

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

Express Gets Rolling Next Week

After years of research and months of preparation, *Express*, The Washington Post Company's new free commuter tabloid, will debut on Monday morning, August 4. Bright yellow *Express* news boxes, which have already been seen sprouting up near Metro stations, will have copies in time for the earliest commuters. About 180 hawkers in *Express* vests will be handing out issues at the stations, as well as at downtown locations and on Capitol Hill.

Ensuring the success of *Express* is a group of Post staff responsible for fulfilling The Post's service contract with Express Publications Company, LLC, a subsidiary of The Post Company. The Express Publications Company is headed by Publisher **CHRIS MA**, along with Managing Editor Dan Caccavaro, and General Manager Arnie Applebaum. Applebaum, who is now employed by Express Publications, came to The

Post's Advertising Department in 2000 as a sales manager in property management and most recently, in recruitment. As the new general manager at *Express*, he is responsible for *Express*'s business operations, including, advertising, circulation and production.

According to Applebaum, *Express* is targeted toward commuters, including those in the 18-34 year-old age group and provides an opportunity for The Post Company to attract advertisers interested in reaching the young adult market five days a week.

"*Express* appeals to advertisers looking for a different audience than The Post. We'll have some advertisers you would expect like the major



PHOTO - KERRY O'NEILL

Staff responsible for fulfilling The Post's service contract with Express include (l-r) **KEVIN DAMMEYER**, **SEAN SCULLION**, **MORA SEGAL**, **BOB KEENAN**, **CHARLES LOVE**, Arnie Applebaum, **CRAIG FAULKNER** (standing behind) **JOHN SAMUEL** and **GREG LYNETT**. Not pictured are **DELTON ALLEN**, **CHRIS MA** and **SANDY YEILDING**.

department stores and automotive dealers, as well as new advertisers including clubs and entertainment venues. Since it is relatively inexpensive to advertise in *Express*, we also hope to attract small advertisers who can't afford to use The Post to the extent they would often like."

BOB KEENAN who oversaw The Post's community advertising unit, is now The Post advertising director responsible for leading the efforts to sell advertising into the

Express product under the service contract between The Post and *Express*. His staff includes sales representatives **SEAN SCULLION**, **MORA SEGAL**, **KEVIN DAMMEYER** and administrative assistant **DELTON ALLEN**.

SANDY YEILDING is The Post marketing director responsible for all marketing and promotional efforts supporting *Express*. She has coordinated an *Express*



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Promotions & Transitions

LINDA BAQUET, Advertising, was promoted this month to administrative assistant for the Magazine. She had been the magazine coordinator. Baquet came to the newspaper in September 1996 and had held management positions in customer service, retail sales, and banking. She holds a BS in business administration from Xavier University in New Orleans, La. and has accumulated postgraduate hours toward her master's degree in general administration at the University of Maryland. Baquet received the Publisher's Award for customer service in 1998.



PHOTO - MARTHA YEATER

LUCIA BOGER

LUCIA BOGER, Production/Springfield Plant, was promoted to the position of assistant superintendent/days of Sunday packaging this month. Boger came to The Post in 1979 as a secretary in the Advertising Department. She also worked as a sales aide for Advertising. In 1986 she moved to customer service in the Accounting Department and was later promoted to assistant supervisor. In 1989, Boger assumed the role of the customer accounting coordi-



PHOTO - JIHAD BRUCE

ANDREW BOLTAX

nator where she acted as a liaison between the Post's Advertising and Accounting departments and The Post's advertisers. From 1992 through 1995 she held the position of assistant manager of contract administration. In 1996 she became the major accounts unit team leader. In 1997 she became the advertising materials manager in the Springfield Mailroom. Boger was the recipient of the Publisher's Award in 1992.

ANDREW BOLTAX, News IT, was promoted in June to the position of publishing systems editor from his previous position of writing/editing system project manager. Boltax came to The Post in 1998 in the position of pagination project supervisor and became News IT operations manager in September 2000. He was the CCI supervisor at the *Fort Lauderdale Sun-Sentinel* and was a sports layout and copy editor at the *Orange County Register* and *Los Angeles Daily News*. Boltax holds a BS in journalism from Northwestern University.

MALCOLM CARROLL, Production/Springfield Plant, was recently promoted to the position of assistant superintendent of Sunday packaging/nights at the Springfield Plant. Carroll began his

career at The Post in 1977 as a mailroom helper. From 1986 to 1995 he was a journeyman mailer where he performed a variety of jobs at all three plants. In 1994 he was promoted to foreman in the Mailroom where he was responsible for a collator in the Sunday packaging work center. In 1999 he was became a shift leader. Carroll served in the Army National Guard from 1985 to 1991 as a specialist E-4.

