

# ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

## Starring...The Post

**M**ove over Julia Roberts and Brad Pitt. There is a veteran D.C. based star of television and film that is becoming more and more sought after by producers and directors. Since its starring roll in the blockbuster film "All The President's Men" in the mid-1970s, The Washington Post continues to be a popular addition to many film and TV sets.

Those issues of The Post you see Josh and Toby holding on NBC's "The West Wing" come from the stacks at the Northwest Building. They are sent to the set every week by the Public Relations Department.



President Josiah Bartlet (actor Martin Sheen) with co-star The Washington Post during filming of an upcoming episode of "The West Wing."

Last year's "The Mothman Prophecies" featured a "respected Washington Post journalist" played by Richard Gere. This winter Samuel L. Jackson will portray a Post foreign correspondent in the movie "Country of My Skull" and Gene Hackman stars in "Welcome to Mooseport" as an ex-president who reads The Post and logs on to [washingtonpost.com](http://washingtonpost.com). The Post's many other recent appearances include several E! Entertainment TV segments, the *Chris Isaak Show* and last year's TV show "Mr. Sterling."

"The Post is an entity to itself and has a name known outside D.C.," said Crystal Palmer who has served as the director of the Washington, D.C. Office of Motion Picture & TV since 1986. "The newspaper has a reputation and cachet that is attractive to producers."

"It's an exciting and free way to have more visibility for the paper," explains Managing Editor **STEVE COLL**. "The paper is lucky to have a reputation that brings interest from Hollywood."

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# Advertising and Marketing Update

**T**he following Advertising Department staff earned second quarter awards at the quarterly sales meeting at the Northwest Building on July 23:

## SALES ACHIEVEMENT

Sally Downer  
Dianne Shelton  
Jacklyn West  
Lisa Kelly  
Iqrama Muhammad  
Barbara Shaw  
Dennis Olney  
Omar Olson  
Nancy Parke  
Henry Tam



**HWA KIM-IDLER and DREANA CASTO** are the 2003 second quarter Publisher Award winners.

## SALES EXCELLENCE

Ed Aduss  
Clifford Feng  
Mark Gross  
Pete McCormick (2)  
Bruce McLane  
Demian Perry  
Charlie San Filippo  
Carlos Silva  
Dreana Casto  
Lester Holze  
Sean Scullion  
Teri Parker  
Hwa Kim-Idler  
Carlyn Cole  
Barbara Shaw (2)  
Carolyn Monroe  
Kathleen Rothenburg



**VIC UNNONE**, a market research analyst in the Marketing Department, provides information on area demographics to the international sales representatives on July 21.

Lynne Sauer (2)  
Dianne Shelton  
Ling Snyder  
Joey Wagner  
Jacklyn West  
Donald Washington

## WEEKEND TRIP WINNERS

Ed Aduss  
Clifford Feng

## EAGLE AWARDS

*Real Estate/Kate Humphries*  
*Technology/Amer Yaqub*  
*Financial/Duncan Ballantine*

## PUBLISHERS AWARDS

Dreana Casto  
Hwa Kim-Idler

Post products, and participating in the Advertising Department's quarterly sales meeting. Highlights of the seminar included a lunch with Post editors and reporters who cover travel, foreign news, business and politics, as well as a dinner with guest speaker Noelia Rodriguez, Laura Bush's press secretary.

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**V**ice President of Marketing **MARGARET CROMELIN** recently announced the Marketing Department's second quarter Marketing Excellence Award winners which included **RICH HANDLOFF, AMY LUXNER, TODD BERMAN** and **VIC UNNONE**.

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**T**he Advertising Department's international sales group led by **JOHN TEEUWS**, international sales manager, hosted a training meeting July 20-23 at the Northwest Building for internationally-based sales representatives. The 23 sales representatives who sell advertising for The Post around the world spent three busy days learning market research information, reviewing

Requests to use The Post for television and movie sets are handled by the Public Relations Department. Requests include actual copies of The Post, mock-ups of the front page, and copies of specific articles. Issues of the newspaper to be used on sets are provided at no charge.

According to **ERIC GRANT**, director of community affairs and contributions, requests for use of The Post are carefully reviewed. "When we get a request to use the paper as a prop, we look at the context in which it will be used, who's requesting it and whether the producer has a history of producing high quality entertainment. We also look at how the paper will be used in an

actual scene." Grant, and in most cases, Newsroom editors, also carefully review scripts in which actors portray fictional Post reporters.

The Post historically has not granted rights for the use of mock-ups of the front page to protect the design integrity of the paper. However, The Post now reviews mock-ups from high quality productions that will meet The Post's standards. After Grant screens a request for a mock-up, he will forward it to an editor. "The West Wing sent us a mock-up of a front page that was wildly different from what we would do," said Coll. "The wording of the headline was colloquial and the side bar stories didn't relate to the main story." The West Wing staff conferred with **ED THIEDE**, assistant

managing editor/ news desk and made the requested changes. (You can look for the mock-up in an episode at the beginning of the new season.)

Grant notes that requests for use of The Post are up 50 percent from last year. He attributes the increase in interest as a residual effect that *washingtonpost.com* has had on the accessibility of the newspaper to a wider audience. "While we are truly a regional newspaper with strong national brand recognition, *washingtonpost.com* extends the name of The Post into multiple markets," he said.

Additionally, both Grant and Coll noted that The Post's journalists are making more appearances on television news and the paper is often cited on electronic media.

