

# ShopTalk

February 5, 2004 Vol. 30 No. 5

Editor, Lisa O'Donnell Connors, x4-6803

## "First Things First" Begins Sunday

**T**his Sunday's Feb. 8 issue of the Magazine is introducing "First Things First" a new lineup of eight weekly features that will make the publication more interactive and more entertaining for readers.

"People become attached to good weekly features, we've seen that happen with columnists **GENE WEINGARTEN** and Dave Barry," explained Editor **TOM SHRODER**. "We think that by adding creative and original features we'll be able

to broaden our appeal and bring in new groups of readers. It's a great way to connect with readers and to expose them to the other parts of the Magazine."

Here's a summary of the new features:

**Cul de Sac** - A cartoon strip by local cartoonist Richard Thompson that is set in the D.C. suburbs with a main character named Alice Otterlope (get it? "outer loop" as in Beltway).

**Question Celebrity** - In this feature Post staff writer **HANK STUEVER** will answer readers' queries about celebrities and their lives, and take the opportunity to poke some fun at the rich and famous.

**Then & Again** - An "evocative" photo of old Washington will be published alongside a more recent photo for what Shroder notes will make "an interesting commentary on how things change."

**Adventures of Mizuki** - Takes the fun of "reality" TV and puts it into print by following the "soap opera-like" real life adventures of a young Japanese-American woman who is a paralegal at the Federal Trade Commission.

**Editor's Query** - Will provide

find out  
what's in it  
for you  
today!  
The Washington Post Magazine

readers with a question about an interesting experience they may have had, such as a dramatic encounter with an "ex", or a frightening animal experience. The best stories will be published in an upcoming issue.

**My Life in Pictures** - Each week, a Washingtonian will document their life with a disposable camera. The feature will include the photos and a commentary by the person. In the first issue it's a Redskins cheerleader.

**Dilbert**, the popular cartoon by Scott Adams will continue its presence in the Magazine, as well as **First Person Singular**, the photo and first person commentary from a prominent Washingtonian.

The Magazine's General Manager **LESLIE MORGAN STEINER**

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PHOTO - CARRIE MORSE

**JERI FLOOD**, director of consumer marketing, **TOM SHRODER**, editor and **LESLIE MORGAN STEINER**, general manager, are leading the team working to attract new readers to the Magazine.

# Advertising Announces 2003 Awards

**T**he Advertising Department celebrated a successful 2003 during the annual advertising sales awards presentation on Wednesday, Jan. 28. At the end of the presentation, Vice President of Advertising **SUSAN O'LEARY** announced the 25 President Club Award winners who will receive a trip to Cancun in March for their outstanding sales efforts last year. The festivities continued that evening with a party for the sales staff in the 2nd floor auditorium and banquet room.

The following is a list of the 2003 4th quarter and year-end award winners provided by the Advertising Department:

## **President Club Winners**

### **Classified**

Dennis Olney  
Margie Meak  
Judy Wise-Olsen  
Kate Humphries  
Larry Keating

### **Magazine**

Diane DuBois

### **Jobs**

Ann Tran  
Christine Donga  
Traci Dunphy

### **National**

Nick Bernardo  
Mark Gross  
David DeJesus  
Cassie Halstead  
Henry Tam  
Amer Yaqub  
Duncan Ballantine  
Rick Tippet

### **Retail**

Jacklyn West

Dianne Shelton  
Kim Faulkner  
Hwa Kim-Idler  
Terry Lando  
Brian Gilman  
Royston DeSouza

### **Express**

Bob Keenan

## **Sales Achievement**

### **Classified**

Diane Heyde  
Dennis Olney (2)  
Corrine Rodriguez (3)  
Sean Sullivan  
Enrique Villagomez  
Judy Wise-Olsen  
Margie Meak (2)

### **Magazine**

Allen Warren

### **National**

Nick Bernardo  
Ellen Gerhard  
Kim Houghton  
Darlene McGiveron  
Barbara Shaw  
Nancy Parke (2)  
Carlos Silva (2)  
Henry Tam  
Bob Vitriol

### **Jobs**

Ann Tran

### **Retail**

Sally Downer  
Teri Parker  
Dianne Shelton  
Ling Snyder  
Joey Wagner

### **Express**

Sean Scullion

## **Sales Excellence**

### **Classified**

Andre Johnson  
Dennis Olney



Vice President of Advertising **SUSAN O'LEARY**, and sales staff **CAROLYN MONROE** and **BARBARA JOHNSTON** at the year-end Advertising party.

