

ShopTalk

July 29, 2004 Vol. 31 No. 25

Editor, Lisa O'Donnell Connors, x4-6803

A Successful First Year For Express

In the year since its debut on Aug. 4, The Washington Post Company's free commuter newspaper, *Express* has become a mainstay of the morning routine for Metro commuters. Hawkers in their *Express* caps and the bright yellow news racks now dot the landscape

of Metro stations, the District's downtown and local college campuses. The circulation, which began at 125,000, is now 150,000, and will soon grow to 175,000. The Washington Post Company announced this week.

Findings by a recent MORI research study on *Express* readership show that nearly one out of every three

Metro commuters read *Express* on an average day and over half of Metro commuters read *Express* in a given week. "These findings show the breadth of acceptance of the publication," suggested *Express* Publisher **Chris Ma**. "The early success of the publication is a function of being able to draw upon the cooperation and support of The Post. It would have been much harder to do this alone."

The tabloid publication has also been enthusiastically received by advertisers. According to General Manager **Arnie Applebaum**, advertising revenue has been 30 percent higher than budgeted. "The advertising has been a good fit for whom we are trying to reach with *Express*, [young adults, ages 18-34]. Classified and recruitment advertising have done particularly well, which makes sense. These are young people who are more likely to be changing jobs and looking for apartments." Entertainment and education are also significant advertising categories for *Express*.

Advertising Director **Bob Keenan** notes that *Express* has become an integral part of a Post Company ad buy that is referred to

as the "power of three," including The Post and washingtonpost.com. "There are distinctions in the three audiences. Together they have an unprecedented reach in this market. An ad buy in *Express*, the Sunday Post, and washingtonpost.com reaches more than 80 percent of the Washington market." He added that a significant number of *Express* advertisers are new to The Washington Post Company and that many of them may have found advertising in The Post cost-prohibitive in the past.

Keeping the momentum building for *Express* advertisers and readers has been the charge of Marketing Director **Sandy Yeilding**. *Express* is a sponsor of Nissan Pavilion concert promotions this summer, several advance movie screenings, including *Troy* and *Spider-Man 2*, and the *Live! on Woodrow Wilson Plaza*, a concert series at the Ronald Reagan Building. There have also been a number of dining promotions and trip giveaways. According to Yeilding, *Express* will embark on a college tour this fall with radio station



PHOTO - TIMOTHY WILSON

Express hawk **Johnson Bruce Thomas** at the MacPherson Square Metro. *Express* has received several e-mails from Metro riders about how much they enjoy his friendly smile and greeting in the morning.

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The Graduates

Congratulations to the following Post staff who recently earned degrees.

Celeste Azcue, IT

MBA with focus on IT management and finance
Johns Hopkins University
May 2004

Shontai Boone, Accounting

MS in professional accounting with a concentration in taxation
Strayer University
September 2003

Lorraine Denis-Cooper, News/Financial

BS in general science/biology
Grinnell College
December 2003



LaVerne Johnson, Advertising

JoAnn Goslin, News/Metro

MA in fiction writing
Johns Hopkins University
May 2004

LaVerne Johnson, Advertising

MS in management
University of Maryland
May 2004

Luz Lazo, News/News Art and KidsPost

BA in journalism
American University
May 2004

Victor Marquez, IT

Web Development Certificate
George Washington University
February 2004

Nekeidra Mason, Public Relations

MA in communication
Trinity College
May 2004

Rachael Rich, College Park/Security

Associate's degree in criminal justice
Associate's degree in forensic science
Prince George's Community College
December 2003



Celeste Azcue, IT



Luz Lazo, News



Nekeidra Mason, Public Relations

For employees considering furthering their education, The Post has a tuition reimbursement plan. All full-time, regular employees are eligible if no GI or other educational benefits (such as a scholarship) are received. All part-time regular employees who work an average of 15 hours per week are eligible following their third year anniversary date.

For more information, contact **Vonda Coulbourn**, Organizational Development & Training administrator at x4-5435.

Tuition reimbursement application forms are available in the Human Resources Department at the Northwest Building (third floor, L Street side) and the Administrative offices at the Springfield and College Park Plants. Information and the application form can also be downloaded from *Intranet* (under Tools, click on online forms).■

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WHFS, as part of a marketing plan to increase *Express*' circulation and presence on local college campuses.

"*Express* has been beating the advertising budget, beating circulation goals, and the feedback from readers has been enthusiastic—it's a good story all around," she said.

According to Yeilding and Ma, the greatest promoters of *Express* have been the hawkers (distributors) who hand out the paper during Metro's morning rush hour. They credit Circulation Director **Charles Love**, his staff of zone managers and the independent distributors with whom they work with the success of the hawker distribution program.

