

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

Post Honors Class of '84

Kathryn Miller, Metro, came to The Post on Jan. 23, 1984 in a part time position in the Newsroom. **Bruce McLane**, Advertising and **Greg Magner**, Circulation, began working at The Post on April 2 of that year, both part of a training group in the Advertising Department.

Two decades later they all agreed that Monday was a day they had anticipated and hardly thought possible when they began their careers at The Post. Miller, McLane and Magner were among the 100 new members of the 20 Year

Club that were honored at the annual reception and dinner held on Sept. 13 at the Northwest Building.

Miller credits her longevity with the excitement of working in a news-driven workplace.

"It's never boring and always fun," she explained. "Why would you ever leave? I get to work with so many great people it makes my job embarrassingly easy."

"I take a lot of pride in working at The Post," was McLane's explanation for his 20 Year Club membership.

Publisher **Bo Jones** welcomed the 350 guests who attended the annual event that was reminiscent of a

family reunion. In his remarks honoring the class of 1984, he noted that The Post hired 227 people in 1984 and a

large percentage of those staff are still at the paper 20 years later.

"It is a great reflection on the people we have here at The Post today," said Jones. He explained that many of those staff hired 20 years ago were in the Newsroom and Mailroom.

One of the biggest changes at The Post in 1984 was the creation of the Health section, which began as part of the paper before becoming a stand alone section, according to Jones. "It was one of our early moves to meet the changing needs of our readers, which we've done more

and more of during the years," he said.

He added, "We've had many more changes since then and I want to thank you all, including the old members of the 20 Year Club as well as the new members, for putting out the daily paper every day that our readers and advertisers rely on and which has given The Washington Post its great name over the years."

The class of 1984 brings the total number of 20 Year Club members to almost 1,900 staff and retirees. More photos from the 20 Year Club event can be found on page 3. ■



The 2004 20 Year Club inductees with Chairman **Don Graham** and Publisher **Bo Jones**.

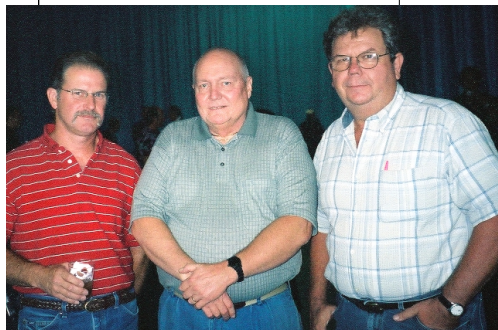


New 20 Year Club member **Germaine Holt**, Printing Services, steps up to the stage to receive congratulations from **Don Graham**.

PHOTO - JONATHAN ERNST

2004 Fall Circulation Kickoff

The number one goal of The Washington Post is to grow and maintain circulation," emphasized Publisher **Bo Jones** during his remarks at the 2004 Fall Reduced Price Offer (RPO) Promotion kickoff and lunch held Wednesday, Sept. 8 at the Springfield Plant. More than 300 of The Post's independent distributors attended



Virginia distributors (l-r) Randy Lichtenfels, Joe Schafer and Jim Frost at the Fall Kickoff reception at the Springfield Plant.

the event which unveiled the Circulation and Marketing departments' plans for obtaining and retaining subscribers this fall.

Chairman **Don Graham** was also at the event which featured comments and information from President and General Manager **Steve Hills**, Vice President of Circulation **David Dadisman**, Director of Consumer Marketing **Rich Handloff**, Circulation Director of Home Delivery **Gregg Fernandes** and Director of Corporate, Retail and Education Sales **Mike Towle**.

The multi-tiered fall RPO campaign began in July with sales efforts by distributors and telemarketing partners to upgrade Sunday-only

subscribers to seven-day subscribers. Dadisman noted at the kickoff that almost 73,000 upgrades had been achieved by last week.

The main thrust of the campaign began Sept. 3 and runs into November with a major media and direct marketing campaign to attract new subscribers, as well as upgrade

Sunday-only subscribers. According to Handloff, the highlight of the fall circulation promotion will be a series of 30-second TV spots running from Sept. 27 to Oct. 24. The commercials will air on the six network local affiliate stations, as well as on 19 cable stations,



Distributor Harry Weldon with Zone Manager Joe Pensinger at the kickoff.

including ESPN, the Weather Channel, Bravo and the Food Network.

Print ads are running in The Post, TV Week and Express, in addition to banner ads on washingtonpost.com. A monthly e-mail is being sent to local non-subscribers who identified themselves as non-subscribers when registering on washingtonpost.com. Twelve radio stations will be running a seven-week campaign of 60-second commercials. Commuters will see the fall promotion on the inside and outside of 250 Metro buses from Sept. 20 to Oct. 31. In addition, 1 million direct mail pieces were mailed on Sept. 10 with a follow-up mailing of 600,000 pieces scheduled for Sept. 24. Inserts in newspapers sold at retail outlets and other venues, as well as through the mail via Post Plus are also part of the direct marketing mix.

Hills credited teamwork by the News, Production and Circulation departments for enacting several actions this fall with the goal of retaining Post subscribers. "These actions will allow you to focus on sales and retention, instead of late paper com-

plaints that you have no control over," he explained to the distributors.