Henry Tam  
Terry Lando  
Mark Gross  
Hwa Kim-Idler  
Jill Lewis  
Christine Donga  
Rita Coopersmith  
Margie Meak  
Jacklyn West  
Dianne Shelton  
Clifford Feng  
Lynn Sauer  
Omar Olson  
Sally Downer  
David DeJesus

### **Magazine**

Diane DuBois (2)

### **National**

David DeJesus  
Ellen Gerhard  
Mary Jane Gregory  
Kim Houghton  
Pete McCormick (2)  
Bruce McLane (3)  
Charlie San Filippo  
Bob Vitriol

### **Retail**

Dreana Casto  
Sally Downer  
Kim Faulkner (2)  
Kathleen Rothenburg (2)  
Dianne Shelton (2)  
Joey Wagner (2)  
Noelle Wainwright  
Jacklyn West

## **Weekend Trip Winners**

Sally Downer  
Pete McCormick

## **Online Producer Winners**

Charlie Ford  
Mary Jane Gregory  
Traci Dunphy

## **VP Club Year-End Winners**

Nick Bernardo  
Cassie Halstead  
Donna Singletary  
Judy Wise-Olsen

Diane DuBois  
Kim Houghton  
Bruce McLane  
Andre Johnson

## **Eagle Awards**

### **4th Quarter**

*Recruitment/Whitney Patton  
and Heyward McAlpin  
Corporate/Marc Rosenberg  
International/John Teeuws*

### **Year-end**

*Real Estate/Kate Humphries  
Technology/Amer Yaqub  
Financial/Duncan Ballantine*

## **Publishers Awards**

### **Sales:**

Nick Bernardo  
Carolyn Monroe  
Eileen Murnane

### **Service:**

Willie Joyner  
Stacy Martin  
Leslie Wade

believes that the new features will also be attractive to advertisers. "From a business standpoint it's great for advertisers. They love the high quality environment of the Magazine, but the bottom line is that they really want to reach the most number of readers. The new features are really dynamic and interactive and have a serial quality to them that we hope readers will become addicted to and show to their friends."

Marketing Department efforts led by Director of Consumer Marketing **JERI FLOOD** are aimed at generating interest in the Magazine and increasing Sunday circulation.

The promotional campaign began last month with in-paper teaser ads hinting at new content in the Magazine. After the features debut this weekend, the promotion will specifically talk about the new features with the tagline "Find Yourself in Your Magazine." The Magazine campaign will be supported by on-line tactics as well as content TV and radio that will run throughout the year. Promotion efforts will also include mentions and sampling at MCI Center events.

Echoing the interactive theme of many of the new features, Marketing is also run-

# what'sinitforyou?

The chance to win a fun-filled weekend in the city.

Read *The Washington Post Magazine* this Sunday for details.

LEARN MORE >>

ning a reader contest that will be announced in the Magazine on Sunday. The contest, which runs until Feb. 23, will pose five trivia questions to readers with an opportunity to win a fun-filled Washington weekend of their choosing.

You can get an early look at the new Magazine features if you're going home via a

Metro station tomorrow evening (Feb. 6). *Express* Hawkers will be handing out samples of Sunday's Magazine with a subscription message, according to Flood. ■

## Meeting Rocal



PHOTO COURTESY OF BILL KUNKEL

**BILL KUNKEL** (wearing his *Sunday Source* shirt) with several of the children who performed for sponsors at the compound in Guatemala.

For nine years, **BILL KUNKEL**, a mailer at the Springfield Plant, has been sending money to support a young boy named Rocal in Guatemala. He sponsors Rocal through the Christian Foundation for Children and Aging, a lay Catholic organization that serves the

poor at mission sites around the world. After almost a decade of sending money and exchanging notes and photos, Kunkel went to visit Rocal at the end of December.

Kunkel traveled to Guatemala with a weeklong tour sponsored by the Foundation and joined 15 other sponsors. According to Kunkel, the sponsored children and their families traveled from all over Guatemala to visit their sponsors at the Foundation's compound.

He also met Rocal, who will turn 18, in April and found out that the boy's mother has recently passed away. "He was very shy," said Kunkel, "and a little withdrawn. His father told me how much the money I had sent had helped his family. A little money goes an amazingly a long way there. He

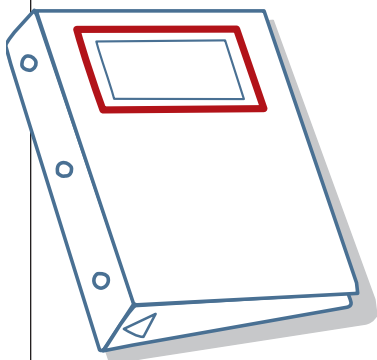
and his father spent the whole day at the compound and left the next morning."

During his visit, the sponsored children and their families put on musical performances for the sponsors and presented them with several homemade gifts.

