

ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

Community Ties The Bureau Alliance Program

The Metro staff based at The Post's 13 local bureaus and offices are the newspaper's ties to the communities it serves in the metropolitan area. To enhance The Post's reputation and visibility in these communities, the Public Relations Department implemented the Bureau Alliance Program four years ago. According to Public Relations Manager **LISA BOLTON**, the program provides the opportunity for feedback and communication between the bureaus and the Northwest Building staff.

"It's a strategic and valuable way for us to find out about community concerns and initiatives," said Bolton. Through the Bureau Alliance Program, Public Relations Department staff are assigned to each of the local bureaus. Four times a year, the staff visit the

bureaus and share feedback from their visits at a staff meeting. Feedback may include community issues, needs and concerns; public relations issues; community events that should be considered for sponsorship, as well as opportunities to increase The Post's presence in the bureau's community that will have a positive impact on circulation.

"It has been a mutually beneficial program," explained **MIRANDA SPIVACK**, the assignment editor in the Prince George's County

Bureau. "We've been able to offer up ideas about the community and have received help in letting Prince George's residents and potential Post readers know that we've stepped up coverage of the county in the last



MIKE SHEAR (pictured), **ROBERT MELTON** and **SUE NOFTSINGER** comprise the Richmond Bureau.

five years."

The Bureau Alliance Program has also enabled the bureaus to expand on existing community relationships. One example is the Fairfax Bureau's involvement with the Cappies high school theater program. Working

with the Public Relations Department, the bureau coordinates an annual daylong workshop for student theater critics hosted at the Northwest Building. (See the Oct. 9 issue of *ShopTalk*.)

Another objective of the Bureau Alliance Program is to strengthen the relationship between the bureaus and the Northwest Building. The Public Relations staff provides the bureaus with opportunities to participate in The Post's Speakers Bureau, as well as sharing publications, videos and other materials that may be useful to bureau staff.

The bureaus also receive

information on people in their counties who have been recipients of Post awards, including the Distinguished Educational Leadership Award for principals, the Agnes Meyer Outstanding Teacher Award, as well as local recipients of the newspaper's Grants in the Arts and Grants in Education.

Since most Post staff do not have the opportunity to meet the bureau staff, *ShopTalk* is bringing the bureaus to you. These and the photos on pages 2 and 3, are The Post's faces in the community. ■



MICHELLE BOORSTEIN is based in Fredericksburg, Va.



ELIZABETH WILLIAMSON (pictured) and **DAVID SNYDER** staff The Post's Frederick, Md. office.

The Post's Local Bureaus



The City Desk Bureau located at the Northwest Building includes (front row, l-r) JUSTIN BLUM, DAVID NAKAMURA, DEBBI WILGOREN, ALLAN LENGEL, (second row, l-r) KARLYN BARKER, MARTIN WEIL, CARYLE MURPHY, SARI HOROWITZ, (third row, l-r) VANESSA WILLIAMS, CRAIG TIMBERG, AV GOLDSTEIN, GABRIEL ESCOBAR, BRUCE WRIGHT, MANNY FERNANDEZ, (fourth row, l-r) PAUL BERNSTEIN, MARY BETH SHERIDAN, SERGE KOVALESKI, BILL MILLER, BOB SAMSOT and BILL BROADWAY. Not pictured are HENRI CAUVIN, SEWELL CHAN, DEE COHN, PETULA DVORAK, DAVID FAHRENTHOLD, JUDY HAVEMANN, SPENCER HSU, ERICA JOHNSTON, CAROL LEONNIG, CLAUDIA LEVY, SYLVIA MORENO, MONTE REEL, ARTHUR SANTANA, PATRICIA SULLIVAN, LENA SUN, NEELY TUCKER, CLARENCE WILLIAMS, and YOLANDA WOODLEE.

