

# ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

## The Post in New York

**T**hey have good delis, but no dead cicadas. The Post newspaper that is delivered to neighbors' houses doesn't have Washington on the masthead and during football season the neighbors cheer for the Giants or Jets and *against* the Redskins. The 17 Post staff in the New York bureau are "dual citizens" of

Washington and New York, writing articles and selling advertising for a readership that is 200 miles south of where they live and work.

The staff are based in the Newsweek building at 1775 Broadway, at the corner of West 57th Street. The Advertising staff located on the 20th floor, all work for the national advertising unit. Their Newsroom colleagues on the 12th floor report to different desks and editors at the Northwest Building, including National, Style and Business.

The challenge for the New York-based staff is that they are just one of several major out-of-town news dailies vying to get an interview with a newsmaker or an appointment with an ad agency. The people they talk to read the *New York Times* or the *Wall Street Journal* and on most days, never see a copy of The Washington Post.

"The Post in D.C. is a very large fish in the pond," explains **Rick Tippet**, who is the New York based director of the national advertising unit. "Here we are good-sized, but not the big footprint we are in D.C. We are competing for people's time...there are about 10,000 magazines alone in this country and everyone has something to sell or

market. The good news is that working for a company with the brand name of The Post there are expectations that we will deliver something of value to them."

Tippet is a Washington native who moved his family up from the D.C. metro area to the New York suburbs 13 years ago. For him, the advantage of being in New York is that it is the world's business center. "If you're in the media business, or more specifically the ad business, this is the place to be," he noted. Tippet also admits that his frequent visits to The Post's Northwest Building help him get his needed "fix" of Washington, easing his transition from Washingtonian to New Yorker.

New York has always been "home" for outside sales representative **Clifford Feng** whose office is down the hall from Tippet's. A native New Yorker, Feng spent five years in Washington when he was getting his undergraduate degree from George Washington University and his master's from American University.

"Although my roots are in New York," he explained, "I feel that I'm an ambassador for Washington



The Post's New York Bureau is located in the Newsweek Building at West 57th Street and Broadway.

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The New York Bureau News staff includes (l-r) Michael Powell, Robert O'Harrow, Brooke Masters, Robin Givhan, Richard Drezen, Bart Gellman, Michelle Garcia and Ben White. (See complete list of staff on page 3.)

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trying to explain to 'outsiders' the climate and culture of D.C. For the most part, the ad agencies don't have an understanding of Washington, so when we go in representing the paper, I think it is enlightening



Editorial aide Michelle Garcia.

and educational for them."

Reporter and Bureau Chief **Michael Powell** is another native New Yorker who spent five years working for The Post in Washington. He also occasionally sees himself as an ambassador for Washington.

"On breaking news, we go to the back of the list, along with the other out of town papers like the *L.A. Times* and the *Chicago Tribune*. But, we're close enough to Washington that there's an awareness of The

Washington Post. It's a prominent paper and you can play on the visiting dignitary angle...you're the visiting ambassador from Washington. For instance, when I was trying to get an interview with (New York Mayor) Bloomberg, it took a long time to do, but I actually got more time with him than the local papers... Bloomberg has a lot of friends in Washington and Washington is important to him."

**Brooke Masters** is a New York-based reporter who has also worked out of the Northwest Building, as well as the Woodbridge and Alexandria, Va. bureaus. Her beat is white-collar crime, covering the big federal trials in New York including Martha Stewart and Worldcom. One of the differences she has noticed is the timing when she gets a reaction from a story in that day's Post.

"When I was in Metro, when I was walking in the morning, it would be is the message light going first thing?" she explained. "Now when I start getting calls (about a story) it could be noon." She attributes the timing to The Post not being breakfast or subway reading in New York, versus in Washington, where it is the first paper most people read.

