

ShopTalk

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The Post Versus Isabel

The Post met one of its toughest opponents in its daily efforts to deliver the latest news to newsracks and the doorsteps of its readers when Hurricane Isabel unleashed her wrath on the metro area on Thursday and Friday, Sept. 18 and 19. In the end The Post won the battle to get newspapers to most of its readers.

Isabel couldn't have hit at a worse time. The height of the storm in the area was 10 p.m. Thursday to 2 a.m. on Friday. That time in the evening is when the newsroom is closing the paper and the presses are warming up in College Park and Springfield. At 10 p.m. on Thursday, Sept. 18 the Springfield plant had finished running Friday's Weekend Section. Then the storm took out one of

the plant's two power lines. A few minutes later, the second power line was dead and the Springfield plant was in the dark.

The decision was immediately made to have the entire run of The Post handled by College Park. According to College Park Plant



Maryland Governor Robert L. Ehrlich Jr. looks at a house knocked off of its frame by the winds of Hurricane Isabel on Atlantic Ave. while touring North Beach. The photo was taken by Post photographer MARK GAIL on Sept. 20.

“The Washington community greatly appreciated The Post’s determination to publish in these circumstances and people throughout the newspaper should feel proud of their contributions.”

— Publisher **BO JONES**

Manager **KEVIN O’NEILL**, the plant’s order was increased to pick up 360,000 Virginia papers. However, College Park’s presses were having problems of their own. The electricity was flickering on and off all night and there were an estimated seven to eight power surges causing the plant’s four presses to continuously shut down. Web breaks, when there is a tear in the newsprint that causes a press to shut down, during that one night equaled what the plant would normally experience in a month.

“We couldn’t get any kind of

flow,” explained O’Neill. “We would run for 15 minutes and print about 17,000 newspapers before the presses went down. Then we got two more presses up for about 10 minutes and printed another 15,000 papers.” It would be 12:30 a.m. before a regular run would be underway and by 1:30 a.m. College Park had only produced 130,000 papers, or less than a fifth of its 748,000 order. Finally at 3 a.m., the power stabilized and the presses began to roll.

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Students Shine at Music & Dance Awards

Area high school students shimmered, strummed, sang, and boogied the night away at The Post's Second Annual Music & Dance Scholarship Awards held at the Warner Theatre on Saturday, Sept. 27. Chosen from 148 applicants, 12 high school seniors each received \$1,500 in scholarship money, based on criteria that included talent, grade point average and an essay. Columnist **BOB LEVEY** was the master of ceremonies at the awards and the speakers included District Mayor Anthony Williams, Publisher **BO JONES**, and Director of Community Affairs and Contributions **ERIC GRANT**. Public Relations Supervisor **DAVID JONES** was the operations manager for the event. ■



The Warner Theatre's marquee on Saturday night.



Deputy Editorial Page Editor **COLBY KING** announces a scholarship winner with Miss D.C. Lisa Ferris. Behind them is fellow presenter Alexander Boyle, vice chairman, Chevy Chase Bank.



CAROL MELAMED, vice president of government affairs, congratulates scholarship winner Gray Dickerson. Alongside Melamed are fellow presenters Candice Bryant, president of the Philip L. Graham Fund and Dana Tai Soon Burgess, director, Dana Tai Soon Burgess and Company.



Vice President/General Manager **TED LUTZ** at the pre-event reception with presenter Jasmine Sneed, executive director of the Frederick Festival of the Arts and her husband, David.



JO-ANN ARMAO, assistant managing editor of metro, talks to fellow awards presenter Raymond Archer, assistant vice president of university advancement at Howard University, at the pre-event reception.



Columnist **BOB LEVEY** was the master of ceremonies.



Urban Nation rocked the theatre with a special dedication to the awards' contestants.

