

# ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

## Post Co. Launches Free Commuter Paper

The following article by **FRANK AHRENS** appeared in the Business Section, Page E3, on July 11 and has been edited for ShopTalk.

The Washington Post Company announced plans to launch a free tabloid newspaper in early August to be handed out weekdays during morning rush hour at Metro stations, as part of an effort to attract younger readers and stave off potential competition.

The one-section commuter paper, called *Express*, will include short, mostly wire-service news

and entertainment summaries, and it will be run by a small staff in the [washingtonpost.com](http://www.washingtonpost.com) newsroom in Arlington.

*Express* will be a wholly owned division of The Post Company. The venture comes as newspapers face an aging, declining readership and

have had spotty success at winning 18-to-34-year-old readers, many of whom are used to getting their news from the Internet. Also, in cities such as Boston and Philadelphia, daily papers are facing recent competition from free "straphanger" tabloids. By launching its own giveaway, The Post Company hopes to prevent competing with a rival tabloid in Washington.

*Express* will be 20 to 24 pages, staple-bound and appear Monday through Friday. It is to be given away during the morning commute and in news boxes; it will also be passed out

on college campuses. Initially, The Post Company will print 125,000 copies.

The paper is meant to complement, not compete with The Post, said Vice President **CHRIS MA**, who is *Express's* publisher. For instance, because *Express's* deadline will be 9



PHOTO - BILL GALLERY

**CHRIS MA** is publisher of *Express*.

p.m., the paper will not include late sports scores. Nor are there plans to include articles written by Post reporters. But *Express* may use content from [washingtonpost.com](http://www.washingtonpost.com), Ma said.

"It's a way for The Post Company to reach an audience that by virtue of lifestyle and time limitations finds it difficult to read newspapers frequently," Ma said.

"The Post is an extraordinarily well-read newspaper in the Washington area, and yet there is a very significant proportion of the Metro

# express

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# Awards and Announcements

**CAROL MELAMED**, vice president of government affairs, became president of the Virginia Press Association (VPA) in June. She has served as The Post's representative on the board of directors of the VPA since 1998. The Post became a member of the organization in 1979. Melamed also chairs the Government Affairs Committee of the Maryland Delaware District of Columbia Press Association

(MDDC) and served as president of the MDDC in 1999-2000.

The mission of the VPA is to support and champion the interests of the press in Virginia. One of VPA's roles is lobbying lawmakers in Richmond on matters affecting the business and newsroom operations of Virginia's newspapers. According to Melamed, of special interest to the VPA is any legislation affecting open government issues, including access to court records and meetings. "The VPA is very well respected in Richmond and member newspapers can achieve much more through the press association than we can on our own," she said.

Melamed's focus for her year as president will be on open government issues. "My goal while I'm president is to take affirmative steps to strengthen and broaden open records access in Virginia, especially for newspapers that don't have the resources to have lawyers on their staff."

The Virginia Press Association was founded in 1881 and has about 200 member newspapers. Post staff who also serve on VPA committees include **DAN KEATING**, News; **MARGARET KAPLOW**, Newspaper in Education; **BILL LIBERTI**, IT, and **BOB THOMSON**, News.

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**BILL ELSEN**, copy editor on Metro's Tab Desk, was awarded the 2003 Kay Phillips Distinguished Service Award by the North Carolina Scholastic Media Association (NCSMA) on June 13. The award was presented during the North Carolina Scholastic Media Institute, a high school journalism workshop for students in print and broadcast journalism held at the University of North Carolina at Chapel Hill. Elsen has advised and directed the student produced newspaper, the Rush, for nine years. The award honors those who have made significant contributions to high school journalism in North Carolina.



**BILL ELSEN** receives award.

FILE PHOTO

year, was the brain-child of copy editors **RUTHELL HOWARD** and **CAROL HUTCHINSON**, after they read one of Levey's columns about the Campaign. Copy editor **MARTHA MURDOCK** made the posters promoting the sale of the delectables created by the copy

desk, with baked goods also donated the Metro Desk, the Metro Tab Desk and the Foreign Desk.



FILE PHOTO

**CAROL MELAMED** is president of the Virginia Press Association.

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**ALEC KLEIN**, a reporter on the Financial Desk, recently won the 2003 Gerald Loeb Award for large newspapers for his investigative series about America Online, Inc. The award is sponsored by the G. and R. Loeb Foundation for financial and business journalism. According to the announcement in The Post, Klein's series sparked investigations of AOL by the Securities and Exchange Commission and the Justice Department.

Klein is the author of *Stealing Time: Steve Case, Jerry Levin, and the Collapse of AOL Time Warner*, which was published last month.