PHOTO DATED DEC. 2002



PHOTO - RUBEN RODRIGUEZ

The Loudoun County Bureau staff includes (seated l-r) SANDY MAUCK, LESLIE SHEPHERD, MIKE LARIS, (standing l-r) MARIA GLOD, BARBARA MARTINEZ, ROZ HELDERMAN, LINDA WHEELER and AMY JOYCE. Not pictured are DREW VAN ESSELSTYN, GINNY JOHNSON, ANGELA WATTS, and TRACY WOODWARD.



PHOTO - CHRISTINE SWERDA-POOLE

The Montgomery Bureau staff includes (l-r) LINDA PERLSTEIN, FREDRICK KUNKLE, MAE ISRAEL, MARK JONES and BRIGID SHULTE. Not pictured are CHRISTINE SWERDA-POOLE, MICHAEL COTTMAN, DANA HEDGPETH, MICHAEL RUANE, NANCY LEWIS, LILA ARZUA and MATTHEW MOSK.

The Fairfax Bureau staff includes (l-r) KIRSTIN DOWNEY-GRIMSLEY, LEEF SMITH, KEN BREDEMEIER, STEVE FEHR, MARYLOU TOUSIGNANT, LIZ SEYMOUR, PETER WHORISKEY, JEAN MACK, JACQUI SALMON, MITRA KALITA, BILL BRANIGIN, WOODY IRVIN and DAVID CHO. Not pictured are LISA REIN, TIM DWYER, TAMMY JONES, CAROL MORELLO, RON SHAFFER, DIANE MATTINGLY and MICHAEL LEAHY.





PHOTO - MARGARET THOMAS

The Metro staff in the Manassas, Prince William County Bureau are (front row, l-r) CHRISTINA SAMUELS, JOSH WHITE, (back row, l-r) CAMILE ROSS, SCOTT PATTON, ERIC WEISS, and PAUL GLADER. Not pictured is MARGARET THOMAS.



PHOTO - STEVE LEWIS

The staff responsible for covering the Alexandria and Arlington area are based in an office on King Street in Alexandria. The staff includes (l-r) MIYA WISEMAN, SARAH LANE, PATTI DAVIS, JAY MATHEWS, CHRIS JENKINS, ANNIE GOWEN, VICTORIA BENNING, ELAINE RIVERA and JERRY MARKON.



PHOTO - NEKEIDRA MASON

The Anne Arundel Bureau based in Annapolis includes (sitting) TRACEY REEVES, (standing, l-r) NELSON HERNANDEZ, DARRAGH JOHNSON, ANITA HUSLIN, and EILEEN RIVERS. Not pictured are VIKKI ORTIZ, CHRIS DAVENPORT, CAMILLE POWELL, LORI MONTGOMERY, CRAIG WHITLOCK, EFFIE DAWSON and SHARON FANNING.



PHOTO - DAVID JONES

The staff based at the Howard County Bureau are MARY OTTO, YLAN MUI, SABRINA JONES, SUSAN DEFORD, SUZANNE WOOTON, ALICIA CYPRESS and LINDA JAMES. Not pictured are TIM CRAIG, JON GALLO and PHUONG LY.



PHOTO - DAVID JONES

The Prince George's County Bureau staff includes (front row, l-r) NANCY TREJOS, OVETTA WIGGINS, AVIS THOMAS-LESTER, BARBARA HINTON, (back row, l-r) HAMIL HARRIS, MIRANDA SPIVACK, JAMIE STOCKWELL, WILLIE PUGH, and PAUL SCHWARTZMAN. Not pictured are JOSH BARR, RUBEN CASTANEDA, KRISAH WILLIAMS, SARAH GEBHARDT, NURITH AIZEMAN and ALEXA STEELE.



PHOTO - BONNIE SMITH

The staff in the Southern Maryland Bureau, based in LaPlata, cover Charles, Calvert and St. Mary's counties. The staff includes (front) BONNIE SMITH, (second row) MIKE AMON, TOM LANSWORTH, (on stairs, l-r) GENE MEYER, RAY McCAFFREY, MOLLI YOOD, THEOLA LABBE and MARK GAIL.