The press run was several hours late, one plant had no electricity, and distributors were waiting for papers. Circulation staff began to prioritize delivery. Single copy orders were cut and the decision was made to give priority to inner market home delivery. Outer market home delivery subscribers in areas like Fredericksburg and Charlottesville would get their Friday paper delivered with the Saturday paper. Areas of Maryland were unreachable because of bridge closings. The last paper was dispatched about 8 a.m. On most mornings, the last paper would have been dispatched at 4:30 a.m.

DAVID DADISMAN, vice president of circulation and **VIC CAPECE**, director of planning and operations headed up the Circulation team based



Post photographer **CAROL GUZY** took this photo of a young boy riding his scooter through water on a flooded street in Old Town Alexandria resulting from Hurricane Isabel.

Friday. “I’ve seen their team spirit numerous times whenever they were challenged by severe weather or adversity,” said Reed. “It is truly when you see our people at their best.”

Readers and staff were notified of the late delivery of the Friday newspaper via a notice that appeared on *washingtonpost.com*,

field was still dark at 7 a.m., a team of eight production staff was dispatched from the plant to College Park to help the press teams struggling to keep the presses rolling.

The Springfield plant got its power back about 10:30 a.m. on Friday morning according to Springfield Plant Manager **JENNIFER RYMARCUSUK**. However, lack of electricity wasn’t the only problem. During the night the plant had steadily been losing water pressure. The presses use chilled water that is processed in the plant to cool the inking system. Water is also an essential ingredient in the mixture of ink and water used in the printing process.

“There was only a dribble of water coming in, so we used the warm water that we had in the system and decided to run the presses until they stopped,” said Rymarcusuk. “We ran the heck out of them on Friday afternoon and printed about 300,000 Sunday Source sections until we ran out of the water that feeds the inking system.” Later in the afternoon, the staff discovered that they now had water pressure in an outside spigot. It wasn’t the processed water

that they would use under normal circumstances, but it was water. Using ingenuity, Production staff hooked up garden hoses to the outside water and fed the water into the presses to keep them running.

“We finished two-thirds of our run and caught up Saturday,” explained

Rymarcusuk. “The key turning point for us was when the water pressure came back on at 9:30 p.m. Friday night.”

It was also a long night for the Newsroom’s Metro staff. The public transportation system was shut down and people had been warned to stay off the roads. Yet Post reporters had to be out in the storm to gather information.

“There was enough advance knowledge of the storm that we were able to plan,” said **JO-ANN ARMAO**, assistant managing editor of Metro. “We had people in places where we thought things were going to happen. That’s a great strength of the bureaus—that we were able to have people all over. It was at points scary because we didn’t know what to expect from the storm, but the planning really paid off.”

According to Armao, some of the best reporting of the storm didn’t get into the newspaper because of the challenges faced by the plants. She credits the partnership with *washingtonpost.com* with the opportunity to get that reporting and other essential information to readers. ■



Karen Little walks through her front yard in Southeast D.C. where two giant trees fell during Hurricane Isabel in this photo taken by Post photographer **FRANK JOHNSTON**.

in College Park. **STEVE REED**, city home delivery director was based at the Springfield plant. They credit the teamwork by the distributors and carriers in ensuring that the majority of Post readers got their paper at some point on

washpost.com and *IntraNed*.

It wasn’t only the Friday paper that was affected by Isabel. The printing plants also had to print advance run sections of the Sunday paper including Real Estate and the Sunday Source. Since Spring-



Advertising Expo

DAVE CORSO, IT, demonstrates a tablet computer to **MIKE GOODMAN**, Automotive Group, and **OMAR TORRANCE**, Business Development Unit during the Advertising Sales Tool Expo hosted by the Advertising Systems Unit on Wednesday,

September 24 on the 9th floor of the Northwest Building. Coordinated by **DIANE REEDER**, project manager, the expo was an opportunity for Advertising Department staff to get information and ask questions about the latest available advertising sales tools and technologies. According to **BARBARA HERMANSON**, advertising systems unit manager, the expo was a cost-effective way to reach staff with valuable information on new advertising systems that have been recently introduced in the department.

