

# ShopTalk



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## 2003 Community Involvement

The Post has a long tradition of generously supporting the community where its readers live and work. In 2003, the newspaper and employees provided hundreds of schools and nonprofits with vital funding, as well as countless volunteer hours and donated ad space. Here are highlights from 2003:

### Education

The cornerstone of The Post's community support is education. The Post recognizes that the future of the newspaper depends on the next generation of educated and literate readers. To that end, The Post has two awards and one program to support and recognize educators who are creating exceptional learning environments in their schools. The **AGNES MEYER OUTSTANDING TEACHER AWARD** and the **DISTINGUISHED EDUCATIONAL LEADERSHIP AWARD** for school principals recognizes those outstanding educators in each of the 19 public school districts and private

schools in The Post's market area. The **VINCENT E. REED PRINCIPALS LEADERSHIP INSTITUTE** was founded in 1997 to provide area principals with a series of workshops designed to increase their leadership and management skills.

One of the highlights in The Post's education program is the **EASTERN 500 CLUB**. In 2003, 93 percent of D.C.'s Eastern High School graduates who were members of the club were enrolled in colleges. Since 1987, The Post has funded more than \$2.5 million in scholarships to Eastern students who received all As and Bs on their report card. Students also received mentor support from 51 employees. Through The Post's **HOWARD UNIVERSITY PARTNERSHIP**, 151 juniors and seniors participated in a financial literacy forum led by Newsroom staff.

Three unique partnerships with foreign embassies have been cultivated by the newspaper to benefit local educators interested in international cultural and educational experiences. The **INTERNATIONAL TEACHING FELLOWSHIPS** enables nine teachers to attend an educational program at a university in Spain during the summer where they are immersed in Spanish lan-



PHOTO - KIRA HORVATH

Chairman **DON GRAHAM** congratulates 2003 Agnes Meyer Award winner Robin Nussbaum at the ceremony held in April. Nussbaum is a special education teacher at Cedar Lane Elementary School in Howard County, Md.

guage and culture. The **ITALIAN CULTURE AND LANGUAGE FELLOWSHIP** program provides six principals or supervisors of foreign language programs to visit Italian universities to learn Italian culture and language. The Post also announced in 2003 its support of the **JAPANESE EDUCATION AND CULTURE FELLOWSHIPS** in conjunction with the 150th anniversary of the first U.S.-Japan Amity and Commerce Treaty. The fellowship program will enable six area educators



to attend a three-week study tour in Japan.

More than 150 Newsroom staff also volunteered their time for the newspaper's **YOUNG JOURNALISTS DEVELOPMENT PROGRAM (YJDP)**, designed to educate and cultivate young people, especially minorities, who show an interest in pursuing careers in newspaper journalism. In 2003, 611 high school and university students participated in the program. YJDP also partnered with

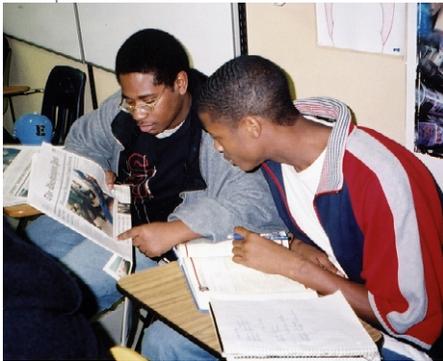


PHOTO - CHRISTOPHER JANSON

Students in the 12th grade government class at Potomac High School in Prince William County, Va. use *The Post* through the NIE program to track important events affecting the government, and the candidates running for election.

24 schools to support and revive their student newspapers and provided special training to newspaper advisers at 29 schools.

Sports columnists **TONY KORNHEISER** and **MICHAEL WILBON** hosted their first **CELEBRITY GOLF CLASSIC AND ROAST** in September to benefit the D.C. College Access Program. The event at the Whiskey Creek Golf Course in Maryland raised \$130,000 for the nonprofit organization which works with the D.C. School System to provide counseling and financial assistance to students who might otherwise not have the opportunity to attend college.



PHOTO - LARRY MORRIS

Student Scarlett Koga looks at part of the ceramic tile mural she helped create at Terra Centre Elementary School in Fairfax County, Va. The school received funding for the mural from the 2003 Grants in the Arts program.

The Post's **NEWSPAPER IN EDUCATION (NIE)** program provided a daily average of 37,000 newspapers to 544 area schools in 2003. The program, which also provides teachers with lesson plans and supplements, is funded in large part by The Post's Vacation Donation program that enables subscribers to donate the cost of their stopped delivery during vacations. The program raised more than \$483,000 in 2003. Organizations including Ford Motor Company, Cigna Healthcare, Lockheed Martin, the International Horse Show and the Quarterback Club also sponsored the NIE program.

The **GRANTS IN THE ARTS** and **GRANTS IN EDUCATION** programs support area schools with more

than \$70,000 in direct support from the newspaper to fund activities in classrooms not covered by school budgets. In 2003, The Post awarded 67 Grants in the Arts and 93 Grants in Education ranging from \$300 - \$500.