The actions Hills outlined include News moving the close time of the Suburban edition up a half hour to 11:45 p.m. According to Hills this will make the dispatch start time 15 minutes earlier.



Mike Towle, circulation director of corporate, retail and education sales addresses the distributors at the kickoff. Behind him is **Gregg Fernandes**, circulation director for home delivery.

Express will also close 30 minutes earlier and will be no more than 40-pages to allow for more press availability. Other actions enacted are that press teams will not be rotated during the fall to ensure consistency, a hotline has been established to keep distributors updated in the event of problems in production, and Production and Circulation will conduct bi-weekly meetings to monitor performance and expedite problems. ■

Buy **THE SUNDAY POST. GET THE WEEKDAYS FREE!**

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washingtonpost.com/subscribe

A small image of a folded copy of The Washington Post newspaper.

The promotion that will soon be appearing on 250 Metro buses.



The 20 Year Club

Class of 1984 member **Gary Adkins, IT**, and his wife, **Sheila**.



New 20 Year Club members from the Circulation Department include **Melissa McCullough**, **Greg Magner** and **Margaret Kaplow**.



Photographer and new club member **Bill O'Leary** is congratulated by **Don Graham** in a rare moment on the other side of a camera lens.



Jean David, Production, is congratulated by **Graham** for being in the class of 1984. Looking on are new members **Gary Adkins**, **Jo-Ann Armao**, **Metro** and **Cathy Campbell**, Circulation Accounting.

PHOTO - JONATHAN ERNST



PHOTO - JONATHAN ERNST

Bo Jones addresses the 20 Year Club in the auditorium at the Northwest Building.



PHOTO - JONATHAN ERNST

20 Year Club members gathered for a photo include **A.K. Shakir**, Production; **Jeanne McManus**, Food; **Tony Kornheiser**, Sports, and **Michael White**, Production.



PHOTO - STEVE FEHR

He went back to school last week, but Matt Fehr, 11, son of Fairfax Extra Editor **Steve Fehr**, will always have fond summer memories of reading KidsPost at Waimea Canyon on the island of Kauai, Hawaii in July.

Volunteer Opportunity for Giant's Good Neighbor Food and Fund Drive

The Post is a long time partner with Giant, Inc. of the annual Good Neighbor Food and Fund Drive, an annual event held at Giant stores across the area to support the Capital Area Food Bank. Giant has an opportunity during the weekend of Oct. 2 and 3 for volunteers interested in helping to assemble 15,000 hunger boxes at a location in Columbia, Md. The boxes will be sold in Giant and Super G stores from Oct. 24 to Dec. 31.

Volunteers will be provided with either breakfast or lunch (depending on whether they work the morning or afternoon shifts), as well as a T-shirt. This is a great opportunity for students who need community service hours. The deadline to register as a volunteer is Friday, Sept. 24. For more information and directions, e-mail **Jamie Miller**, public affairs manager at Giant at jmiller@giantof-maryland.com, or call him at (301) 341-8776.

Music and Dance Scholarship Awards

The Washington Post's 3rd Annual Music & Dance Scholarship Awards will take place on Saturday, Oct. 9 at 7 p.m. at the Warner Theatre at 13th & E Streets, N.W. The event will be hosted by Jim Vance from NBC TV-4 and Tatyana Ali who starred in the sitcom *Fresh Prince of Bel Air*. There will be special guest performances by the Urban Nation H.I.P.-H.O.P. Choir, Dance-makers, and local high school seniors who are contestants for the 2004 Music & Dance Scholarship Awards. Tickets



are \$27.50 for orchestra, \$19.50 for mid-balcony and \$11.50 for upper balcony. Ticket proceeds will benefit Urban Nation, Inc. and The Washington Post Company Educational Foundation. Employees interested in purchasing tickets should contact **David Jones**, Public Relations, at x4-4917.

TWP Store Summer Clearance Sale

The Washington Post online store will hold an on-site summer clearance sales event in the Northwest Building's 2nd floor multipurpose room on



Wednesday, Sept. 22 from 12:30 to 5 p.m. The sale will feature a 25 percent discount on selected merchandise. There will be limited quantities of closeout items available. Cash, checks and credit cards will be accepted.

Northwest Garage Security Information

Emergency notification buttons have been installed in the P-1 and P-2 Northwest Building garage levels. The location of the buttons is noted by bright orange signs. When pressed, the black emergency buttons will immediately connect an employee with a security officer at the main Security Desk and the overhead blue emergency light will be activated.

Marketplace

FOR SALE: 1993 Toyota Corolla, good condition, five-speed stick, blue, new brakes and generator, 98,000 miles, VA inspected, price \$2,150, CD player and upgraded speaker system. Call Jim at (703)256-7128.

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.

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 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.

FOR SALE: Baby-Lock sewing machine, Never used, with cabinet and chair. Model BL 1556. Book included, \$275. Call Patricia at x4-1285 or (301) 627-0677.

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.

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.

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. Ads run two issues unless otherwise requested. One ad per employee, please.