In the lobby of the bureau's News offices is a reminder of the challenges that the staff have faced in the last few years. It is a 10-speed bike and helmet that is fondly referred to as the bureau bike. According to Powell, in the aftermath of 9/11, Sports columnist **Sally Jenkins** came up to the bureau to help with the coverage of the attack. Getting back and forth from the mid-town offices to Ground Zero downtown was very difficult. Jenkins got the bike from a rental store to use for transportation. It turned into a real asset for the bureau staff who also used it during last summer's blackout.

Another asset for the bureau during 9/11 and other New York breaking news stories is researcher **Richard**

**Drezen**. A native New Yorker, Drezen worked in the Northwest Building from 1994 - 2000,



The bureau bicycle.

before he transferred to the New York bureau. He has at his fingertips the same computer databases and research tools as his colleagues in Washington. He also has another tool, not readily available to staff in D.C., access to Newsweek's research library.



Researcher **Richard Drezen** stays connected to the Northwest Building by computer and fax.





*Jackie Lau handles preprint and advertising network sales.*

"When September 11 took place it was really invaluable to have a researcher on site to work with reporters in the bureau," he said. "...having a researcher right there, especially during that time when everything was so immediate and time sensitive. Since I lived in the city previously (before going to Washington) I really knew the city pretty well and was able to navigate it and get things for reporters who needed background for their stories."

Drezen also echoed a sentiment that was mentioned by several other bureau staff, that they enjoy the freedom of being on their own in New York, but miss the day-to-day, face-to-face contact with their colleagues in Washington.

"It's a very tight small bureau, we're all friends," explained reporter **Bart Gellman**. "and we have all the resources of New York. But, we also collaborate with the main Newsroom people. E-mail and phones are great, but face to face and the serendipity of someone overhearing you are working on a story and saying, 'Hey, I know a guy' ... I miss that." ■

*Special thanks to Amy Clarke and Michelle Garcia for their assistance.*



*National advertising unit director Rick Tippet in his New York office.*



*A tourist took this photo of the New York Advertising staff in a subway car last December. The staff includes (back row, l-r) Charlie San Filippo, Jackie Lau, Nick Bernardo, (front row, l-r) Amy Clarke, Bob Vitriol, Rick Tippet and Clifford Feng.*



*Bureau chief Michael Powell transferred to the New York bureau in 2001, just nine days before the Sept. 11 attack on the World Trade Center.*

#### **New York Advertising Staff**

Rick Tippet  
Amy Clarke  
Nick Bernardo  
Clifford Feng  
Jackie Lau  
Charlie San Filippo  
Bob Vitriol

#### **New York News Staff**

Michael Powell  
Richard Cohen  
Richard Drezen  
Lynne Duke  
Michelle Garcia  
Bart Gellman  
Robin Givhan  
Brooke Masters  
Robert O'Harrow  
Ben White

## Free Tickets for Summer Concerts

The Weekend Section and Public Relations Department's popular series of free summer concerts kicks off tomorrow, Friday, June 18. Located at the

### Weekend's Weekends

newly renovated Carter Barron Amphitheatre, the three concerts begin at 7:30 p.m., with gates opening at 7 p.m. Up to four free tickets are available to employees for each performance. Tickets can be picked up **ON THE DAY OF THE PERFORMANCE ONLY** through the Public Relations Department, located on the 3rd floor of the Northwest Building – ask for **Gayle Giger** or **Tito Tolentino**. Tickets are also available from Weekend Editor **Joyce Jones** in the Newsroom. Tickets for the general public can be picked up on the day of the performance in front of the Northwest Building beginning at 8:30 a.m. or beginning at noon at the Carter Barron box office at 16 Street & Colorado

Avenue, N.W. There are no rain dates. For more information, contact the Public Relations Department at x4-7969.

