

# ShopTalk

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## Sunday Source Goes Interactive

**T**he metro area's young, hip and trendy (and those who just think they are) are signing up by the hundreds to become members of Inside Source, an interactive community of The Post's Sunday Source readers.

Supported by the Web site at [www.washingtonpost.com/inside\\_source](http://www.washingtonpost.com/inside_source), the program provides readers with the opportunity to meet other Sunday Source readers at happy hours and cultural events, win free tickets to movie premieres,

males 35 percent.

According to Sunday Source Editor **Sandy Fernandez**, the early success of the Inside Source program is due to the multi-departmental efforts of staff in Marketing, IT and News. After receiving the OK from Managing Editor **Steve Coll** to move forward with the program earlier this year, Fernandez met with Marketing Research Director **Sharon Warden** and Manager of Research Applications **Laura Evans**. According to Fernandez, it was their enthusiastic response to the idea that pushed it into becoming a viable program. Marketing analyst **Dan Levine** was tapped to develop a marketing initiative and business plan for Inside Source. The plan was presented to the IT Department and manager **Dave Burke**, senior developer **Paulo Gonzaga** and the Web solutions group started the intricate task of developing a Web site.

In May, the Inside Source team launched the program on a Web site with the sole function of registering members. The program morphed into its current format in early August and now features photos from Inside Source events, comments from readers/members,



Inside Source "cruise director" **Dan Levine**

special offers and news on upcoming events.

Fernandez called upon **Jennifer Balderama**, Sunday Source assistant editor, and Levine to become the faces and voices of Inside Source and they were dubbed the site's "cruise directors."

As members sign up, the "Jen and Dan" team begin interacting with them by e-mail. "An important part of the program is to have it be personal for our readers," explained Fernandez. "The reader becomes a person in your office talking to you – that's very valuable."

In her role as "cruise director," Balderama is responsible for the editorial interaction with Inside



PHOTOS - NATE LANKFORD

Inside Source "cruise director" **Jennifer Balderama**.

and provide valuable feedback to Sunday Source editors, as well as Post advertisers. Close to 2,000 members have registered since the interactive Inside Source Web site was launched in early August. The members are mostly 25 to 44 years old, with females making up 65 percent of the membership and

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# Promotions & Transitions

**ANGELA ARCHER**, Advertising, was promoted last month to the position of lead advertising service representative for the retail accounts unit. Archer joined The Post in 2000 as an advertising service representative for home furnishings. She previously worked for Measured Marketing, Inc. Archer earned a BA in English from the University of Maryland and is the recipient of several service excellence awards from the Advertising Department.

**DAWNYA BULLARD**, Mailroom/Springfield Plant, was recently named to the position of mailroom foreman. Bullard joined The Post in 1984 as a mailroom helper and later that year became an inserter. For six years she has been a rolling stock trainer, providing training on the use of computers in the mailroom and moving equipment such as forklifts. She is a graduate of Oakton High School in Fairfax County.

**DAVE BURKE**, IT, was promoted in June to manager of the web solutions group. He had been the acting manager of the group since January. Burke joined The Post in 1997 as a copywriter for the Marketing Department. In 2000 he became The Post's first Web content coordinator and then online creative manager, responsible for the customer-facing Web sites, including *washpost.com*. In May 2003, Burke moved to IT as an infor-

mation architect. Prior to joining The Post, he was a copywriter at Metro Group International advertising agency. He holds a BA in English/creative and professional writing from the University of North Carolina at Wilmington.

**ATHENA COLLINS**, Advertising, became an advertising service representative for the major accounts unit in July. She had been a customer service representative for the Circulation Department since joining The Post in April. Previously, Collins was a financial analyst for Primus Telecommunications. She has an associates degree from Herzing College in Alabama and attended the University of Alabama in Birmingham.



**Wendy Evans**, Advertising

**WENDY EVANS**, Advertising, was promoted to the position of director of jobs advertising in July. Since coming to The Post as an MBA intern in 1999, Evans has held the positions of advertising sales representative for technology, marketing manager for the national accounts unit and sales man-



**Rich Handloff**, Marketing

ager for the entertainment category. Evans previously worked for Vanguard Media, a marketing and communications firm. She earned an MBA from New York University and a BA in English and a BS in political science from the University of Utah.

**WENDY FRIEDLAND** was named director of financial accounting for Sarbanes-Oxley compliance in July. She is responsible for coordinating the documentation and assessment of controls as required by the Sarbanes-Oxley Act. Friedland was hired at The Post in 2001 as director of revenue systems. Before coming to the newspaper, she worked for Marriott International for 15 years. Friedland earned an MBA and a BBA from George Washington University. She is also a certified public accountant.

