

ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

Upgrades and Retention Key to RPO Success

The Circulation and Marketing Departments unveiled The Post's strategy for obtaining and retaining readers to distributors during the annual fall reduced price offer (RPO) promotion kickoff and lunch held on Wednesday, Sept. 3 at the Springfield Plant. Publisher **BO JONES**, President **STEVE HILLS**, Vice President of Circulation **DAVID DADISMAN**, and Circulation Sales and Direct Marketing Manager **RICH HANDLOFF** provided information and remarks to the more than 400 distributors, zone managers, and other Post employees that attended the event.

Dadisman began the event with good news. The 13-week upgrade promotion by distributors and telemarketing partners that began in July has already surpassed the goal of 64,000 upgrades to

more than 74,000 by Sept. 2. "You sold a phenomenal number of 13-week upgrades," He announced to the distributors. "On Friday [8/29] our metro home delivery circulation was 435,000 and yesterday it was 504,000. Thank you for a great start to the fall," announced Dadisman.

The 13-week upgrade promotion enables Sunday-only readers to get seven-day delivery for the cost of Sunday-only delivery for 13 weeks. To promote retention and to have the subscriber continue seven-day delivery at the end of the 13 weeks, The Post sends the subscriber a welcome note. Several weeks later, a request for feedback



Chairman **DON GRAHAM** and the zone manager for Southern Virginia **TIM MANGNUM** (second from left) at the Circulation Fall Promotion Kick-off reception with distributors who cover the Manassas and Prince William County area, including (l-r) Mike Tuz (far left), Johnny Walker and Tony Vasquez.

on their delivery and customer service is sent to the subscriber that includes coupons from advertisers or from The Post.

During his remarks, Dadisman also outlined the Post's strategies for obtaining and retaining readers, including making it easier to be a Post subscriber. "We now have more than 68,000 subscribers paying for their subscriptions with our easy pay plan, where a subscription payment is charged to their credit card every eight weeks," he noted. Another strategy is to sell The Post in new places in new ways. Dadisman cited the

example of the opening of new sales locations, including 30 new Post racks at the Pentagon by **MIKE DEWEY** and staff. This marks the first time that The Post is being sold at the Pentagon, according to Dadisman.

Using technology and strengthening the independent agent (distributor) system are two other strategies identified by Dadisman. He also emphasized the importance of retention, which was also echoed in remarks by Steve Hills. "It is vitally important to bring in new customers and



Circulation Sales and Direct Marketing Manager **RICH HANDLOFF** provided the distributors and Circulation Department staff with an overview of the marketing strategy for the Fall 2003 promotion.

Sun Shines for Family Events

After days and days of endless rain, the sun came out for the weekend. The sunshine and comfortable temperatures added to the enjoyment of readers who stopped by The Post's booth to meet reporters and pick up information at the 18th Annual Black Family Reunion held on the Mall on Saturday and Sunday, Sept. 6 and 7. The Post is a sponsor of the reunion, a two-day cultural event dedicated to the history and tradition of the black family. On Sunday, 1,100 Post staff and family members enjoyed a fun and food-filled day at the annual production picnic held at Smokey Glen Farm in Gaithersburg, Md. **SUSAN CANADA** and **RODDY MACPHERSON** were co-chairs of the picnic. ■



Post reporters **CHRISTINA SAMUELS**, **KEITH ALEXANDER** and **NATALIE HOPKINSON** spent Sunday at the Meet The Post tent at the Black Family Reunion.



Travel reporter **GARY LEE** talks to a reader on Saturday at the Black Family Reunion.

PHOTO - NEKEIDRA MASON



ATHELIA KNIGHT, director of the Young Journalists Development Program, talks to a young girl at the Black Family Reunion's reading garden sponsored by the Partnership for Academic Achievement, a partnership between the U.S. Department of Education and the National Council of Negro Women.

PHOTO - NEKEIDRA MASON



College Park staffers **TERRY TROY**, Security, and **DOTTIE TROY**, Production, bask in the sunshine at the Production Department picnic on Sunday.

PHOTO - PATTI ALUISE



SIM DAVIS, a foreman for Building Services at the College Park Plant enjoys a game of horseshoes at the Production Department picnic.

PHOTO - PATTI ALUISE



Springfield Plant Manager **JENNY RYMARCSUK** and her daughter **EMMA** spent some quality time with the baby chicks at the Smokey Glen Farm during the production picnic.

PHOTO - MARTHA YEATER

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it's even more important that we keep them," explained Hills. He thanked the distributors for their outstanding customer service. "It's the old fashioned and still the best way to grow circulation."