"One of the most striking aspects of this first year is the extent that people have embraced their hawkers and how they have become part of

readers' daily routines," said Ma. "There is an enthusiasm for the service they provide."

"In the beginning, our hawkers had to go up to people to give them the paper, now they are coming to the hawkers," observed Love.

Last fall, *Express* began running a series of promotions, profiling one of the 130 hawkers. It has drawn an enormous response from *Express* readers who have e-mailed sentiments about their favorite hawkers.

"Every weekday morning Judy [a hawker at the Foggy Bottom Metro] gives out *Express* papers to Metro commuters with a warm greeting. Her big smile really makes my day. Although my husband and I regularly read The Washington Post every morning, it's another bonus for us to have such easy eye-catching world news, entertainment, crossword puzzle, and much more," wrote *Express*



There are approximately 950 *Express* news racks placed throughout the District, Metro stations and college campuses.

reader Christine Lee.

Robert Leonard e-mailed, "Every morning a 'gaggle' of us heading to work are greeted by the ever-present, smiling Gail at the Metro stop at King Street. The moment she sees us coming, she quickly hands us neatly folded copies of *Express*. Every day starts out with a warm smile and hearty 'Good Morning.'

What a way to start a busy day."

As *Express* moves into its second year, there are plans under the direction of Editor **Dan Caccavaro** to enhance the design of the paper's format and expand content, particularly of entertainment coverage, according to Ma. "We also expect to increase the schedule of special sections for advertisers and readers and build upon what we think is a very solid foundation," he said.

Despite the very successful launch of *Express*, Ma is still cautious about potential competition from another free commuter newspaper. "The possibility of competition remains real and we have taken that very seriously. There is no question that our decision to launch and get in the market quickly was the right decision and has given us a huge advantage." ■

Advertising Award Winners

Vice President of Advertising **Susan O'Leary** announced the winners of the 2004 second quarter sales awards at the Advertising Department's

quarterly meeting at the Northwest Building on Wednesday, July 21. The following is a list of the winners provided by the Advertising Department:

Online Producer Award
Joey Wagner (Retail)
Liz Finos (National)

Honorable Mention
Omar Scott (Community)

Second Quarter VP Club Winners

Kim Houghton (National)
Bruce McLane (National)
Bud Humphries (National)
Demian Perry (National)
Pete McCormick (National)
Mark Gross (National)
Charlie San Filippo (National)
Clifford Feng (National)
Nancy Parke (National)
Erin Burgess (National)
Bruce Ewan (National)
Sudha Hillary (Jobs)

Hubert Telesford (Jobs)
Neal Russo (Jobs)

Eagle Awards
Heyward McAlpin – Jobs
Duncan Ballantine – Financial/Education
Amanda McCartney – Travel

Weekend Trip Winners
Bruce McLane (National)2

Publishers Awards
Sales:
Dreana Casto (Retail)
Charlie San Filippo (National)

Service:
Todd Berman (Marketing)
Joseph Wadsworth (Magazine)



The 2004 second quarter Publisher's award winners are **Dreana Casto**, **Joseph Wadsworth** and **Todd Berman**. Not pictured is **Charlie San Filippo**.

Sales Achievement
Dreana Casto (Retail)
Kim Faulkner (Retail)
Renee Fontno (Jobs)
Ellen Gerhard (National)
Mark Gross (National)

Sales Excellence
Sheila Baker (Retail)
Noelle Wainwright (Retail)
Kim Houghton (National)
Pete McCormick (National)
Bruce McLane (National) 2
Sean Scullion (*Express*)

No ShopTalk Next Week

ShopTalk will not be published on Thursday, Aug. 5. The next issue will be published on Thursday, Aug. 12. The deadline for marketplace ads for the Aug. 12 issue is Friday, Aug. 6 at noon. Marketplace ads can be e-mailed to ShopTalk@washpost.com.

Security News

A memo from Security Manager Gary Corso including comprehensive information on the District's new traffic ordinance concerning the use of hand-held cell phones while driving a motor vehicle can be found on the *Intranet* home page.

Please note that for security reasons, the doors to the Northwest Building's second floor multi-purpose room can not be left propped open. Employees who need access to the room during business hours (Monday through Friday, 6:30 a.m. to 6 p.m.) should use their ID cards to enter the area.

Post Policy on Mileage Reimbursement

Please note the following information from the Accounting Department: In general, the Post's policy is to reimburse employees for the business use of their personal automobiles. The reimbursement is based upon a per-mile rate and conforms to Internal Revenue Service regulations. Commuting is not considered a business use of an employee's automobile.

