm table (72" x 39") bought at Upscale Resale for \$550 (yours for less), 2 cushion sofa, green w/ blue, gold and burgundy pin-stripe pattern bought at Domain \$1,200, yours for considerable less, green velvet club chair and matching ottoman bought at Reincarnations paid \$700 for both, yours for much less. Wool Rug (8' x 10') from Pottery Barn, off white with floral border bought for \$500, yours at a deal. All in great cond. Pics available, call Traci at x4-4119 or (202) 374-1316.

HOUSE FOR RENT: Charming 2 BR house in a great AU Park neighborhood, Fessenden near Wisconsin Ave. Short walk to shops, subway, movies. Large yard, 4-car parking, porch, deck. Ideal for a couple. \$2,400/month. Available June 7. Call Francis at x4-7886 or Glenn Williamson at (202) 364-6966.

FOR SALE: Beautiful, custom-made 3 piece living room set. Mossy-grey chenille Sealy queen sleeper sofa, oversize chair and ottoman - only 2 yrs. old. Picture available. Original price \$3,400 asking \$1,800. Call Megan at x4-4103.

ISO TEMPORARY HOUSING: A new IT Department employee seeks short-term temporary housing beginning mid-May until arrangements can be made for long term housing. Male, non-smoker; prefers room to rent or small apartment convenient to Metro. Contact Jeanne Koch x4-6217 for more information.

FOR SALE: Motorcycle, 2001 Yamaha V-Star 650 Classic. 2,600 miles, in perfect shape. Beautiful 2-tone paint, windshield, locking hard bags, engine guards, cover. \$4,950. Call Stephanie at (703) 431-3043.

FOR RENT: Glover Park townhouse, backs to park, 3BR, 2.5 BA, CAC, remodeled kitchen, newly painted rooms, w/w carpeting, garage, 7 blocks north of Georgetown University, avail. May 16. For price and other details, call Pat at x6-2240, or (703) 323-0794.

FOR SALE: Pilates Performer JP exerciser. Brand new. Never used. Video included. Some assembly required. As shown on the Home Shopping Network, an excellent all-around workout for any level using the highly popular "Pilates" exercise discipline. Purchased for \$225. Asking \$100. Call Maxine x4-5734 or (202) 667-8605.

FOR RENT: Dupont/Adams Morgan, 1 BR apt., 1736 Willard Street, NW, w/d, cac, fpl, hardwood floors, walk-in closet w/built in shelves, pets OK, close to Dupont, Adams Morgan & U Street shops, clubs, bars and restaurants, \$1,500 a month. avail. May 1, Call Sarah-Jane at (202) 518-5956.

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.

FREE: Gas range - broiler on the bottom. 10-plus years old. In good condition, beige color. Call Leef at (703) 279-3225.

FOR SALE: "You Better Believe It!" the new CD by Terence McArdle featuring the band Big Trouble with guests from Big Joe & the Dynafloes, the Iguanas, and the Grandsons is now available, only \$15, cash or check. To purchase contact Terence via e-mail at jtmcardle@cs.com, or call (301) 460-5010 evenings.

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.

THIS NEWSLETTER IS PRINTED ON RECYCLED PAPER