Hills highlighted the importance of Sunday subscribers, in addition to the



Circulation staff at the event included **MELISSA McCULLOUGH**, manager of field relations and special projects; **ZOS MONZON**, division manager, single copy, and **CATHY CAMPBELL**, retention services manager.

daily subscribers who are the focus of the fall promotion campaign. He referred to a new Sunday order as the "platinum standard." "Sunday provides much of the profits that allow us to do everything we do," said Hills. "We make money on copies of the Sunday paper and because of the preprint [the package of advertising inserts] value, this really contributes a lot to our company and allows us to invest in the newsroom and in our employees."

Publisher Bo Jones followed Hills remarks with comments on the state of The Post. He cited the efforts of The Production Department to produce issues on time

More than 400 distributors, zone managers, and other Post employees filled the Springfield Plant's mailroom for the announcement of the 2003 Fall Promotion.



at both the plants. He noted that the news coverage has never been better, "providing reliable reporting on important, relevant matters." He also referred to Hills comments on the importance of the Sunday Post by detailing efforts by the newsroom to increase readership including the debut of the Sunday Source, three-way zoning of the Metro section (D.C., Md. and Va.) to increase local news coverage, and a later deadline for the Style section.

"We have a lot of confidence in the long term strength and future of The Post," said Jones to the distributors. "You are a very large part of that. The best way to counter competition in our suburbs and from new forms of media is to continue to improve the paper to meet our customers needs and to maintain and grow circulation. The fall campaign is our major effort to do that and it will provide the base for our circulation growth for next year."

The outline of the fall RPO campaign was provided by Handloff who took the distributors through the marketing strategies and promotions.



STEVE REED, city home delivery director (far left) and **DAVID DADISMAN**, vice president of circulation (far right) with distributors Richard "Junebug" King, who delivers to the Chesapeake, Va. area and Bruce Bardey, who handles home delivery in Vienna, Va.

The multi-tiered campaign includes the efforts by distributors and telemarketing partners, which began in July. Promotional support for these efforts began this month including radio advertising, in-paper advertising, direct mail, doorknockers, wrappers for sampling of the paper, and direct mail focused on retention.

The fall RPO campaign is the work of several staff in the Circulation and Marketing departments who develop the goals, strategies and execution plan for each element of the RPO. The teams include:

Consumer Communication

- Team Leader: Rich Handloff
- Jeri Flood
- Susan Heyman
- Amy Luxner
- Bonnie Warner
- Jim Dean
- Dewayne Harris

Field Sales

- Team Leader: Gregg Fernandes
- Donna King
- Mike Green
- Wanda Thompson
- Dan Simpson
- Willie Celestin
- John Mandish
- Jose Abbey
- Bonnie Warner
- Kahli Turner
- Rich Handloff

Telemarketing

- Team Leader: Renee Harris
- Al Ford
- Tim Mangum
- Chris Papvasiliou
- Howard Bowles
- Kenny Rosser

Customer Service

- Team Leader: Judy Peters
- Jay O'Hare
- Bobby Boone
- John Mallory
- Glenn Dana
- Rob Nicholson

Kick Off

- Team Leader: Melissa McCullough
- Chris Kassis
- Julie Geris
- Buddy Houghton
- Lydia Wilkins

Strategy Team

- Jeri Flood
- Rich Handloff
- Diane Prather
- Steve Reed
- Cathy Campbell

Steering Committee

- Vic Capece
- Margaret Cromelin
- David Dadisman
- Jeri Flood
- Rich Handloff
- Diane Prather
- Steve Reed



Publisher **BO JONES** congratulates Yong Yil Kim, CEO and Publisher of the Korea Daily - Washington on the new partnership between the two newspapers on August 12. The Post is delivering The Post and the Korea Daily to 2,200 Korean-American homes in the Washington area in a partnership that enables The Post to reach these households and provides the Korea Daily with a reliable delivery system. The partnership was created through efforts by Vice President **CHRIS MA**, City Home Delivery Director **STEVE REED**, and Field Sales Coordinator and Zone Manager **CHARLIE HINES**.

President's Exceptional Service Awards

The President's Exceptional Service Awards began in 1991 and are awarded twice a year to Post employees from the following departments:

Accounting, Administration, Human Resources, Purchasing, Public Relations, Information Technology, Operating Services and Building Services. Managers, Supervisors and Directors are not eligible for the award.

Staff from all departments at The Post, are able to make nominations. For future nominations, easels with information regarding the process, deadlines, and blank forms, will be set up at different locations in the Northwest Building.

First-time winners receive a crystal clock along with a monetary award. The awards are presented at the semi-annual Accounting Department meetings. Pictures of the most recent winners appear in the 7th floor main

elevator lobby, along with the brass plaques with the names of all the winners since 1991.

The nomination forms are available on *IntraNed*. Click on online forms under tools on the left-side of the home page. Nominations may be made at any time during the year and submitted to **ELAINE GOODEN-BOOKER**, Director, Administration Systems.