Another theory on the paper's surge in popularity is the current appetite for political shows and movies, according to Palmer. "It's a cycle," she said. "Through the years I have seen the trends, and if it brings filming to D.C., we're glad for it."

The trend continues this fall and The Post may make a guest appearance on TV shows and movies that are filming in D.C., including NBC's "The Lyon's Den", starring Rob Lowe; HBO's "K Street", co-produced by George Clooney, and the film "National Treasure" starring Nicholas Cage. ■

*Public Relations Department intern Kerry O'Neill contributed to this article.*

## Bylines

The Post's Prince George's Extra recently was honored by the Washington chapter of the Society of Professional Journalists for a special issue on county life inside and outside the Beltway that illuminated politics, lifestyle, schools and business.

The Extra won an honorable mention for the issue, which ran June 13, 2002 and included stories written by the entire bureau as well as an array of photographs and graphics. The award was announced at a dinner in June at the National Press Club.

**MIRANDA SPIVACK** is the editor of the Prince George's Extra.

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Twenty area principals who earned The Post's 2003 Distinguished Educational Lead-

ership Award traveled to St. Thomas, U.S., Virgin Islands from July 30 to August 4 as guests of The Post to attend a strategic crisis communications and media relations program, as well as network and share ideas with their colleagues. The workshops were led by nationally-recognized consultants, including senior executives from Golin/Harris and Dr. Freeman Hrabowski, president of the University of Maryland, Baltimore Campus.

**JO-ANN ARMAO**, assistant managing editor of Metro, led a workshop on working with the media. The Post presents the DELA annually to principals who have been chosen by their school districts for providing an exceptional learning environment for their students.

"The Post provided me



*Jeff Abt (center), principal of Baldwin Elementary School in Manassas, is videotaped as he contemplates how to answer a question at a mock press conference during a crisis scenario that was a part of the DELA crisis communication seminar. To his left is George Chiplock, principal of Corpus Christi Elementary School in Falls Church, Va.*

with an excellent learning experience," commented Ida Lou Polcari, former principal of Benjamin Banneker Middle School, Montgomery County. "Thank you for giving me the opportunity to be a part of this well designed and deliv-

ered program. I can't write enough accolades to adequately describe how I feel about The Post..." ■

## No ShopTalk For Two Weeks

ShopTalk will not be published for two weeks. The next issue will be published on Sept. 4. If you have any questions or have news appropriate for inclusion in ShopTalk, contact ShopTalk Editor Lisa Connors at x4-6803.

## Back to School with OD&T

The Organization Development & Training (OD&T) Department's 2003 Semester II course schedule is now available in Lotus Notes by clicking on the OD&T "classroom" icon. The Lotus Notes link to the OD&T database is included in the department's monthly e-mail notice to all employees. Once you have clicked on the link it will place itself into your workspace in Lotus Notes. If you missed the e-mail or have not been able to access the database, contact **VONDA COULBOURN** at x4-5435.

Employees can also begin to register for upcoming

courses. Questions or concerns should be directed to the OD&T hotline at x4-5425.

## Weight Watchers

Anyone interested in joining Weight Watchers should call the Northwest Building Health Center at x4-7192 before Labor Day. The session is 12 weeks for \$150 and meets every Wednesday at



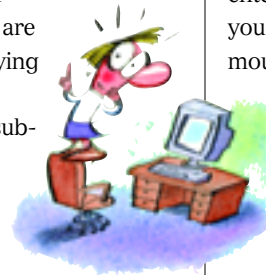
11:30 a.m. in the 7th floor Accounting Conference Room. There is a minimum of 20 employees required by Weight Watchers to have a class at work. Classes will start either on September 3 or 10.

## 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](http://intranet/keyideas), or contact **CLIFF KAYSER**, the Key Ideas Program coordinator at x 4-6656, or e-mail [keyideas@washpost.com](mailto:keyideas@washpost.com).

Look for a story on the Key



Ideas Award winners in the Sept. 4 issue of ShopTalk.

## Seafood Barbecue Bash!

Brock & Co. is hosting a seafood barbecue on Wednesday, Aug. 20 from 11:30 a.m. to 2:30 p.m. in the eighth floor garden court. Tickets are \$6.95. The final barbecue of the season will feature grilled salmon, Old Bay shrimp, grilled chicken and more. Create your favorite dessert and bring it to the barbecue to enter the dessert contest and you will be eligible to win a mountain bike, or other great prizes. The rain date for the barbecue is Thursday, Aug. 21 and more information is posted in the cafeteria .

## Marketplace

**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:** Large-capacity Kenmore electric dryer, model #86980800. Dimensions: 29" wide, 28" deep, 43" tall at the controls. Works very well, has wrinkle-guard feature and "Ultra Fabric Care" system, which means lots of temperature settings. Call Andy at x4-6576. Asking price: \$120.

**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.

**FREE:** Precious puppy dog found who needs a good home and room to run. 2-3 years old, Border Collie mix (with medium length brown, tan, white hair). Neutered male, about 40 lbs, has all his shots, trained and was recently groomed. Needs a loving home and a large, fenced in yard to run in. He has a great personality, well behaved, and very sweet. For pictures and/or more information call Diane, ext. 4-5968 or email [reed-erd@washpost.com](mailto:reed-erd@washpost.com).

**HOUSE CLEANER:** Excellent house-cleaner available for work in the District and Maryland. For reference, call Liz (301) 270-0030, or call Aura Arias directly at (301) 434-3954.

**FOR SALE:** Lawn mower, Murray 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

**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:** 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:** 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.

**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.