**RICH HANDLOFF**, Marketing, was promoted to director of consumer marketing in August. He came to The Post in 2002 in the position of

subscription marketing manager and became subscriber marketing and retention manager in March. Handloff held several marketing positions at Chevy Chase Bank before joining The Post, including senior product manager, vice president. He has also worked for Mellon Bank, the consulting firm Robbins-Gioia, Inc. and United Barcode Industries, Inc. He received an MBA with a concentration in services marketing from George Washington University and a BS in business administration with a concentration in operations management from Syracuse University in New York.

**BETH HOWE**, Circulation, is the new division manager for Maryland North home delivery since June. She first worked for Circulation as a summer intern in 2001 and 2002 and was hired in 2003 as a zone manager for metro single copy. Previously, she was a management consultant for four years with the Monitor Group in Cambridge, Mass. Howe holds an MPP with a concentration in press, politics and public policy from the Kennedy School of Government at Harvard in Cambridge, Mass., an MBA from Harvard Business School in Boston and a BSFS in non-Western history and diplomacy from Georgetown University's School of Foreign Service.

**HARRY MCFADDEN**, Advertising Operations, was promoted to dayshift team leader for the materials handling unit effective in July. A Post veteran of

37 years, McFadden was hired as a messenger/driver in Ad Ops, which was then called the detail department. He has held a number of positions for the department including junior clerk, senior clerk, senior staff associate, and most recently, the materials handling unit assignment coordinator. McFadden is a graduate of Apostolic Christian College in D.C.



**Harry McFadden**, Advertising Operations

**BRENNIA NIELSEN**, Human Resources, was promoted in June to staffing and employee relations specialist. She was hired in January as an administrative assistant for the department. She came to The Post from G&S Staffing in Minnesota where she was a staffing coordinator. Nielsen has also worked for Virtual Access Networks as a junior product marketing manager and marketing associate. A graduate of Clark

University in Worcester, Mass., she earned a BA in psychology.

**ANGELA RHONE**, Advertising, was promoted in July to inside telephone sales representative for the jobs advertising unit. She had been a senior staff associate for the unit since she joined the newspaper in 2002. Rhone previously worked for 11 years for Bayer Clothing Group in Clearfield, Pa. Rhone attended Penn State University, Dubois Campus and the Clearfield County (Pa.) Career and Technology Center. Rhone was the recipient of a 2003 Key Idea award.

**BERNARD STINSON**, Production/College Park, is an assistant team leader in the College Park Plant

Pressroom effective in June. He came to The Post in 1983 as a dispatch operator/driver for the Circulation Department and went on to be a press operator, a position he held since 1987. Stinson attended Lane College in Jackson, Tenn. and is the recipient of several of the Production Department's perfect attendance and quality awards. ■

Source members. She will e-mail members for their opinions on topics, survey them for story ideas and invite them to gatherings, including a series of happy hours which have been very popular.

According to Balderama, a recent request to members for fabulous and stylish plus-size women for a Sunday Source story on plus-size fashions received a great response. In a nod to several of the reality TV programs, Balderama sent out a request to single members to see if they might be interested in being set up on a blind date with another member. The catch? The date would be documented in detail for a Sunday Source story.

"The calls for editorial feedback have been enthusiastic. We're not just an anonymous group of editorial people to them," she said. "These are the type of interactions with readers that we didn't have before."

Levine is the marketing/advertising half of the cruise director team. He is the liaison between Inside Source members and advertisers. For example, he will survey members for an advertiser, invite them to advertiser-sponsored events, or coordinate focus groups of members for feedback on products, services or issues.

According to Levine, 94 percent of the members have indicated that they are interested in hearing from advertisers through him. "We think that's exciting news," said Levine. "It provides an added-value for Sunday Source advertisers... members feel like they have exclusive access and their voices get heard."

While Balderama and Levine are responsible for updating the content on the Inside Source

Web site, the support of the site is handled by the IT Department. Burke and the Web solutions group update the site with new



PHOTO - REBECCA D'ANGELO

**Sunday Source Editor Sandy Fernandez** chats with readers at one of the popular Inside Source happy hours.

photos and other material provided by the Sunday Source staff. IT's database solutions group is responsible for maintaining the valuable information (for both the editorial staff and advertisers) that members voluntarily provide at registration. The data includes income levels, marital status, children, pets, and information on favorite CDs or downloads, books, movies and nightspots.

Fernandez expects that interest in Inside Source will pick up this month as people return from summer vacations. The most recent Inside Source happy hour in August attracted more than 400 RSVPs, mostly from singles in their 20s and 30s.