To nominate an employee for this award, or for more information, contact Elaine Gooden-Booker at x4-7246 or **LUCI CHAFFIER** at x4-5878.

Employees Invited to Music & Dance Awards

The Post's Second Annual Music & Dance Scholarship awards will take place on Saturday, Sept. 27 at 7 p.m. at the



Warner Theatre in the District. Employees are invited to attend this night of entertainment that recognizes the artistic and academic abilities of high school seniors in the metro area. Tickets are available through TicketMaster® at (202) 432-SEAT, or at the Warner Theatre Box Office (202) 628-1818. Tickets will also be available at the door. Balcony seating is \$18.50 and orchestra seating is \$26.50. All proceeds benefit The Washington Post Educational Foundation and Urban Nation, Inc., a nonprofit organization serving at-risk youth. For more information contact **DAVID JONES**, Public Relations, x4-4917.

Free Tickets Available to Imagination Stage

The Public Relations Department has free tickets available to employees for the opening night of for the performance of Roald Dahl's *The BFG* at the Imagination Stage in Bethesda on September 13 at 7 p.m. The performance is

appropriate for children ages 5 and up. There is a limit of four tickets per employee and there are 23 tickets available. Tickets are available in the Public Relations Department on the 7th floor of the Northwest Building on a first-come, first-served basis beginning at noon on Thursday, Sept. 11.

The Washington Post Sunday Source

Wear Your Sunday Source T-Shirt on Sept. 22

The Post's new Sunday Source television advertising campaign featuring testimonials by Sunday Source readers debuts on Sunday, Sept. 21. The Marketing Department is encouraging employees to wear their Sunday Source T-shirt to work on MONDAY, SEPT. 22. (Check with your supervisor for permission.) Look for more details in next week's ShopTalk. ■

Marketplace

FOR FREE: Gorgeous pure bred male German Rottweiler. He is between 1-2 yrs. old, 85 lbs. and neutered. Has all shots, except he needs to finish up the heartworm shots. He is a big sweetheart and needs a nice yard and someone to walk with during the day. He also comes with a crate, leashes and a tie-out. Please call Christie at x4-5970 for inquiries.

FOR SALE: Dark Blue sofa with queen size pull out bed, good condition, \$200; three slightly beat up but still comfortable chairs, \$50 for all three, and a beautiful blue leather chair perfect for a home office, looks new, \$250. Photos available. Call Lisa at x4-6803, or e-mail conorsl@washpost.com

FOR RENT: Chevy Chase, D.C. house, 3 BR, 2 BA, A/C, dining room, fireplace, deck, on quiet street, good schools, \$2,500. Call Bob at x4-7479 or (202) 244-3380

FOR SALE: Sleigh bed/day bed, cherry finish, 2 mattresses, \$195; 2 basic bookcases 72" high x 30" wide, \$30 each. Glass showcase, table size for display, \$50; Persian rug, 8' X 10', all wool, blue/apricot border, center medallion surrounded by ivory, fair condition, best offer. Call L. Smith at (301) 654-1171.

FOR SALE: Redskins 2003 season tickets (upper deck - row 12) available for purchase; face value - 7 home games @\$966.00/pair; includes opportunity to purchase same seats for play-offs; please call (202) 334-6060 or e-mail circad-min@washpost.com

FOR SALE: 1 carat total weight round Magic Glo diamond anniversary band, size 7, selling for \$350. 1/2 carat total weight round diamond engagement ring, size 7, selling for \$200. Call Tammy at home (202) 635-0480. Leave name and phone # on voicemail.

FOR SALE: 1999 Toyota Tacoma SR5 Xtra cab pickup truck. 4 cylinder, 2-wheel drive, 5-speed manual. Dark red/maroon. 41,000 miles. Standard bed, with liner. CD, cruise, tinted windows. Two-door, with split bench seat in front, 2 seats in back. \$9,299. (703)242-0848.

FOR SALE: Toyota pick-up truck bedliner (over-the-rail), fits late-model double-cab (short bed). Perfect condition, less than a year old. These retail for \$200-\$250. Make me an offer. Call Eddie at (202) 237-5364.

FOR SALE: Knabe baby grand. 1956, in excellent condition with flawless ivory keys, mahogany finish, professionally appraised, \$4,500. Call Belle at x4-6401 or (202) 244 3087.

FOR SALE: Redskin tickets - Sept. 21 @4:05pm NY Giants; Sept.28 @1pm New Eng; Nov.9 @1pm Seattle; Dec. 27 @8:30pm Phil. Eagles. \$158 for pair. Great seats. Section 114, Row 3. Claudia x4-7536 or (301) 854-4739.

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.