The Post also supported many other education programs including the 17th **ANNUAL ALL-METROPOLITAN TEAMS AWARDS** recognizing outstanding high school athletes; the **EVERYBODY WINS!** tutorial reading program; the **SPRINGFIELD PLANT'S PARTNERSHIP WITH NORTH SPRINGFIELD ELEMENTARY SCHOOL**, and a monthly series of networking lunches for the area's school system **SUPERINTENDENTS**.

## Community Initiatives

The Post has initiated several community programs that are collaborative efforts with our readers and neighbors. In 2003, The Post and

readers raised more than \$3,000 in contributions and donated a mountain of toys and child care necessities for

the **BE AN ANGEL** program held during the December holidays. The program's beneficiary was the District-based Bright Beginnings developmental daycare center for homeless children.



Several of *The Post's* Race for the Cure team members at the Northwest Building after participating in 2003's soggy, but successful event.

During his almost 23-year tenure of writing **BOB LEVEY'S** Washington, the columnist's **FUNDRAISING CAMPAIGNS** in the Style section have raised more than \$16 million for Children's Hospital and more than \$7 million for the Send a Kid to Camp Program. In addition, readers were enlisted to support Levey's List, a clearing-house that matches organizations and individuals in need with readers willing to donate needed items. Post readers also supported D.C. schools through his Giant and Safe-way receipt program.



PHOTO - NEKEIDRA MASON

**ATHELIA KNIGHT**, director of the Young Journalists Development Program, talks to a young girl at the Black Family Reunion Celebration'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.

Sponsored by The Post, the **MARINE CORPS MARATHON HEALTHY KIDS FUN RUN**, a one-mile fun run for kids, attracted an estimated 600 young runners in 2003. The entrance "fee" for the run was a toy or cash donation to the Marine Corps Toys for Tots program.



The newspaper's longstanding support of the **SUSAN G. KOMEN BREAST CANCER FOUNDATION'S NATIONAL RACE FOR THE CURE** continued in 2003. The Post was the community sponsor and 148 Post employees signed up to participate in the event.

In June, the newspaper presented **THE WASHINGTON POST AWARD FOR EXCELLENCE IN NON-PROFIT MANAGEMENT** to District-based Miriam's House, a residence for homeless women living with AIDS.

### Community Service & Contributions

A strong commitment to neighbors in need continued in 2003. The Post supported 268 nonprofit organizations and agencies in 2003 through its **CONTRIBUTIONS PROGRAM**. Through the **MATCHING GIFTS PROGRAM**, Post employees made 941 donations to nonprofit organizations totaling \$858,000. The Post continued its support of the **UNITED WAY CAMPAIGN** in 2003. Employees, retirees and distributors generated more than \$232,000 in pledges and The Post made a corporate donation of \$225,000.

Three teams of Post staff participated in the Freddie Mac **HOOPS FOR THE HOMELESS** event sponsored by The Post in April. The event raised more than \$180,000 to benefit three local

*Public Relations staff including TITO TOLENTINO and Ned the Newshound were familiar faces at festivals and events throughout 2003.*



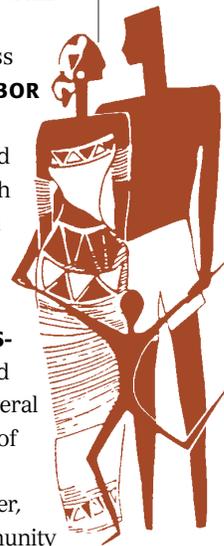
PHOTO - LISA BOLTON



Director of Community Affairs and Contributions **ERIC GRANT** stands with the coach (far left) Ted Walker and members of the D.C. Special Olympics team that represented the District on the U.S. Team at the Special Olympics World Games in Dublin, Ireland in June.

shelters. The Post sponsored the **D.C. SPECIAL OLYMPICS** team that represented the city at the Special Olympics World Games held in Dublin, Ireland in June. In December, the Newsroom hosted the annual **COOKIE AND BOOK SALE** that raised \$6,400 for the N Street Village for homeless women. The **GOOD NEIGHBOR FOOD AND FUND DRIVE** partnership with Giant Food encouraged readers through in-paper ads to donate food items and money for use by area food banks.

Among the numerous **FESTIVALS** and **EVENTS** sponsored by The Post in 2003 were several that celebrated the diversity of our area. The **FERIA de la FAMILIA**, a fair held in October, provided D.C.'s Latino community with information on services that encompass health, finance, real estate, home improvement and education. The newspaper ran several pages of donated ad space as part of its presenting sponsorship of the **2003 KOREAN AMERICAN CENTENNIAL CELEBRATION** in conjunction with the Smithsonian Asian Pacific American Program. The Post also sponsored the **HISPANIC FESTIVAL** and the **BLACK FAMILY REUNION CELEBRATION**, both held in September.



