

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

Picture This

Free Post Photo Ads for Limited Time

Most employees have the unique opportunity to be a part of the successful launch of a new Classified sales opportunity and get up to five free classified photo ads during a limited time.

The Classified Department's consumer-to-consumer group is launching photo ads next Monday, Jan. 10. According to Sales Manager **Goli Sheikholeslami**, the ads will enable individuals interested in selling merchandise or cars to upload digital photos of their items on the Web, so that prospective buyers can look at the couch, lamp, or minivan for sale. A merchandise ad can feature up to 20 photos and automotive ads can feature up to 12 photos.

The opportunity to place a photo ad is only available for merchandise and automotive classified ads and as part of the three, four, or seven-day Post Classified packages. (Real estate photos ads are also available to companies that list home sales.) The photo ads will be identified by a camera icon with a code underneath that is a password to locate the photos of the item for sale through www.washingtonpost.com.



Several members of Classified's consumer-to-consumer group that will be selling the photo ads include (front row, l-r) **Brenda Barbee**, **Jackie Duncan**, **Goli Sheikholeslami**, (back row, l-r) **Diane Powell Millard**, **Ben Bayder**, **Yeshieka Anglin**, **Jesse Weiss** and **Vera Kennedy**.

Buyers will access the photos by clicking on merchandise or cars under FIND & LIST on the left-hand vertical bar on the washingtonpost.com home page.

To generate interest in the photo ads and get camera icons popping up in the Classified pages, the Classified Department is offering Washington Post employees up to five free photo ads from Jan. 10 through Feb. 6. The offer is available for the three-day package only and the ads are limited to four lines (see example). This offer is only available to

employees selling their own merchandise or auto.

As an extra incentive, employees who place a free photo ad will have their names entered in a drawing to win one of two Kodak digital cameras, a set of four tickets to an upcoming Wizards game at the MCI Center, or a set of four tickets to a show at the Warner Theatre.

Here's how you can order your free photo ad:

Call (202) 334-5779 from

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CHINA — Crate Barrel blue
lain, blk checkered rim
w/ 4 \$125. 703-000-0000.
Sun, 10-24, 9-5. Spotlight Studio.



An example of what the photo ads will look like in the Classifieds.

Promotions & Transitions

NADEEM AWAN, Accounting, was promoted last month to financial accounting supervisor. He began his career at The Post in 1988 as a staff accountant and in 1999 was promoted to senior accountant charged with the accounting and analysis for newsprint. Previously, he was a senior accountant with Gardiner, Kamya and Associates, P.C., in the District. Awan holds a BS from Towson University and is a certified public accountant.

SHAHABIDDIN BHUIYAN, Building Services, was recently promoted to a full-time janitor position in the Building Services Department at the College Park Plant. He had been a part-time janitor since being hired in 2002.

R.B. BRENNER, News, became the new Maryland editor effective January 1. He came to the Newsroom in 2002 as assistant Maryland editor in charge of education. Brenner previously worked for the *San Diego Union-Tribune* where he was a senior editor. He has also worked for the *Santa Barbara (Calif.) News-Press*, the *Sarasota (Fla.) Herald-Tribune*, and the *Winston-Salem (N.C.) Journal*. Brenner holds a BA from Oberlin College in Ohio.

JANET CHAMBLEE CROMWELL, Accounting, was named assistant manager of the cashiers office in November. She was previously a circulation accounting/corporate billing specialist. Cromwell came to The Post in 1988 in the Advertising Department as a sales assistant. After five years, she moved to Accounting's Credit group before moving to Circu-



Brenda Cole

lation Accounting. She was a recipient of the Circulation Department's 2002 Gil Petr Award. Cromwell attended West Virginia University.

BRENDA COLE, Circulation, was promoted to transportation analyst from *Express* field support representative in November. She was hired in 2000 as a service center representative and subsequently became a SNS (subscriber/non-subscriber) representative. Before coming to The Post, she worked for Shoppers Food Warehouse for 11 years. In 2002, she won the Circulations Department's Representative of the Year Award, as well as the Gil Petr Award.

ROGER GOODWIN, Production, was recently promoted to the position of Sunday packaging foreman at the Springfield Plant. Goodwin had been a mailer since he joined The Post in 1980. He previously worked for the now defunct *Washington Star* where he was also a mailer and at Merkel Press.

DAN LEVINE, Advertising, was named an outside sales representative in technology for the

national advertising unit in November. Levine was hired in 2003 as a marketing research analyst prior to becoming a marketing analyst in early 2004. Before coming to The Post, he was the publisher of *Current* magazine, the nation's largest student run magazine. Levine holds an AB in social studies from Harvard University.