#### Friday, June 18:

**Doo Wop Night** hosted by **Michael O'Sullivan**, Weekend staff

*The Swallows*

*The Orioles*

*Pookie Hudson and the Spaniels*

#### Friday, June 25:

**Latin Night** hosted by **Desson Thomson**, Weekend staff

*Latin Jazz All-Stars*

*Son de Aquí*

*Orquesta La Romana*

#### Friday, July 9:

**Big Band Battle** hosted by **John Kelly**, columnist and former Weekend editor

*Eric Felten Jazz Orchestra*  
vs. *Tom Cunningham Orchestra*

## Rec Association News

Discounted Six Flags tickets are available through the Rec Association for these prices:

Adult/Children - \$23

Season Pass - \$59

Meal Tickets - \$7.50

The regular price for tickets is \$36.99 for adults and \$25.99 for children.

(Note: all kids three-years-old and under are free.)

To get your discounted tickets or for more information, contact **Dean Felton** at x4-7853 or **Nicole Morton-McFadden** x4-7041.

## ISO Graduates

ShopTalk is looking for employees who have received undergraduate or graduate

degrees since December 2003 to be included in a listing in an upcoming issue of ShopTalk. Please e-mail your name, degree earned and university you attended to **ShopTalk@washpost.com** by July 2, or call **Lisa Connors** at x4-6803.

## Correction

In the page 1 photograph of the employee golf tournament in last week's ShopTalk, **Matt Houser** was misidentified as **Matt Vorse**.



PHOTO - JANE DAVIES

The Advertising Department's advertising systems unit hosted the second Advertising Sales Tool Expo on Wednesday, June 9. The Expo was an opportunity for Advertising staff to take a look at new and upcoming technology for sales tools and applications. It was also an opportunity to attend one-on-one or group demonstrations. At the Expo's Post Advertising System (PAS) booth are **Dreana Casto**, **Jacqueline Williams**, **Joyce Richardson**, **Sheila Rainey** and **Jamie Parker**.

## Marketplace

**FOR SALE:** 1995 Mazda MX-6, 92,000, 5 speed, power doors, locks, windows, AC, sun- roof needs some mechanical work, \$2,500/OBO. Call Carolyn at (301) 773-4350.

**TUTOR AVAILABLE:** Have BS in Mathematics and Masters in Information Technology. Can help with subjects including math, computer technology, as well as term papers. Call Ollennu at (301) 442-5233.

**FOR SALE:** Kitchen table and four chairs. Dark cherry top and very dark green legs, square size. Good condition. \$75. Call Lynne at x4-6932 or (703) 866-9098.

**ISO:** A set of weights and weight bench in good cond. Have some in your basement you're not using? Will purchase for reasonable price. Call Jacqui at (703) 352-5112.

**FOR SALE:** 1997 Nissan Maxima, black SE model w/brown leather. 84,000 miles. 5-speed manual. Totally loaded: sunroof, ABS, Bose stereo, power seats, keyless entry, etc. VG/excellent condition. \$8,200. Call Jonathan Yardley at (202) 544-7779.

**FOR SALE:** Computer stand for \$60, like new. Call Priscilla at (301) 669-7822.

**MOVING SALE:** Full-size bed excellent condition—\$100, 12-inch color TV—\$25 w/TV Stand—\$35. Please contact (703) 867-5741 after 9 p.m. on weekdays or (301) 540-7378 on weekends (afternoons pref.) If no one home please leave message.

**RIDE WANTED:** Between N.W. and S. Arlington, M-F, @ 9 a.m. - 5:30 p.m. (flex.), or when possible for next 5 weeks, on crutches and can't drive. Willing to share gas, parking. Call Gary at x4-7964 or (703) 920-4331.

**FOR SALE:** Vacation time at The Villas of Boardwalk Resort in Virginia Beach. Oceanfront, indoor pool, kitchen, 1 bedroom, 2 sofa beds. For the week of September 4 (Labor Day week), \$700. Call Trinh at x4-44021 or (703) 658-2120.

**MARKETPLACE DEADLINE:** Noon Fridays. Please include your name, extension and home phone number. Ads are for Post Employees only. Send ads to Shop Talk, Public Relations Dept., 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.