This photo of the mall by Post photographer **GERALD MARTINEAU** is one of the most popular photos sold on The Post's online photo store.

Employee Discount on Photos

Post employees can now receive a 20 percent discount on purchases of photos taken by Post photographers. The online store can be accessed through www.washingtonpost.com/buyphotos or by clicking on the online photo store link on the [washingtonpost.com](http://www.washingtonpost.com) home page (located at the bottom of the page on the right). The employee discount code "emp927" is entered by clicking on "Validate Coupon" in the left

bar of the order pages during the order process. Enter the code in the pop-window.

The employee discount also applies to all personal use reprint requests of Post staff photos from the newspaper as well. To order photos for personal use go to www.washingtonpost.com/personalphotos. The discount code and input method are the same as for the online photo store.

The online photo store and reprint requests are handled

by Writers Group staff **RUSSELL JAMES**, permissions editor; **RICHARD ALDACUSHION**, production editor, and **KIM OSTER**, senior production administrator.

Octoberfest a Success

More than 125 employees enjoyed Brock & Company's Octoberfest themed lunch at

the Northwest Building on Thursday, Oct. 2. The winners of Brock's dessert baking contest held during the lunch were **CARLETHIA PRATT**, Mail Desk, who received first place for her Almond Joy double fudge cake and **ANTHONY MURRAY**, Building Services, who took second place for his Hurricane Isabel cake.



PHOTO - MARIE MARZI

Assistant City Editor **VANESSA WILLIAMS** listens to a question during her workshop on advanced news reporting as part of the Young Journalists Development Program's (YJDP) annual High School Advisors Seminar held at the Washington Plaza Hotel on Thursday, Oct. 2. Thirty-five high school newspaper advisors attended the daylong series of workshops run by Post newsroom staff and designed to improve the quality of area high school newspapers. News staff **LISA FRAZIER PAGE** and **YVONNE LAMB** assisted **ATHELIA KNIGHT**, director of the YJDP, with coordinating the seminar.

Marketplace

FOR SALE: 1999 Chevrolet Malibu LS Sedan, champagne color. The car has 58,000 miles and is in good condition. Asking price is \$7,800. Call El-Tonya at (202) 679-2000.

FREE PET AD: Precious Pets, the Thursday Extras Pet Directory, is searching for any employee who is interested in sending a free message to their pet! Please contact David (DC Extra) at x4-5433, Matt (MD Extras) at x4-7926 or Carla or Maria (VA Extras) at x4-9269 or x4-6139.

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

FOR SALE: Glider, good condition, pastel colors, \$75/OBO; rosewood entertainment center from Scan, few scratches, front closing doors, two shelves, able to fit a 36"+ TV and stereo in it. Oriental rug (pink floral), good condition, a couple of spots, asking \$100/OBO; Oriental rug (cream and blue) 7' x 9', like new, asking \$75/OBO; Oriental rug (green and cream) octagon shape, good condition, asking \$50/OBO. Tweety Bird costume, size 6, brand new, from Warner Bros. store, paid \$49.99, asking \$29.99/OBO. Call Odessa at x6-2240, or (240) 777-5086.

FOR SALE: 1997 Jeep Wrangler, soft-top, 4x4, 4 cylinder, 5-speed, great on gas, new Kenwood stereo, mag wheels, power steering, a/c, must see. Asking \$8,500. Call Troy at x6-2220, or (703) 590-2228.

FOR SALE: 1 carat diamond ring, yellow gold, brilliant in shape, \$350. 1/2 carat yellow gold, brilliant in shape \$200. Call Tammy at (202) 635-0490 or (202) 526-2997.

FOR SALE: 2001 Mercury Cougar - green, 31K miles, leather, moon roof, premium stereo- excellent condition, \$13,000. Call Yan at (301) 742-2757 or x4-4642.

FOR SALE: 1/2 carat total weight diamond bracelet. 18 kt. Italian gold (type #750) Will sell for \$295. Call Heba at x4-6026 or (301) 460-9330.

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.

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: 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.

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.