DEMIAN PERRY, Marketing, was promoted to marketing manager in November. He was previously an account representative in Advertising's national accounts unit and had been a marketing analyst. Perry has been the recipient of the sales excellence and sales

achievement awards. Prior to coming to the newspaper in 2001, he was a programmer and site editor for *esqNetwork.com*. He holds a BA in English from Sewanee College in Tenn. and earned a certificate in British studies from St. John's College at Oxford in the United Kingdom.

KATE WILLS, Writers Group, was named to the position of assistant comics editor in December. She was previously a sales assistant for the Writers Group, a position she had held since she was hired in 2003. Wills earned a BA in English and math at Brown University in Providence, R.I. ■

New Columnist and Style AME

EUGENE ROBINSON has been named an associate editor of The Post and a columnist for Editorial's Op-Ed Page effective this month. Robinson's twice-weekly column is syndicated by The Washington Post Writer's Group. He had been the assistant managing editor for Style since 1999. Since joining The Post in 1980, Robinson has held the positions of city hall reporter, city editor, Buenos Aires correspondent, London correspondent and foreign editor. He has also worked for the *San Francisco Chronicle*. He is the author of *Last Dance in Havana: The Final Days of Fidel and the Start of the New Cuban Revolution*, which was published in July. He received a Nieman Fellowship at Harvard University in 1987 and is a graduate of the University of Michigan.



Eugene Robinson

DEBORAH HEARD is the new assistant managing editor for Style effective January 1. She was previously the deputy



Deborah Heard

AME for Style since 1995. She began her career at The Post 20 years ago as editor of the Neighborhood Report. She subsequently moved to the Virginia Desk as a daily assignment editor and joined the Style section in July 1989. Before coming to The Post, Heard was a copy editor and an assignment editor at the *Miami Herald*. She earned a BA in journalism from the University of Alabama and did graduate studies at the University of Missouri.

9 a.m. to 5:30 p.m. and speak with a Classified sales representative.

Or:

E-mail classads@washpost.com with the text of your ad and contact information including name, home address, extension and home phone number.

Once you have placed your ad, you will receive an e-mail with directions on how to upload your digital photos online.

The technology that enables the photos to be uploaded and viewed is through IPIX Corp., a leading

provider of imaging technology. When a photo is uploaded, IPIX will automatically ensure that it is the correct size and is color corrected.

"We learned from the success of E-Bay and online classifieds how important photos are to selling products," said Sheikhleslami. "Our relationship with IPIX has made it possible to add the online photos and allows us to effectively compete with the online classifieds."

The new Classified photo ads will be promoted through in-paper ads created by Marketing Department staff **Mike Shenk** and **Sean Finnell**. ■

Classified's consumer-to-consumer group that will be selling the new photo ads includes:

Yeshieka Anglin
Brenda Barbee
Ben Bayder
Linda Beach
Jackie Duncan
Caroline Edwards
Joyce Ibrinke
Bridget Jackman
Brenda Jackson
Brenda Johnson
Merial Jones

Vera Kennedy
John Lane
Bonnie Silva
Lida Skrzypczak
Mary Ann Thompson
Glenna Turner
Judy Wall
Jesse Weiss
Kimberly Whitted
Dolphine Williams

Post Holiday Wrap-Up



Publisher **Bo Jones**, Director of Public Relations and Contributions **Eric Grant** and **Judith Bennett-Sattler**, Executive Director of My Sister's Place, with some of the Be An Angel donations at The Post's holiday event on Friday, Dec. 17.

My Sister's Place was the recipient of generous donations by Post readers and employees during The Post's Be An Angel campaign. Located in the District, My

Sister's Place is a non-profit that provides comprehensive services for survivors of domestic violence and their children. According to Public Relations Manager **Lisa Bolton**, the campaign raised more than \$1,300 in cash donations, gift certificates to local retailers and Metro cards, as well as heaps of toys and essential items, like shampoo and bed linens.

The Post was a sponsor of the 2004 Good Neighbor Food and Funds Drive with Giant Food, Inc. to support the Capital Area Food Bank. On Friday, Dec. 17, Ned the Newshound participated in the Drive's third annual Stuff-A-Truck event, which encouraged the community to bring donations to one of five area locations. According to the Capital Area Food Bank, this year's Good Neighbor drive raised \$51,000. More than

45,000 pounds of food, and 1,000 pounds of toys and clothes were also donated. Giant sold 15,000 Hunger Boxes, which will be donated to families in-need. The Post supports the Good Neighbor Campaign with a series of in-paper ads.

The Eastern High School Choir and the youth dance group Dancemakers brought gifts of song and dance to The Post annual holiday celebration on the front steps of the Northwest Building on Friday, Dec. 17. ■

The choir performs on the front steps of the Northwest Building, while Ned enjoys the music.



Proud mom, **Jamie Ward-Black**, IT, with her daughters, (left) English, 15, and (right) Endya 13, who are members of the Eastern Choir. Endya was the soloist for Go Tell It On The Mountain. Both girls are also members of the Washington Performing Arts Society's Children of the Gospel.