PAT COATES, Advertising, was promoted to call center operations and service manager effective July 14. She joined The Post in January 2002 as an advertising sales and service supervisor for the business development unit. She previously worked for Automated Data Processing, Integrated

MALCOLM CARROLL



PHOTO - MARTHA YEATER

Medical Solutions, where she was director of operations. Coates holds a BBA from Strayer University and received her MS in management, information systems from the University of Maryland.

BOB KEENAN was recently named to the position of advertising director responsible for fulfilling The Post's service contract with *Express*, the new Washington Post Company subsidiary. Keenan came to The Post in August 1991 in the position of marketing manager and subsequently was named sales manager for the Advertising Department's Business Development Unit. Most recently he was the general manager of the Community Advertising Unit.

BRIAN LOEW, IT, manager of strategic planning, has moved to a leadership role in the department's Web Solutions Group, overseeing software development within the IT Department and for the newspaper. Loew joined The Post in March 2001. He previously founded and ran Worldweb.net, an Internet software company and has

also worked at Macmillan magazines as a production editor. He is a graduate of George Washington University.

CHARLES LOVE, Circulation, has been promoted to circulation director responsible for fulfilling The Post's

service contract with *Express*, the new Washington Post Company subsidiary. Love came to The Post in 1987 and was previously the division manager for Circulation's metro single copy group. He has also been a zone manager for home delivery and metro single copy and was named zone manager of the year in 1998. Love earned a BA from Morehouse College in Atlanta, Ga.



PHOTO - JIHAD BRUCE

REBECCA MULLEN

REBECCA MULLEN, Marketing, was promoted this month to the position of marketing manager, supporting the Advertising Department's major accounts, business development and community advertising units. Mullen came to The Post in July 2000 as an online advertising sales representative for automotive advertising. During her tenure in advertising she was the recipient of several sales awards. Mullen holds a BA in English from Amherst College in Massachusetts and an MBA from Owen Graduate School of Management at Vanderbilt University in Tennessee.

PERRY PAYNE, IT, has been named to the position of security strategist this month, assisting **JOHN ALLEN** in Security Services in the creation of policy and strategy in the areas of identity management, single sign-on and provisioning. Payne, who came to The Post in 1984, was most recently manager of enterprise solutions. His career at The Post began with working in all three pressrooms. He has also held positions in Production's Quality Assurance Department and in the IT Department's Help Desk.

JOHN SAMUEL, Circulation, has been promoted to the position of zone manager responsible for fulfilling The Post's service contract with *Express*, the new Washington Post Company subsidiary that will launch a free daily publication in early August. In his new position he will manage Maryland distribution of *Express*. Previously, Samuel was a collection manager in the Accounting Department, a position he held since coming to The Post in November 2000. He has also worked for Mid-Atlantic Finance, and was an assistant branch manager with the auto finance company, Franklin Acceptance for 11 years.

JOE TEIPE, Advertising, was named general manager of the community advertising unit this month. Teipe joined the Advertising Department in

1998 as a sales representative in the real estate category. He was promoted to sales manager for the business development unit in 1999. Teipe worked in sales and management for Gannett newspapers from 1992 - 1997 and was also a sales manager for the *Wilmington News Journal*. He received the Advertising Department's President's Club Award in 1998. Teipe holds a BS in journalism from the University of Maryland.

SANDY YEILDING, Marketing, has been promoted to marketing director responsible for fulfilling The Post's service contract with *Express*, the new Washington Post Company subsidiary. Yeilding joined The Post in May 1998 as a budget analysis /financial project manager and became a marketing manager in February 2000. Before coming to the newspaper, she worked in business appraisals and was a certified public accountant. Yeilding holds a BBA in accounting from James Madison University in Virginia and an MBA from George Mason University. ■

launch "blitz" to introduce commuters to *Express* beginning on Monday. *Express* posters will be placed throughout Metro stations and in trains. An *Express* van will distribute free giveaways and issues of *Express* at key distribution areas. For the first few weeks of the launch hawkers will reappear at noon to hand out *Express* at downtown lunch spots and on the streets.

The 125,000 copies of *Express* will be printed at the College Park and Springfield plants in the evening, just prior to the press runs for The Post's regional editions.

CHARLES LOVE is The Post circulation director, responsible for the distribution of *Express* under the service contract. Reporting to him are zone managers **GREG LYNETT**, **JOHN SAMUEL** and **CRAIG FAULKNER**.

