

ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

Staff Earn Big \$ With Key Ideas

Fourteen Post employees have collectively saved the newspaper close to \$130,000 and earned between \$100 and \$500 each for a total of \$3,650 through

kind of consistent, detailed attention to costs that this program represents is vital to our future. We simply have to look for, and find, ways to save costs constantly in order to meet all of our long-term objectives in this challenging time for the newspaper industry."

"With four months to go in the program, I feel confident that we can exceed our goal of \$250,000 in annualized savings from this program," he added. "Congratulations to the people who have been selected and rewarded for their Key Ideas, and thank you to everyone who has submitted a Key Idea. Let's keep looking for more ways to save."

According to **CLIFF KAYSER**, the Key Ideas coordinator, the 14 staff whose ideas



PHOTO - MARTHA YEATER

JACK HINEBAUGH, Production/Springfield Plant received \$100 for his idea about bucket reuse.

have been accepted to date had two things in common. "They had a cost-saving idea and put numbers to that idea," he explained. "They were very specific about where the savings could be captured and substantiated."

Kayser also expects the cost savings amount and number of awards to staff to increase substantially soon due to the number of ideas currently under evaluation.

MAXANNE CHEATHAM bought herself a new best friend, her puppy, Jagger, with the \$100 she



MAXANNE CHEATHAM, Advertising, found a way to turn too much trash into extra cash for The Post and \$100 in her pocket.

the Key Ideas Program. The cost-savings initiative which was introduced by President and General Manager **STEVE HILLS** in May, is more than half way to its final deadline on Dec. 31.

"I am extremely pleased by the level of response we have gotten for the Key Ideas program," said Hills. "The



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Summer Fun, Post Style

Despite a rainy 2003 summer season, several Post staff were able to picture themselves having fun with family and friends. Here are the entries to the summer ShopTalk contest. **JULIO PASCUAL**, Production/Springfield Plant was the winner of the Justin Timberlake and Christina Aguilera concert tickets.



WENDY FRIEDLAND, Accounting, got “whipped” by a 12-year-old girl during a bubble gum bubble blowing contest at a 4th of July neighborhood pool party. The gum was at the bottom of a bowl of whipped cream.



DIONNE COHEE, IT, and her daughter Katie got along swimmingly this summer.



TOM GLINKA, Ad Operations, enjoys a swinging good time with granddaughter Kayla.



JULIO PASCUAL, Production/Springfield Plant, enjoys a hammock moment with his children (left to right) Andrew, Juliet, and Christopher.

earned for an idea she had for eliminating unnecessary waste in the Advertising Department. Her suggestion was to change the settings in the Advertising Billing System to reduce the unnecessary printing of blue tickets (receipts) sent to Advertising Operations. The blue tickets contain important information for ads, including size and run dates. However, blue tickets are not needed for the

proofs from the final edition sit unused on the proofers until the next day when someone puts them in recycling," Runyon's idea to cut back on the number of proofs generated is estimated to save the paper \$10,000 annually in paper costs, ink and maintenance of the proofers. He took home \$250 as a result.



VICTOR LYON and WANDA

WALKER collaborated on a Key Idea to save the Advertising Department \$7,000 annually in wasted postage and materials. They noted that a large number of metered (paid) mailings with tearsheets and other advertising materials were being repeatedly sent to "bad" or old addresses and

CHARLES

PFEFFERLE's goal was twofold for his submission to the Key Ideas program: increase safety and security awareness among Post employees and save money. His idea was to reintroduce the Security Department's *Safety Notes* newsletter.

However, to save staff hours in production and the cost of printing, he proposed that the newsletter be posted online on *IntraNED* as part of the Security Home Page on the site. Pfefferle received \$100 for saving the \$4,500 annual cost of producing and printing *Safety Notes*.

Two Advertising Ops staff,

CRAIG RUNYON, News, earned \$250 for a Key Idea on CCI page proofs.

increasing number of ads sent digitally to The Post. The digital ad information goes directly into the Advertising Billing System, eliminating the need for a blue ticket. Implementation of her idea is estimated to save The Post \$4,225 annually.

Unnecessary waste in the form of page proofs in the Newsroom was on **CRAIG RUNYON's** mind when he submitted his Key Idea on May 15. "CCI (the Newsroom's computer system for submitting, editing and placing stories on pages) is set up to automatically produce life-sized page proofs of daily pages every time they are typeset. While this may be a handy feature during the first few editions, many times



itoring and keeping records of data for the returned postage. They took the initiative and followed through on it. They both demonstrated their dedication to the company and ways to help save costs and improve service."