O'Leary Leaves Post

Advertising Vice President **Susan O'Leary** said farewell to The Post on Tuesday, Dec. 28 to move with her family to Florida. O'Leary worked for



Susan O'Leary with Steve Hills at her farewell reception.

the Advertising Department for 12 years, the last four as vice president. A reception was held in her honor on Tuesday, Dec. 21 in the Northwest Building's multipurpose room. Speakers at the event included Publisher **Bo Jones**, President **Steve Hills**, Vice President of Marketing **Margaret Cromelin** and Senior Advertising Manager **Marty Kady**. During his remarks, Hills called O'Leary "the best vice president of Advertising that The Post has ever had."

"You have made a real difference here," said Hills of O'Leary. "You have built an efficient and effective organization, led and managed by what I have no doubt is the most talented management staff of any major metropolitan newspaper in the country."

Kelly's Children's Hospital Campaign

Columnist **John Kelly's** Children's Hospital Campaign continues until Friday, Jan. 21 with the goal of raising

\$600,000. All of the money raised goes to pay the hospital bills of families who can't otherwise afford medical care at Children's Hospital.

Post employees have always been a big part of the effort, and can donate by dropping off a check at John's office, in the fifth floor Newsroom, or by visiting www.washingtonpost.com/childrenshospital to make an online donation. The donation to Children's is eligible for The Post's Matching Gifts Program. Matching Gifts forms can be found on the *Intraned* home page, under online



John Kelly (second from left) accepts the donation from The Post's distributors bowling league from **John Mandish**, Circulation, the league's commissioner. Also pictured are (l-r) **Tito Tolentino**, Public Relations, and Kelly's assistant **Julie Feldmeier**.

forms, or call **Tito Tolentino**, Public Relations, at x4-6835.

In December, The Post distributors bowling league donated \$4,400 as part of their annual fundraiser for the campaign. The money is raised through a raffle held during the league's season, which runs from January to April at the Bowl America in Alexandria. The newspaper supported their donation with a check for \$2,200.

The salon spa Andre Chreky is supporting the campaign again this year with a 24-hour salon-a-thon from 6 a.m. on Jan. 15 to 6 a.m. on Sunday, Jan. 16. The salon is located at 1604 K Street, N.W.

Weigh-Out Deadline!

Holiday Challenge participants must "weigh-out" by Monday, Jan. 10 at the Health Center where they weighed in to qualify for the individual and department prizes. If you have any questions about the weigh-in, contact your Health Center:

Northwest at x4-7192

College Park at x6-1181

Springfield at x6-2240.

If you have a holiday challenge success story you would like to share, please contact **Lisa Connors** at x4-6803 or via e-mail at ShopTalk@washpost.com. Look for a follow up story on the Holiday Challenge will run in next week's ShopTalk.

and the phone is (202) 293-9393. The staff works pro bono during the 24-hour period and donates every dollar from service appointments

to Children's Hospital. Highlights of the event include a visit by Ned the Newshound. Past salon-a-thons have raised close to \$100,000 for the Children's Hospital Campaign.

New TV Campaign

On Monday, Jan. 10, the Marketing Department will be previewing The Post's new TV campaign from 3 to 4 p.m. in meeting room 6 on the second floor of the Northwest Building (near the auditorium). Employees are invited to stop by and enjoy some refreshments and view the commercials. Information about the new campaign is scheduled to appear in next week's ShopTalk.

Marketplace

ISO WRITER: Looking for an editor/ghostwriter for my first novel, to do professional rewriting, usage of language that is apt according to the topic. Deliver the complete packaged product ready to sell. Per page nego. salary. Call Imani at (202) 355-8717.

FOR RENT: Large BR with full BA available in Townley Apartments on Cherry Hill road Beltsville, Md., utilities included for \$575 a month. Call (301) 275-2183, (240) 643-1314, or (301) 937-0654.

SHORT-TERM ROOM RENTAL: 4-6 mos. Starting: March '05. Nice area. Apt. dntn Silver Spring. Near Metrorail/bus. Your own BR w/Qn-sized bed and BA, very reasonable monthly rate. sm. deposit to hold. Female preferred. Call Carol (301) 565-2599 eves., leave voicemail.

FOR SALE: Timeshare in Atlantic City, Flagship resort, 1 BR, living room, kitchen. Full accommodations: indoor pool, Jacuzzi, health club and other amenities. Sleeps a family of five. Asking \$7,500, must sell. Call Mike at (301) 249-1536.

FOR SALE: Printer - Canon MultiPass C3500 fax/ copier/ scanner \$200. Also, two Yamaha speakers, Max 60 watts (needs speaker wires) \$40 for both. Call Thom at x4-4890.

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.