

# ShopTalk



November 6, 2003 Vol. 29 No. 37

Editor, Lisa O'Donnell Connors, x4-6803

## National Weekly's 20th Anniversary

**A** caricature of then President Reagan appeared on the Nov. 7, 1983 debut issue of a new Post publication called National Weekly. The new tabloid featured political, economic and world news culled from the previous week's daily and Sunday issues and repackaged for a national audience. Regular Post contributors included

**DAVID BRODER**, Meg Greenfield and Herb Block. According to an article in the Sept. 27, 1983 issue of ShopTalk, the National Weekly was expected "to be must reading for an influential, affluent audience of every political stripe." Circulation of the mailed publication was projected to be 30,000.

Fast forward 20 years and much has changed and much has stayed the same for the National Weekly.

Recent covers of the National Weekly have featured Democratic presidential candidate Wesley Clark and California Governor-elect Arnold Schwarzenegger. Editorial Cartoonist **TOM TOLES** is now drawing caricatures of politicians instead of the late Herb Block while Broder continues to provide his political analysis.

"To truly appreciate the success of the National Weekly, consider the fact that the editorial niche and the reader base targeted in the original business plan for the National Weekly remains relevant and viable 20 years later.



What has changed, of course, is the challenge of fulfilling its mission in the face of a multitude of available news sources, as well as the Internet," explains **LIONEL NEPTUNE**, vice president of affiliates.

Two decades after it was launched, the National Weekly has retained an "extremely loyal," well-educated and affluent reader audience of approximately 50,000 subscribers, according to Business Manager **CECELIA STEPHENS**.

"Our audience is two-fold, people who live in small media markets who have daily newspapers that do not have much national news. We also get the political junkies who



The National Weekly staff includes (seated) Editor **SHARON SCOTT**, (front row, l-r) Associate Editor **SUE KOVACH SHUMAN**, Editorial Aide **MARC DANCY**; Advertising Sales Representative **JUDITH SIEBER**; Business Manager **CECELIA STEPHENS**; (back row, l-r) Administrative Assistant **KAREN HILL**, Associate Editor **MARY ANNE MULLIGAN**, and Vice President of Affiliates **LIONEL NEPTUNE**. Not pictured is Director of Advertising **NANCY PARKE**.

CONTINUED ON PAGE 3

# Readers Day at College Park

**M**ore than 1,100 Post readers came out on Sunday, Nov. 2 to enjoy a tour of The Post's College Park production plant. Readers had the opportunity to ask questions and talk to Prince George's Bureau News staff and College Park Production staff, or get a photo with Ned the Newshound. The Marketing Department also provided readers with the opportunity to purchase Post merchandise that is now available through the new online store.

Sunday was also a family day for Post employees. According to Public Relations Manager **LISA BOLTON**, several of The Post volunteers at the event also brought along siblings, parents, spouses and older children to work at the event to help ensure a fun day for readers.

The following Post staff and retirees assisted the Public Relations staff at Readers Day:

- Patti Aluise
- Dawn Askerneese
- Nadeem Awan
- Polly Boyle
- Chris Branin
- Keith Brice
- Jihad Bruce
- Ruben Castaneda
- Vonda Coulbourn
- Mark Gail
- Sara Gebhardt
- Frankie Geiger
- Aurora Gonzalez
- Eric Grant
- Sherry Gryder
- Reginald Harrod
- Vernon Henery
- Barbara Hudson
- Jeff Johnson
- Lillie Lee
- Kevin O'Neill
- Jeff Martin
- Lola Perantonakis
- Chris Swerda-Poole
- Steve Poole
- Hugh Price
- William Pugh
- Sandy Randall
- Victor Smith
- Toni Thompson
- Terry Troy
- John Wong



PHOTO - LISA BOLTON

**CHRIS BRANIN**, Human Resources, escorted Ned the Newshound. To the right is **KEITH BRICE**, Circulation.

**VICTOR SMITH**, Production, answers readers' questions with College Park Assistant Plant Manager **SHERRY GRYDER**. To the right is **JEFF MARTIN**, Production, talking to another group of readers. To the left is Plant Manager **KEVIN O'NEILL**.