Post photographer **DAYNA SMITH** won \$500 for her Key Idea that showed that converting the Photo Department to digital photography would save The Post approximately \$40,000 a year in film purchasing. In her submission, Smith noted "Not only will we save a substantial amount of money by not purchasing film, we will save an extraordinary amount of time per assignment. We can file earlier and more quickly. We can stay longer on late breaking assignments. In essence each photographer becomes a mobile bureau."

The list of Key Ideas award winners to date also includes **JERRY COLEMAN**, IT; **ROY LIEBERMAN**, Advertising; **JACK HINEBAUGH**, Production/Springfield Plant; **ANDREW CURTIS**, IT; **ANGELA RHONE**, Advertising, two staff in Production who asked not to be identified, as well as an employee in News who was not available to give permission to print his/her name.

To submit a Key Idea or learn more about the program go online to intraned/keyideas, or contact Cliff Kayser at x4-6656, or e-mail Kayser at keyideas@washpost.com. ■



Security guard **CHARLES PFEFFERLE** earned \$100 for his suggestion to have the *Safety Notes* newsletter online.

being returned to The Post. The two split a \$500 reward.

"Not only did they recognize a potential cost savings, but they also came up with ideas for solutions to the problem," explained Lyon's and Walker's supervisor **MEREDITH CRAIG**, materials handling unit team leader. "They spent three weeks mon-

Employees Invited to Attend Brown Bag Lunch!

STEVE HILLS, president and general manager, is hosting another business update brown bag lunch for employees on Thursday, Sept. 11 at noon in the 9th floor community room. Hills will provide a 15-minute update on the business status of The Post followed by an informal question and answer session. **If you missed the first one, here's your chance to attend.**

Space is limited to the first 100 employees who RSVP. Employees interested in attending the brown bag lunch should RSVP to the Public Relations Department at x4-7969. Refreshments and dessert will be provided.



Merida, Haygood Win Awards

Post Columnist **KEVIN MERIDA** and Style reporter **WIL HAYGOOD** were recipients of "Salute to Excellence" awards from the National Association of Black Journalists last month. Merida was honored

earned a first place award for his 2002 article "Crossed Paths in Africa." The awards were announced in The Post's Aug. 9 issue.

Lyewsang Featured in Gazette Article

BOB LYEWSANG, an IT technician at the College Park Plant, was featured in an article that ran in the Maryland Gazette newspapers on July 24. Headlined "Program Teaches Youths to Build Computers," the article highlighted Lyewsang's role as a volunteer instructor for a summer youth program at the Prince George's County



PHOTO - MARK FINKENSTRAEDT



PHOTO - BILL O'LEARY

KEVIN MERIDA

WIL HAYGOOD

with a first place award for a series he wrote for the Magazine last year. Haygood

BOB LYEWSANG and his story in the Gazette.



PHOTO - PATTI ALUISE

Sports and Learning Complex. The focus of the class was to teach teenagers to successfully disassemble and

reassemble computers. At the end of the class, the students were able to take the computers home with them.



PHOTO - DAVID JONES

Interns End Summer on a Trivia Note

Before heading back to school, The Post's business-side interns participated in a two-part team trivia contest on Tuesday, Aug. 12 to test their knowledge of all things Post. The competition included an electronic crossword puzzle and a "Jeopardy" style contest to see how much the interns learned from a series of brown bag lunches they attended with staff from departments throughout the newspaper. The "Brown Bag Ballers" team works on their crossword puzzle with **CLIFF KAYSER, OD&T**, (center, standing) reviewing their answers. The team included (l-r) Chris Snyder, Graeton Tripp, Rosalyn Coronado, Nicholas Muriuki, Tolu Bankole, and Katherine Scott.

Marketplace

FOR SALE: Diamond ring, size 8 can be sized down to 6 or sized up to 9. Carats .35, clarity: VS1, color: J, cut: round, asking \$350. Call Maria at x4-4487 or (301) 808-6366.

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.

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: Bose Quiet Comfort acoustic noise canceling headset. Use for noise reduction, with CDs, DVD, MP3, etc. Purchased in 10/02 (used twice) for \$300, selling for \$150/OBO. Call Pat at x6-2240 or (703) 323-0794.

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. Ads run two issues unless otherwise requested. One ad per employee, please.