Events that enable Post staff to interact with readers were very successful. On Nov. 2, more than 1,100 readers participated in **READERS DAY**. Participants had the opportunity to tour the College Park Plant and meet with Production and Newsroom staff. In 2003, 1,610 visitors took a tour of the Northwest Building during the Monday **TOUR SERIES**. An additional 351 readers toured the Springfield Plant during special tours of the facility held throughout the year.

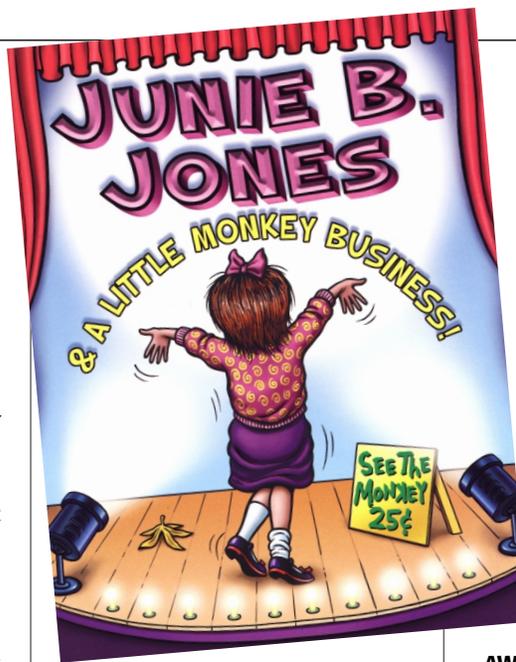
The Post's **SPEAKERS BUREAU** provided readers with the opportunity to hear from Post staff at 130 speaking engagements held in 11 counties in 2003.

In addition, a special Speakers Bureau series was developed with the Prince William County Library System featuring Newsroom staff at four of the system's branches.

The long list of other community programs and awards supported by the newspaper includes the **CHILDRENS BOOK GUILD AWARD**, the **FAIRFAX COUNTY CITIZEN OF THE YEAR AWARD** and the **JUNIOR LEAGUE OF NORTHERN VIRGINIA'S ENCHANTED FOREST** event that raises funds for homeless and at-risk children.

### **The Arts and Literature**

Outdoor summer arts programs supported by the newspaper include the **SHAKESPEARE FREE FOR ALL** program which staged free live performances of *Hamlet* at the Carter Barron Amphitheater in the District. Area bands were center stage at the Carter Barron Amphitheater during the **WEEKEND'S WEEKENDS**

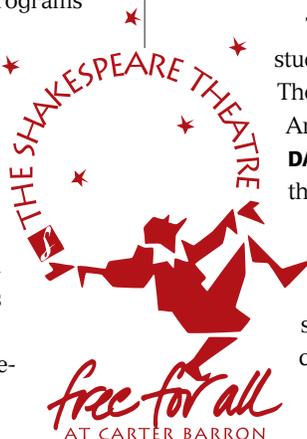


*The Post is a sponsor of Imagination Stage in Bethesda.*

series of free summer concerts. The music series annually attracts approximately 13,000 people.

In June, more than 2,000 area high school students attended the Fourth Annual **CAPPIES** Awards (Critics and Awards Program) held at the Kennedy Center. Thirty-six awards were presented to students during the event, which was the grand finale for the year's high school theater productions. The Post supports the Cappies by publishing student critic reviews of high school productions in the Extras and hosting a daylong training seminar for the student critics.

Talented high school students performed at The Post's Second Annual **MUSIC AND DANCE AWARDS** held at the Warner Theater in September. Chosen from 148 applicants, 12 high school seniors proficient in music, dance and voice received \$1,500 in college



scholarship money.

Recognizing the value of local theater to the community, The Post is a sponsor of the **STAGES FOR ALL AGES** program, which encourages young people to attend local theater productions. The newspaper is a three-year sponsor of the new **IMAGINATION STAGE** in Bethesda. The sponsorship provides free tickets to elementary school children to attend performances at the children's theater.

**THE WASHINGTON POST AWARD FOR INNOVATIVE LEADERSHIP IN THE THEATRE COMMUNITY** was presented this spring during the annual Helen Hayes Awards to Michael Kaiser for his role in the Kennedy Center's Sondheim Celebration in establishing D.C. as a cultural destination.

Books and authors were the main attraction during the **2003 NATIONAL BOOK FESTIVAL** held in October on the National Mall. The Post was a charter sponsor of the event which included book readings and signings by more than 85 of the country's best-known authors, illustrators and storytellers. In addition, the newspaper sponsored **FALL FOR THE BOOK**, a book festival in Fairfax, Va. held in partnership with George Mason University.

The Post also supported books and reading as a presenting sponsor of the **EVENING IN THE STACKS** fundraising events to benefit the Howard County, Prince William County and Montgomery County library systems.

For more information about The Post's community involvement, contact the Public Relations Department at x4-7969, or visit [www.washpost.com](http://www.washpost.com) ■