PHOTO - LISA BOLTON



PHOTO - RUBEN RODRIGUEZ

College Park Plant Manager **KEVIN O'NEILL** provided information about the presses.



PHOTO - LISA BOLTON

Photographer **MARK GAIL** talked to readers after the tours.



PHOTO - RUBEN RODRIGUEZ

Public Relations Supervisor **DAVID JONES** discussed the mailroom operations during the tour.



are very interested in politics in Washington," noted Stephens. According to a 2001 subscriber survey, 87 percent of the National Weekly's subscribers have college degrees and 57 percent have post graduate degrees. The readership is predominantly male with an average age of 58 and almost a third of its readers have a household net worth of more than \$1 million.

In addition, the National Weekly has become a weekly "textbook" for college and high school political science and current events classes. Through a flexible classroom program that allows teachers and professors to subscribe to the weekly for a semester, the National Weekly has built an academic readership that now

makes up about 10 percent of its readership.

Despite its loyal readership, just a few years ago the fate of the National Weekly was in question. Because of its relatively small circulation base, the tabloid wasn't able to make a profit as an advertising revenue driven business. In 2000, the decision was made to change the National Weekly to a circulation driven business, where subscribers would pick up more of the cost of the publication. The subscription price was increased by 63 percent to \$78 per year (see box at end of story). The subscriber base had been as high as 100,000, but was not making a profit. After the subscription price was raised, the number of subscribers fell and then stabilized at the 50,000 level.

"It was a major change,"

Stephens said, "What we wanted to do was to keep the core readers, the really committed people who we knew were so loyal to the National Weekly and create a situation in which we could sustain the Weekly and make money without having to rely on advertising dollars. We still have advertising revenue and have had some wonderful loyal advertisers for years."

The decision worked for the National Weekly. The publication made a profit in 2001 for the first time in its existence and continues to be a profit-generating publication.

Editor **SHARON SCOTT** describes the editorial content of the National Weekly, "... as the best of The Post, but it really only scratches the surface. We provide an analytical look at the news and what it

means." She notes that another change in the National Weekly that will be evident in the Nov. 10 issue was brought about by its readership. "Because of our older demographics, we found that the typeface was too small, so we increased the size," she said. There will also be a small redesign of the Editorial pages. ■

*Post employees can get a 50 percent discount to a one-year gift subscription of the National Weekly for friends and family. For more information, contact the National Weekly at x4-4293.*

## Historic Trips to Rome



**BARBARA HUDSON**, Accounting and **PHIL KANE**, Production, and his wife Pat, were among the 290 people, most from the Archdiocese of Washington, who were part of a week-long tour organized by Washington archbishop Cardinal Theodore McCarrick to attend the 25th Jubilee of Pope John Paul II on Oct. 16 and the beatification ceremony of Mother Theresa on Oct. 19. "I was very touched by the experience," said Kane. "These are memories I will have for the rest of my life." Kane's wife Pat took this photo of Hudson and Kane overlooking Lake Albanus at Castel Gandolfo, the summer residence of the popes.

**CLARE FENNESSY**, IT, with her father, Henry and her uncle, Justin Rigali, the United States' newest Cardinal, and archbishop of Philadelphia at a dinner celebrating his consistory. Fennessy traveled to Rome with her husband, siblings, parents, and cousins to attend the ceremony in St. Peter's Square on Oct. 21 where Rigali was presented by the Pope with a scarlet biretta, the three-lobed cardinal's hat. They also attended the Oct. 22 ceremony in St. Peter's Basilica to see her uncle receive his cardinal's ring. "It was pretty amazing," said Fennessy. "For years we thought he would become a cardinal, but it wasn't until we were there that we realized what a big deal it really was. There were thousands of people from all over the world there singing and shouting out blessings to the Pope - it was a real celebration." Fennessy's family also took advantage of the trip to celebrate her father's 80th birthday. Her father is the cardinal's older brother.



