

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

Post Launches New Magazine

The Post is launching a new high-end magazine next month called *At Home*. The publication, scheduled to come out twice a year in the fall and spring, will be mailed to 60,000 metro area homes with combined incomes of \$750,000 and up. *At Home* will debut next Thursday, Oct. 7 at a launch party for advertisers and the design community at

the Washington Design Center in the District.

The luxurious design of *At Home*, by Art Director **Joe Wadsworth**

includes 100 pages of editorial and advertising content with generous photo layouts. The magazine, which does not have a dedi-

cated staff, was conceived and created by a team of staff from the Advertising, Marketing and News departments.

According to General Manager **Leslie Morgan Steiner**, *At Home* has already been a hit with advertisers interested in reaching that



The Post's *At Home* team of Advertising, Marketing and News staff includes (back row, l-r) Jack Torlucci, Patricia Key, Joe Wadsworth, Kate Murphy, Nancy McKeon, (front row, l-r) Todd Berman, Kathleen Rothenburg, Stacey Werbiskis, Leslie Morgan Steiner, Doug Dykstra and Brian Gilman.

high-end income level. The premiere issue's advertising revenue exceeded its goal by 25 percent. "This is something the Advertising Department has been working on for years," she explained. "There has been an explosion in luxury home magazines and we've been keeping an eye on the local and national competition."

"We heard from advertisers that our Home section and The Washington Post Magazine were great for reaching a mass audience. But, interior designers and companies that for example, make \$30,000 chandeliers, have small marketing budgets and just want to reach that

tiny percentage who are high income," said Steiner. "We saw that as an opportunity and decided to move forward. This is a good market for this type of magazine."

She credits the advertising sales staff for the success of the premiere issue, especially the efforts of home furnishings sales representative **Kathleen Rothenburg**. "She knows this market and understands why advertisers need *At Home*."

The high-income recipients who will receive *At Home* were identified by the direct marketing company Silver Marketing. In addition

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New Faces



Yashieka Anglin



Justen Baskerville



Warren Bass



Kia Bennett



Val Hawkins



Kathleen Hom



Noelle Hoover



Joyce Ibironke



Vera Kennedy



Kim Kingsley



Michael Rosenwald



Ebony Twilley



Leslie Yazel

YASHIEKA ANGLIN joined the Advertising Department in August as a senior staff associate. Previously, she was a maintenance production manager for DynCorp. Anglin earned her MBA last May from Marymount University and received her BS in marketing management from Bellevue University in Nebraska.

TARA BAHRAPOUR is Metro's new education reporter based at the Alexandria/Arlington Bureau, effective in August. Before joining The Post, she was a city desk reporter for the *New York Times*. In addition, she taught journalism at New York University and is the author of the memoir *To See and See Again: A Life in Iran and America*. Bahrapour has also written for the *New Yorker*, the *American Scholar* and *Travel & Leisure*. She holds an MS in journalism from Columbia University and a BA in English from the University of California at Berkeley. Bahrapour's interests include ballet, soccer and piano. (Photo not available)

JUSTEN BASKERVILLE came to The Post in July in the position of advertising sales representative in the major accounts unit. He had been an intern for Discovery Communications, Inc. Baskerville earned a BA in communications from Elon University in North Carolina. In his spare time, he enjoys traveling and cooking.

WARREN BASS was named senior editor for Book World in July. Before joining The Post, he was a professional staff member for the 9/11 Commission. Bass has been a senior fellow for the Council on Foreign Relations and associate editor for *Foreign Affairs*. He is also the author of *Support Any Friend: Kennedy's Middle East and the Making of the U.S.-Israel Alliance*. Bass holds a Ph.D. in history, as well as three masters degrees, in journalism, philosophy and history, from Columbia University. He received his BA from Queen's University in Canada.

KIA BENNETT became an advertising service representative for the national advertising unit in July. She was previously

the volunteer validation coordinator at the National Association for the Education of Young Children (NAEYC). She also worked for Black Entertainment Television, the Federal Emergency Management Agency, and the D.C. Emergency Management Agency. Bennett has a BA in advertising with a minor in art from Howard University. In her free time, she sings in a band and enjoys traveling and reading.