Commuting is defined as (1) the distance traveled from your residence to a Post facility (Northwest Headquarters, Springfield or College Park Plants, or suburban bureau), and the return trip from those facilities back to your residence; or (2) the distance traveled from your residence to your first assignment (reporting, sales call, etc.) and the distance from your last area assignment back to your residence. These are commuting



miles and are not reimbursable. In addition, parking fees incurred as a result of this commute are not reimbursable. Commuting miles on nonscheduled workdays are also not reimbursable.

The only exceptions to this policy are stated below.

- When miles are incurred as part of an out-of-town trip. Examples would be miles to/from the airport, train station, or the out-of-town assignment.

- Mileage associated with the Speaker's Bureau program of the Communications Department.

- Second trip of the day mileage. This would be any additional miles driven after a regular business day. Examples would be returning to the plant to review night operations, a restaurant or film critic going on an evening assignment, etc.

- If the one-way distance from the residence to the first assignment of the day is in excess of 40 miles. The first

assignment cannot be a Washington Post facility.

For more information, contact Financial Accounting Manager **Janet Hallam** at x4-4248.

Post Sponsors Imagination Stage



Alice Crites, *News*, her son, **Ben** and his friend, **Kian Karimi** attended the Saturday, July 17 premiere of *Merlin and the Cave of Dreams* at the Imagination Stage in downtown Bethesda. The Post is a four-year sponsor of the children's theater. Information about upcoming plays can be found at www.imaginationstage.org.

Marketplace

FOR SALE: 1967 Red Vespa motor scooter professionally restored to showroom condition 75 miles ago. Absolutely pristine. Top speed @55 mph. Must see to appreciate. \$2,500 or best offer. Call Paul at x4-4188.

FOR SALE: 2000 VW Cabrio GLS. Green body, green top, 53k miles. Beautiful shape, inside and out. Heated leather seats. \$10,000. Call Anthony at x4-4406 or (202) 413-1781.

FOR SALE: '96 Toyota Corolla, 5-speed, manual transmission, 4-door sedan, good condition, 86,000 miles, \$3,000. Call Chris at x4-5690 or (202) 249-8202.

FOR SALE: A studio bike rack/stand (never used—in original box) from Hold Everything. \$50/OBO. Please call Ann at x4-5411 or (301) 648-7144.

SUPPORT TROOPS: There are 2 boxes in Advertising's recruitment department for items to support U.S. troops in Iraq, Kuwait and overseas. Donations can include Oodles of Noodles, shower shoes (flip flops) bug spray, soap, shower gel, deodorant, toothpaste, etc. Or just drop a note in the box and show your support. For details, call Renee Kearse at x3-0362.

FOR SALE: Peavey KB300 amplifier. Great for vocal, keyboard or acoustic guitar, 150 watt shaking Watts strong. Photos available by e-mail. Asking \$250. Call Eric at x6-2292 or (703) 509-1934.

FOR SALE: Sears Craftsman 3' x4' (15" deep) utility lawn trailer, has dump gate and bed tilts. Like new, \$100. Can bring to College Park Plant. Call Mark at x6-1285, or (301) 373.3442

FOR SALE: The Adora, Columbia Heights, 1300 Taylor St. NW #301, \$440,000. Sparkling, new renov./refurb. 2 BR, 2FBAs (1 Jacuzzi tub) condo. Corner unit on top flr. Sunlit LR, DR, Kit. area w/granite counters/island, all new stainless steel applcs. Hdwd flrs, berber carpet in BRs, 12 ft ceilings, deep window alcoves/ceiling fans, flplc. CAC, W/D, D/W, ample clst space, interior stairs leading to private roof deck. 1 park'g space. Low condo fee—\$170/mo. Call Victoria, x8-5759, or lv msg at (202) 518-7696 for more information.

ISO SIGN LANGUAGE INTERPRETER: Need interpreter second Tuesday each month, 7:30 p.m.-9:30 p.m. for coin club meetings near Georgia Ave. and Beltway. Call Barbara or Wayne at (301) 593-3422.

FOR SALE: Washington Post t-shirts, sweatshirts, caps, umbrellas, bags, mugs, books and more! Shop online at: www.washingtonpost.com/store. Enter POST in coupon code during checkout for 10% discount.

ISO RENTAL: Looking for rental condo in Ocean City (Northern end) or on the Bay for the week of August 14-21. Just two people. Call Margaret at x4-4053 or at home (301) 622-2272.

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. (Please note: No ShopTalk on Aug. 5.) Send your ad with your extension and home phone number via e-mail to ShopTalk, or fax to x4-4963.