PHOTO PROVIDED BY CLARE FENNESSY

## Post Kicks Off 2003 United Way Campaign

The Post formally began this year's United Way Campaign with a kick off reception and training session on Friday, Oct. 31 for the department campaign chairs held on the 9th floor of the Northwest



**United Way**  
of the National  
Capital Area

Building. The campaign, which runs until Friday Dec. 19, is co-chaired by **LIONEL NEPTUNE, GEORGE WATHEN**, and **ELAINE GOODEN-BOOKER** with support from **ADRIENNE TAYLOR** and **ANGELA SOMERS**. There are 26 department chair people who have begun to hand out the United Way forms this week to staff in their departments. A list of the department chairs is available online on the *Intranet* home page.

Unlike last year, this year's fall charitable giving campaign will be exclusively United Way and America's Charities will not be offered as an option. A letter from Publisher **BO JONES** was distributed to Post staff last week detailing the decision to support the United Way of the National Capital Area (UWNCA). The letter is available to read online on the *Intranet* home page. For more information about this

year's employee campaign, contact Adrienne Taylor at x4-7101, George Wathen at x4-7103, or Elaine Gooden-Booker at x4-7246.

The Post is also designating a \$225,000 corporate donation to the regional Community Service Fund which assists projects that address issues common to the entire area (e.g., family support services, immigrant needs). In addition, The Post will continue to provide advertising support to the United Way drive and to sponsor retired Post advertising sales representative Tom Camarda as a United Way campaign ambassador.

During the United Way of the National Capital Area's annual campaign, employees in local businesses and the federal government donate more than \$18 million, which is distributed to a network of more than 1,000 health and human service agencies that

assist people in the community. To learn more about the United Way of the National Capital Area, go online to [www.unitedwaynca.org](http://www.unitedwaynca.org).

## OD&T Hosts Brown Bag Session on Elder Care

The Organization Development & Training (OD&T) Department is hosting a brown bag lunch on the topic of elder care on Monday, Nov. 10, noon - 1p.m. in the 1st floor Sousa meeting room (L St. side of Northwest Building). The session is for employees who have become sources of emotional, financial, and/or physical support for their parents. Participants will examine their role as caregiver and learn how to identify resources and options. Please RSVP to the OD&T Hotline at x4-5425 to reserve your space.



Charles Anderson, CEO of the United Way of the National Capital Area (UWNCA) discussed the changes that have taken place at the UWNCA in the last year during the kick off meeting for department chairs on Friday, Oct. 31.

## Marketplace

**FOR SALE:** Tony Little's Gazelle FreeStyle Elite w/heart monitor, videos and booklet. Practically new. \$200/OBO. Call Barry on x4-5511.

**FOR SALE:** Unique glass dining room table with beveled edge. It sits on white pillars and has six cushion chairs. Will sacrifice for \$300/OBO. Call Troy at x6-2220, or (703) 590-2228.

**FOR SALE:** 15" Trinitron color TV, works fine, asking \$40. Also, Daylilies, double, orange blossoms, 15 plants for \$10. Plant now to bloom next year. Call Donna at x4-6437 or call (301) 589-5381.

**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.

**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:** 1997 Jeep Wrangler, soft-top, 4x4, 4 cylinder, 5-speed, great on gas, new Kenwood stereo, mag wheels, power steering, a/c, only 48,000 miles, must see. Asking \$7,500/OBO. 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.

**HOLIDAY NUTS:** Guaranteed fresh pecan halves for the holidays. Easy to freeze, delivered to your office, \$5/lb. Proceeds go to the Lions Club's work with the blind and poor. This is the 25th year of the sale! Call Bill Benner at x4-5281 or Veronica at x4-5214.

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

**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.

**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.