Express's business offices are located in Virginia, where the content gathering and editing functions will also reside. Twelve staffers have been hired by *Express* to create and edit content for the tabloid. They report to Dan Caccavaro, former editor of the Boston *Metro*.

More background and information on *Express* was included in the July 17 issue of ShopTalk. Back issues of ShopTalk can be found by clicking on the ShopTalk channel on the home page of *IntraNED*. ■

No ShopTalk Next Week

ShopTalk will not be published on Thursday, Aug. 7. The next issue will be published on Thursday, Aug. 14. Please note that this will be the only issue of ShopTalk published in August. The deadline for Marketplace ads for the Aug. 14 issue is Friday, Aug. 8. The next issue after Aug. 14, will be the Sept. 4 issue. If you have any questions or have news appropriate for inclusion in ShopTalk, contact ShopTalk Editor Lisa Connors at x4-6803.

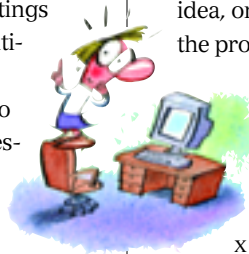
New Spam Filter

IT Client Services launched a new spam (junk e-mail) filter on Tuesday, July 29 to reduce the level of spam Post staff receive at work. Called Postini, the new filter allows you to personalize your settings

for combating spam and other junk mail through your Internet browser (Internet Explorer, Netscape, etc).

Staff should note that once you are administered for the service, you will receive a "Welcome" e-mail with information and a link to your personal, password-protected TWP Message Center. You will then get the opportunity to become familiar with the service and the settings.

You can personalize the settings to your desired level of protection. Remember that more aggressive settings may block some legitimate e-mail. In the beginning, be sure to check your TWP Message Center's personal quarantine periodically for legitimate e-mail. You will always have the opportunity to move e-mail messages from the quarantine to your inbox. Once you are comfortable with your level of anti-spam protection, you can



leave the settings alone or adjust further to suit your needs

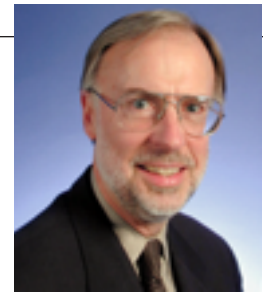
If you have any questions or need assistance, please call the IT Help Desk at x4-4357.

Employees Win Big \$\$\$

Submit an idea that could save The Post money, time or both. If your idea is implemented, you could win up to \$1,000 and join a group of your Post colleagues who are already enjoying their cash awards. 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.

Balz, Woodward Win Award

DAN BALZ and **BOB WOODWARD**, News, were the



FILE PHOTO

DAN BALZ

recipients of the Gerald R. Ford Prize for distinguished reporting on the presidency, presented to them at a luncheon earlier this month.

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. Or, you could be one of six winners of Post summer bags of fun. The deadline is August 6 and contest details can be found on the home page of IntraNED. For more information contact ShopTalk Editor Lisa Connors at x4-6803, or e-mail Connorsl@washpost.com.

Marketplace

FOR SALE: Two new Whirlpool jacuzzis, bone white, each with six jets. Sizes 42" x 72" and 42" x 60", \$900 and \$600 respectively. Reasonably priced. Call Eutha at x4-5186.

FREE: To a good home - a precious puppy dog, 1 year old, Shetland Collie and Shepherd mix male. About 25 lbs. with medium length brown, tan, white hair. Great personality, well behaved, and very sweet. For picture and/or more information call Diane, x4-5968 or email reederd@washpost.com.

FOR SALE: 1994 Jeep Cherokee, great car for a young person going off to college in snowy country. Original owner babied this car; still runs beautifully with 123K miles. It has new all-terrain tires, brakes, shocks, radiator, battery and more. A steal at \$3,750. Call Bob on x4-7441 and leave message.

FOR SALE: Lawn mower, Murrasy 4.0 with Briggs & Stratton gas engine. Easy to push with large back wheels. Safety off handle. Runs great! \$70. Call Donna at x4- 6437 or (301) 589-5381

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 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.

FOR SALE: 1992 Toyota Camry, maroon, slightly more than 100K miles. Recently reconditioned electrical system and air conditioner. Passed Maryland inspection a year ago without breathing hard. Ideal second car. You'll need to overlook some chipped paint and a gas door that isn't the same color as the rest of the car. But under the hood, this car is terrific. \$2,500 (about \$500 below Blue Book). Call Bob at x4-7276.

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).

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

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 RENT: Large sunny corner condo, 1 BR 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.

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.