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The Metro Copy Desk held its third annual bake sale to benefit columnist **BOB LEVEY**'s Send a Kid to Camp campaign on Friday, July 11. The sale, which raised \$502 this



PHOTO - KERRY O'NEILL

**ROYSTON DeSOUZA**, director of the major account unit (MAU), congratulates **PETE MILLER**, a sales representative in MAU, on his retirement from The Post during Miller's party on Wednesday, June 25. Miller had been a sales representative in the Advertising Department since 1971. He and his wife, Kate, are building a home in South Carolina where they plan to relocate in the near future.

public-transit commuting population that is not necessarily reading The Post during that morning commute," he added.

In researching the new paper, Post employees rode Metro trains and took note of what people did while riding as well as what they were reading, if anything. About half of the riders did nothing besides ride. Those are potential *Express* readers, The Post concluded.

In addition to giving readers an at-a-glance view of news and entertainment that's designed to be read in about 15 minutes, *Express* will heavily promote The Post, "embedding" references to related articles in that day's Post or other items, such as live discussions, on *washingtonpost.com*. Because *Express* will not publish on weekends, it is meant to drive readers to buy

the Saturday and Sunday editions of The Post.

*Express* will not give away Post content, Ma said. For instance, *Express's* entertainment listings will contain movie openings and promote, but not print, reviews by Post critics.

Because *Express* will focus on morning commuters, it will seek advertisers that typically buy time on morning-drive radio and television. Ma said he expects *Express* to be profitable within a few years.

Advertisers, both local and national, will be able to buy ads in *Express* or in a "bundle" with advertising in The Post, Ma said. *Express* will print classified and job-recruitment ads. (The *Express* was also the name of a chain of weekly newspapers in Montgomery County that was bought by the Journal Newspapers in the 1990s.)

*Express* is the first new business The Post Company has started since launching Digital Ink, the predecessor to *washingtonpost.com*, in 1995.

The giveaway, or "free sheet," newspaper has become a growing phenomenon in recent years. An industry leader, and potentially the biggest Post Co. competitor, is Metro International SA, a Luxembourg-based company with 25 papers in 16 countries, including papers in Boston and Philadelphia.

Daniel Caccavaro, who edited the Boston Metro for a year, will edit *Express*, which will rely on editors and production staff but have no staff writers.

*Express* is part of The Post Company's continuing strategy to dominate the D.C. metro region, where The Post has a reach of 53 percent of

readers weekdays and 67 percent on Sundays. Those rates are among the industry's highest.

Ma said The Post Company considered launching a giveaway paper in 2000, but the advertising climate caused the company to shelve the idea. The continued success of free sheets in the United States and elsewhere persuaded the company to dust off the concept. ■

## Policy for Ninth Floor Space and Conference Rooms

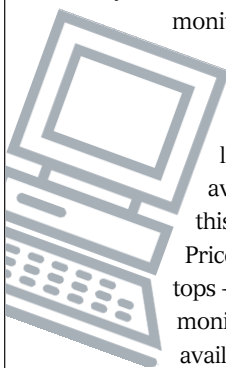
**W**ith the building under renovation and meeting space at an even greater premium, it's an appropriate time to remind staff about the existing policy for use of The Post's conference rooms and the ninth floor space at the Northwest Building. The policy is that use of these spaces is limited to Post business meetings, Post business functions and Post-sponsored community or employee events. The conference spaces, including the ninth floor, can not be used for non-Post business meeting or events (for example, alumni group or club meetings.) There are multiple reasons for this policy,

including severe space limitations in the Northwest Building, security concerns, and the inability to selectively accommodate requests for use of these rooms for non-business purposes. Any questions about this policy should be referred to one of the following vice presidents: **PEGGY SCHIFF** at x4-5210, **TED LUTZ** at x4-5454, or **MARY ANN WERNER** at x4-6575. ■

## PostScripts

### Computer Garage Sale!

IT is holding a computer garage sale on Tuesday, July 22, 6 to 7:30 a.m. and 11:30 a.m. to 1 p.m. at the Northwest Building in the Tech Service's corridor, on the 3rd floor, around the corner from the mailroom. Included in the sale are IBM 300XL Pentium-2 Desktop PCs. Most have 64MB memory and 2.0GB hard drive. All have Windows-98. (No license software installed.) There is a very limited supply of



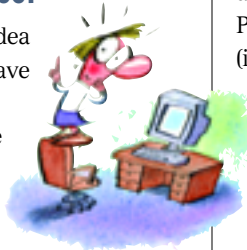
monitors, keyboards and mice and no laptops are available at this time. Prices: desktops - \$25, monitors (if available) - \$5,

mice - \$1, keyboards - \$1.

The sale is open to all Post employees with ID. One PC per customer and purchases are cash (or checks) and carry. Equipment is sold as-is and all sales are final.