PAUL CARR was hired as a zone manager for the Circulation Department in July. He had been a circulation manager for the *Washington Times* and a single copy manager for *USA Today*. Carr also held circulation positions for the *Washington Star*. His interests include baseball, softball and bowling. (Photo not available)

VAL HAWKINS joined the Advertising Department in July as an outside sales representative for the automotive unit. Before joining the newspaper, he was the manager for business affairs and development for AOL Europe, based in London. He was also an analyst at

both Thomas Weisel Partners and Deutsche Bank Alex Brown in New York City. Hawkins has an MBA from the Kellogg School of Management at Northwestern University and a BA in history with a certificate in French language and literature from Princeton University.

KATHLEEN HOM joined Advertising Operations as a specialist in August. Previously, she was a fulfillment and photo rights assistant at the Smithsonian American Art Museum. Hom held editorial internships at the University of Virginia's Development Communications department and at *Fairness.com*. She received a BA with a double major in Foreign Affairs and Media Studies at the University of Virginia. Hom's interests include swimming and learning foreign languages.

NOELLE HOOVER became an inside sales representative for the Advertising Department in July. She was previously an account executive for *Sister 2 Sister* magazine. Hoover also worked in Gainesville, Fla. for the Dignity Project and the

Gainesville Sun. Hoover holds a BS in advertising with a concentration in business from the University of Florida. Her hobbies are photography, painting and dance.

JOYCE IBIRONKE was hired in August in the position of telephone sales representative in Classified Advertising. She came to The Post from GTAG Media, Inc. where she was an associate editor. Ibrionke has also interned for Prince George's County cable television station and WMAR ABC-2. She is working on a dual MBA and Masters of Science in Management at the University of Maryland and earned a BS in advertising and television from Towson University. In her spare time, she enjoys singing and reading.

KEVA JENKINS came to The Post in July as an advertising service representative in the jobs unit. Previously, she was an account executive for the *Merchandise* newspaper. Jenkins holds a BA in journalism from Howard University. Her hobby is painting on canvas. (Photo not available)

VERA KENNEDY is a telephone sales representative for Classified Advertising, effective in July. She had been a residential sales consultant for Verizon. She is a graduate of Woodrow Wilson High School in the District and attended Florida A&M University. She enjoys spending time with her children, reading and attending community events.

KIM KINGSLEY was named assignment editor for the Newsroom's TV/Radio Projects Desk in August. She came to The Post from WTOP Radio Network

where she was an editor. Kingsley holds a BA in broadcast journalism with a minor in theatre from Penn State University. She also attended an African studies program at the University of Ghana in West Africa. Her interests include cycling, reading and dancing.

MICHAEL ROSENWALD is the Business Section's new local biotech reporter as of August. He was previously a reporter for the *Boston Globe* for close to four years. He has also worked for the *Pittsburgh Post-Gazette* and has been a freelance writer for magazines including *Men's Journal*, the *New Yorker* and *Popular Science*. He is a candidate to receive an MFA from the University of Pittsburgh and earned a BS in journalism from Southern Illinois University.

EBONY TWILLEY joined the Advertising Department's business development unit in July as an advertising service representative. She had been an administrative assistant for Circle Fitness for Women and has worked for the Franklin Mint and Cross Country Bank. Twilley holds a BA in music from Immaculata University in Frazer, Pa.

LESLIE YAZEL was named to the position of assignment editor for the Style Section in August. She was formerly the deputy features editor for the *Austin* (Tex.) *American-Statesmen*. In addition, she has been a writer and editor at magazines including *Glamour* and *Maxim*, as well as a reporter for the *Des Moines Register*. Yazel earned a BA with a double major in journalism and mass communications from the University of Iowa. She enjoys tennis and hiking. ■

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to income level, other criteria for the mailing included ethnic diversity and residence in The Post's market in the District and 11 surrounding counties. The mailing includes both Post subscribers and non-subscribers.

Editorial content for the magazine was culled from articles that appeared during the past two years in The Post's Home and Real Estate sections, as well as the Magazine. The stories run the gamut from lush home interiors to trends in kitchen appliances, luxury shopping destinations and gardening. Deputy Assistant Managing Editor of Business Features

Nancy McKeon is *At Home's* editor and **Stacey Werbiskis** is the assistant editor. McKeon oversees the Home, Real Estate and Sunday Business sections.

McKeon calls *At Home* "a brilliant idea." "Our writers go to a lot of trouble to find places to feature, get photos and then there is only limited room in the newspaper. It's nice to see these stories hold up and be presented in this format."

Other key contributors to *At Home* include Home Editor **Belle Elving**, Post Magazine Design Editor **Jill Hudson Neal**, and Production Coordinator **Jack Torlucci**. ■

ISO Commuting Tales and Tips

ShopTalk is planning a special commuters issue in the upcoming weeks. The purpose of the issue is to provide Post employees with information that may help you in the daily commute back and forth to work. Or, at least let know you are not alone in your frustration over rising fares, road construction, and slow trains as you traverse the metro area.