KidsPost at the Circus

KidsPost Editor **TRACY GRANT** was center ring on Thursday, Sept. 25 at the Big Apple Circus in Dulles Town Center in Loudoun County, Va. The Post is a sponsor of the circus, which runs at Dulles Town Center through Oct. 13. Grant welcomed the crowd to the event and encouraged them to read **KidsPost** in the morning. Sharing the spotlight were Grant's two sons, Andrew and Christopher. **LINDA HASKINS-WRENN**, Marketing, is responsible for coordinating the partnership with Big Apple Circus.



PHOTO - CARRIE MORSE

Meet The Post

Prince William Extra Editor **SCOTT PATTON** discusses coverage of the county with a group of Post readers on Tuesday, Sept. 23 at the Central Library in Manassas. Patton's presentation was the first in a series of four Meet The Post events scheduled this fall at the four major branches of the Prince William County Library System. Coordinated by **CARRIE MORSE**, Public Relations, the series continues on Oct. 7 with a discussion with columnist **MICHELLE SINGLETARY** at the Bull Run Regional Library.

Post Kids Invited to Run

The Post is a sponsor of the Healthy Kids Fun Run, a 1-mile run that starts and ends at the Iwo Jima Memorial in Arlington on Saturday, Oct. 25. The run begins at 8:30 a.m. and is limited to 1,000 children ages 6-to-13. Children will be placed according to their age and there will be no time limit. Participating children will receive a T-shirt and ribbon. Packet pick-up and registration:

- Hyatt Regency Hotel in Arlington, Va. on Thursday, Oct. 23, 4-8 p.m.

- Hyatt Regency Hotel in Arlington, Va. on Friday, Oct. 24, 10 a.m.-7 p.m.
- Saturday, Oct. 25 at the Iwo Jima Monument from 8:30-9:45 a.m.

The entry fee for the run is \$10 or a donation of an unwrapped toy with a value of \$10 to Toys for Tots. For more information, contact **CARRIE MORSE**, Public Relations, at x4-7972.



Marketplace

FOR SALE: 2002 Ford Taurus SES Gold, 4 dr, air, CD, auto trans. 23,635 miles. Car is in excellent shape. \$10,000/OBO. Call David Hoffman, x4-5553.

FOR SALE: Single hardwood artisan's loft bed, in solid birch wood w/ ladder, guardrails and bedside shelf. 44" wide x 80" long and 6' high. Futon included. Asking \$300/OBO. Call Eric at x4-6466.

VACATION RENTAL: One-bedroom townhouse/condo available for midweek getaway Oct. 6-10. Nicely decorated, with full kitchen, living room, dining room, fireplace, balcony, jacuzzi, VCR, etc. One mile from Williamsburg, Va. historic area. \$50 per night. Call Scott at x4-6761 or (301) 309-0983.

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: Assorted Revere ware pots and pans in good condition, range of sizes, \$25 for set. Vintage Art Deco armoire with original bakelite handles/modified to be used as entertainment center, \$200/OBO. Call Jessica at x4-5650 or (301) 270-4714.

WANTED: Someone to carpool to work with from the Shady Grove Road area in Rockville to the Northwest Building (15th & L Street N.W.). Either you can drive, or I can drive. I just need to ride in the HOV lane! Call Christie at x4-5970.

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: 1995 Explorer, 2-wheel drive, new Michelin tires, new brakes, still runs great, 120,000 miles. Asking \$4,000. Call Lisa at (703) 250-4107.

FOR SALE: 1998 Toyota Celica GT Convertible. Black w/gray interior. Fabric seats. Automatic, A/C, CD/Cassette /Radio, Cruise Control. 37,000 miles. In excellent condition. Garage kept. \$13,500. Call Bonnie Warner on x4-4537 or (301) 776-0596. E-mail: warnerbs@washpost.com.

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