### Want to Make an Extra \$1,000?

Submit an idea that could save The Post money, time or both. If your idea is implemented, you could win up to \$1,000! To submit your key idea, or to learn more about the program go online to [intraned/keyideas](http://intraned/keyideas), or contact **CLIFF KAYSER**, the Key Ideas Program coordinator at x 4-6656, or e-mail [keyideas/washpost.com](mailto:keyideas/washpost.com).



### Picture Yourself Winning a ShopTalk Contest!

Picture yourself with The Post and win two tickets to the August 19 Christina Aguilera and Justin Timberlake concert at the MCI Center. You could also be one of six winners of Post summer bags of fun (including autographed

copies of the second edition of *Escape Plans* by **ROGER PIANTADOSI!**)

Using a regular or digital camera, have someone get a picture of you enjoying summer fun. You can be on vacation, in your backyard, at the ballpark, or anywhere you have fun this summer. Here's the catch, the photo must include something with The Post logo, or holding your favorite section of the newspaper - clearly visible in the

photo. One entry per Post employee, please. As many photos as possible will be published in ShopTalk this summer. **The deadline for photo entries is 10 a.m. on August 6.** Details on photo requirements appear on the home page of *IntraNED*.

The names of all staff who sent photos will be entered in a random drawing to be held on Friday, August 8. The first name picked will win the two concert tickets. The next six names will win the summer bags of fun. Winners will be notified that day.

For more information contact ShopTalk Editor Lisa Connors at x4-6803, or e-mail [Connorsl@washpost.com](mailto:Connorsl@washpost.com).



## Marketplace

**FOR SALE:** 1993 Ford Taurus LX Sedan; auto. trans.; pwr. windows & door locks; keyless entry; leather seats; AM/FM/cassette; new water pump, p/s pump, & struts; 100K mi. \$3,000/OBO Call Glenn at x4-7159 or (202) 302-5603 (cell).

**FOR SALE:** KitchenAid 'Superba' refrigerator, top-of-the-line side-by-side with filtered water, front-door ice and cold-water dispensers. Adjustable shelving. Three and one-half years old, in excellent condition. Dimensions are 35" wide, 32" deep and 69" high. White. Comparable model (KSRA251LWH) now sells for \$2,049.99 at Sears. Asking \$700/OBO Call Jon Yardley at (202) 544-7779.

**FOR RENT:** Large sunny corner condo w/balcony, overlooking pool and view of Iwo Jima Memorial. One block from Rosslyn Metro. All utilities included, parking available, \$1,265/month. Call James at (703) 914-4561.

**FOR SALE:** Last Chance!!!! Glass dining room set w/4 chairs (teal colored). Also available new formal chair slipcovers floral design (champagne and off white colored). \$480. If interested please call Bonnie x4-5848 or (301) 736-0357

**FOR SALE:** AT&T Selectric typewriter, best offer over \$20. Proceeds will go to Bob Levey's Send A Kid to Camp campaign. To purchase or for more information call Jimmy at (301) 881-0668.

**FURNITURE FOR SALE:** Pottery Barn "Sonoma" Armoire, mahogany finish, 49Wx27Dx77"H, paid \$1400, asking \$900; gorgeous Charles P. Rogers hand-forged iron "Florentine" bed, queen, paid \$2,300, asking \$1,200. Excellent condition. Call Megan Rupp at (301) 951-8587.

**FOR SALE:** The first three seasons of "Sex and the City" on VHS, \$45. Call Lisa at x4-6803.

**FOR SALE:** Pottery Barn Ashford honey wood oval dining room table, made in Italy. Two leaves, four accompanying chairs. All purchased new for \$1,400; yours for \$700/OBO. Contact Chris at x4-7483, or at [lehmannnc@washpost.com](mailto:lehmannnc@washpost.com).

**CRAFTS FOR SALE:** Are you looking for the perfect gift? A special gift for any occasion? I specialize in all types of colorful arts and crafts that can be personalized upon request. If you enjoy beautiful things and would like to take a peak at some of my work or purchase a gift please feel free to contact Pershon at x4-5995 (work) or (202) 365-0989 (cell).

**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 SALE:** Timeshare at the Flagship Resort in Atlantic City, NJ, 60 North Maine Ave., north end of boardwalk. Large enough for family of five. To view the resort online go to <http://flagshipresort.com>. For more details contact Mike at x4-7894 (weekends), (301) 650-1600 (weekdays), or (301) 249-1536 (eves.)

**FREE:** Two small turtles free to good home. If you are interested please call Pershon at x4-5995.

**FOR SALE** - Brand new, white matte metal queen-sized headboard, assembled. Paid \$150, asking \$100/OBO. Call Margaret at x4-4053, or (301) 622-2272 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](mailto:shoptalk). Ads run two issues unless otherwise requested. One ad per employee, please.