Please e-mail ShopTalk Editor **Lisa Connors** at ShopTalk@washpost.com with the following information by Monday, Oct. 11. (and include your name, department and extension):

- Tips on alternative routes/methods to get to and from the Northwest Building, as well as the Springfield and College Park Plants and local bureaus. Do you "slug" to Fairfax County or have a fail-safe plan to get home to

Bowie when the Beltway is clogged?

- Do you walk or bike to work?
- A funny thing happened on the Metro bus this morning...or other interesting tales from your commute.
- Do you take more than one form of transportation to get to The Post, such as the Metro and the MARC train?
- Do you carpool? Are you interested in having other Post staff join your carpool? Are you interested in joining a carpool? (Provide information on the location and time/s of your carpool.)
- Are you a distance commuter and why? Do you live in West Virginia, Baltimore or an outer county? ■



Bone Marrow Drive

The Northwest Health Center is sponsoring a drive to register donors for the National Marrow Donor Program on Thursday, Oct. 7 from 11 a.m. to 7 p.m. in meeting rooms 1, 2 and 3 behind the 2nd floor auditorium. The process takes appropriately 15 minutes and requires filling out a detailed consent form and a finger stick for a blood sample. You are then placed into a Donor Registry to see if your blood matches someone in need of a marrow transplant. You remain on the registry for life and only sign up once. If you are determined to be a match for someone, further tests are done and you can decide if you are willing to donate stem cells. There is

no cost to the donor.

You could save the life of a patient with leukemia, aplastic anemia, or other life threatening diseases. A marrow or blood stem cell transplant may be the only cure and only 30 percent will find a matching donor in their family. According to the National Donor Program, there is a critical need for more minority donors, especially African Americans.

Call the Health Center to make an appointment at x4-7192, or if you would like more information. You can also go online at www.mar-row.org. The Health Center can provide the consent forms ahead of time to save time when you register.

Post Colleagues in Oct. 9 Concert

National Weekly Editor **Sharon Scott** and Ad Ops desktop publisher **DeVaunte Ogden** are singing in a concert and fundraiser for Church of the Holy Commu-

nion on Saturday, Oct. 9 at 6 p.m. Tickets are \$20 and the church is located at 3640 Martin Luther King Ave., S.E. in the District. A highlight of the concert will be a duet song by Scott and Ogden. For more information or to purchase tickets, call Scott at x4-4462.



Mary Lou White Retires

Mary Lou White, *News IT*, said farewell to her colleagues including **Marvin Salmeron** at her retirement party in the Newsroom on Friday, Sept. 24. White began her career at *The Post* in January 1982. Her future plans include relocating to Florida.

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.

Last Call for 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, Dancemakers, and local high school seniors who are contestants for the 2004 Music &

ISO Post Book Authors

ShopTalk will feature new books written by Post staff in an upcoming issue. If you have written or been involved in the publication of a book that has been published since May 2004 or is scheduled to be published by February 2005, contact **Lisa Connors**, ShopTalk editor at connorsl@washpost.com. Please include the name of the book, publisher, whether you are an author, co-author or other involvement, month/year of publication, hardcover/paperback, and a short description. If you have any questions, call Connors at x4-6803.

Marketplace

FOR SALE: Ladies clothing, never worn, or in perfect condition, sizes 8-14, dresses, suits, blazers, e-mail photo available. Prices \$5-\$30. Call Angela at x4-4848 or preferably (410) 998-9840; e-mail Astamay@aol.com.

FOR RENT: Single family home, 3BR, 2BA, fireplace, new CAC, new hot water heater, gas heat, carport, large storage shed. Three miles from Springfield plant, walk to Accotink Park. No smoking/pets. \$1,350 month. Call Thoai Tran at (703) 425-3523.

FOR SALE: Wicker bedroom set w/queen-size headboard, 2 nightstands and one 3-drawer chest of drawers, all sturdy white wicker and in nearly new condition. Purchased in 1997 for \$900 total; seeking \$450/OBO. Also, maple student desk for \$25. Call Kay at x4-7667 or (703) 799-3062.

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.

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.

FOR SALE: 1994 Oldsmobile Cutlass with AM/FM radio, air conditioning, four new tires and brakes, good condition. Best offer accepted. Call Bob at x6-2220, Monday-Friday, 3 to 10 p.m.

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.