"The people were so grateful," recalled Kunkel. "They walked right up and hugged us and really expressed their thanks. It was overwhelming...these people have so little yet they are so giving. I got out of it more than I could ever give them." ■

## OD&T News

The Organization Development and Training (OD&T) Department is presenting the "Change Without Migraines" Leadership Seminar for directors, managers and supervisors on Wednesday, Feb. 11 in the 9th floor Community Room from 9:30 a.m. - 12:30 p.m. The guest speaker is Rick Maurer, author of the books *Beyond the Wall of Resistance* (1996) and *Why Don't You Want What I Want* (2002). To register for the class call the OD&T hotline at x4-5425.



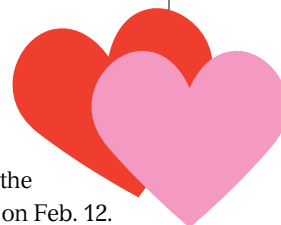
The Party Animals outside the Northwest Building will continue to read *The Post* in the snow and ice for at least another six weeks after Punxsutawney Phil saw his shadow on Monday, Groundhog Day.

## Say I Love You in The Post

The Post's "LoveNotes" special advertising section is a great way to say Happy Valentine's Day to a significant other or family member. Your romantic message will publish in LoveNotes in the Classified section on Saturday, Feb. 14. To place an ad, call x4-6200, send an e-mail to [lovenotes@washpost.com](mailto:lovenotes@washpost.com), or place online at <http://love.adsite.washpost.com>. The deadline to place your "LoveNote" is noon on Feb. 12.

## Hungry for Valentine's Day?

Brock & Co. is hosting a demonstration and sampling of favorite Valentine's Day foods by Executive Chef Daniel Dernetz in the Northwest Cafeteria on Thursday, Feb. 12, 11:30 a.m. to 2 p.m. Employees are also invited to participate in a Valentine's Day dessert contest. Desserts should be delivered to the cafeteria for the contest by noon on Feb. 12.



The judging by a committee of Post staff will take place at 1 p.m. Prizes, including gift certificates, will be awarded based on presentation, consistency, flavor profile and originality. For more information contact Eric Hebert at x4-5550.

## TWP Valentine's Day Gifts

Say "I love you" this Valentine's Day with a TWP jacket, sweatshirt, hat or coffee mug. Your loved one might also appreciate a copy of *The Washington Post Dining Guide* or *Escape Plans*. To visit The Post's online store, go to [www.washingtonpost.com/store](http://www.washingtonpost.com/store). Post employees receive a 10 percent discount on orders. Enter POST in the coupon field during checkout.

## Marketplace

**FOR SALE:** Almost new ice hockey equipment, including men's size 9 skates and everything else you need to play ice hockey, good condition, prices negotiable. Call A.K. at (301) 856-3841 or x4-7792

**FOR SALE:** '95 Mazda 626, 4dr, automatic, power locks and windows, white, 89k/mi, runs well, as-is. \$2,000/OBO. Email [willibeck@netzero.net](mailto:willibeck@netzero.net) or call (202) 360-9515.

**BEACH HOUSES:** 4 BR house in Outer Banks' wild horse and nature preserve; pools, tennis, fishing lakes. Also- two BR condo on Seabrook Island, SC, with nature activities, kayaking, golf, tennis and pool. Call Larry at (301) 946-0249.

**FOR SALE:** Full-size white refrigerator/freezer. Fully functional \$100; Oak etagere with smoked glass approx. 6' tall by 4' wide \$55; loveseat sleeper. Color - natural (beige) \$50. You haul it away! Call Tuesday Bell at x4-8303 or leave a message at (301) 773-1333.

**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:** The Definitive Lynyrd Skynyrd Collection 3 CDs (47 classic recordings including 16 rarities from first demo "Free Bird" in 1970. Includes a colorful photo-filled 64-pg. booklet w/two sets of liner notes (biography overview) and Led Zeppelin 4 CDs includes a 36-page color booklet w/complete track-by-track credits, three essays, and discography. Both sets have never been opened-NEW, \$60 for both sets/OBO. Call Cannie x4-6550 or (301) 793-8282.

**ISO:** knitting classes, or an accomplished knitter willing to instruct a clueless beginner. Call Theola at (202) 483-8217 or email [labbet@washpost.com](mailto:labbet@washpost.com).

**MYRTLE BEACH RENTAL:** Spend seven days in Myrtle Beach this summer at a beautiful Crown status resort located on a championship golf course. Two BR, two full BA, full kitchen and LR, can sleep up to six people. Walk to the Olympic size pool, just 1 mile from the beach. Close to everything else that Myrtle Beach has to offer, \$850. The dates are flexible. Call Joe at x6-1994 or (540) 659-5122.

**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](mailto:shoptalk). Ads run two issues unless otherwise requested. One ad per employee, please.