"D.C. is full of transitional people from other places that want to meet people here," explained Fernandez. "The happy hours and other events allow us to say to them, hey you know the Sunday Source and we'll be there - it's like having friends there." ■



## TWP Company Announces New Disease Management Program

On Aug. 26, The Washington Post Company announced a new Disease Management Program for all employees participating in the Aetna PPO and the Aetna HealthFund. Called FutureHealth, the program gives employees access to a 24/7 nurse hotline so that they can discuss their health-related questions with a nurse, day or night, and make more informed health care decisions. For employees with chronic conditions, the FutureHealth program offers them the opportunity to talk regularly to a nurse who, if the employee wishes, can serve as a personal health coach. The program should enable employees to reduce medical and prescription costs through education about their



medical conditions.

The FutureHealth program is voluntary and confidential and it is free of charge to employees. There will be incentives for employees worth up to \$50 for enrolling in and completing the Disease Management Program. This is not a program designed to sell any particular treatment or drug. This program

is designed for employees who want more medical information to help them make informed healthcare

decisions. To contact FutureHealth call 888-840-6966. Details on the program have been mailed to employees at home. The Matter of Fact announcing the new program can be found on the *Intranet* home page. For more information contact the Benefits Department at x4-7171.

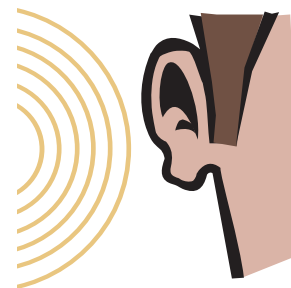
## Free Tickets to Loudoun Summer Music Fest

The Public Relations Department has a limited number of free tickets available to employees to attend the Loudoun Summer Music Fest, a series of live outdoor concerts at the Belmont Country Club in Ashburn, Va. Up to two free tickets are available for each of the concerts. The family-oriented series also includes KidsFest. The gates open at 5 p.m. and the concerts start at 6 p.m. The last two concerts are:

Steve Bassett - Sept. 12

Eddie Money - Sept. 19

For more information on the concert series go to [www.washpost.com/community](http://www.washpost.com/community). To request your two free tickets, e-mail **Lisa Bolton** at [Boltonlm@washpost.com](mailto:Boltonlm@washpost.com).



## Health Center News

The Northwest Health Center will offer free hearing tests Sept. 20 - 26 from 7 a.m. until 10:30 p.m. The process takes 15 minutes. Call the Health Center at x4-7192 to make an appointment to see if your hearing is in the normal range for your age.

## Correction

**Pouyan Torabi** was incorrectly referred to as a "she" in the Aug. 26 issue of ShopTalk. Torabi is indeed a "he."

# Marketplace

**FOR RENT:** 3 BR townhouse, 1 1/2 BA, wash/dryer, dishwasher. 10 min. from Univ. of Md., 15 min. from Catholic Univ. Parking on the bus line. Quiet community, students welcome, will rent rooms. \$650 a month per room, \$1,250 per month for entire unit. No smoking, no pets. Avail Oct. 1. Call Sherrell at (301) 805-9066.

**FOR RENT:** Apt. at N.W. 2440 16th/Kalorama Sts, #320, Park Tower, Avail. Oct. 15. Beautifully managed, secure, quiet building, 24 hr front desk security. 1BR/1BA w/great sunlight, CAC, W/D, cable ready. Sorry-no smk'g/no pets allowed. \$1,250 + utils. Refs. needed. Credit checked. \$650 deposit required. Call Victoria at x4-5759.

**ISO CARPENTER:** All-thumbs family looking for a carpenter who can build a platform with legs under a fairly large China cabinet. Experienced only. Sanely priced only. Please call Bob at (202) 877-7983 or (301) 654-7033.

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

**FOR RENT:** 1 BR in College Park, moderate size house w/access to whole house. Convenient to Green Line Metro, College Park Plant. \$750 + utilities. Avail. now. Contact Maura Donohue x4-7822 or e-mail: [naltoidaddict@yahoo.com](mailto:naltoidaddict@yahoo.com).

**FOR RENT:** Silver Spring Leisure World senior community for 55 & older. Cute 2 BR, 1.5 BA, walk-in closet. Brand new hardwood & ceramic floors. New stove, refrig, dishwasher, washer & dryer. Freshly painted. Top floor of elevator building, very private setting. No smokers/no pets. \$1,100. Call Ling x4-5381 or Bev (240) 604-6300.

**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:** Baby-Lock sewing machine, Never used, with cabinet and chair. Model BL I556. Book included, \$275. Call Patricia at x4-1285 or (301) 627-0677.

**FREE:** Sofa-bed. Queen-size. White upholstery. Great shape. Just need someone to pick it up - it wouldn't fit down our stairs. Call Kelly at x4-6639 or (703)734-6699.

**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.