

# ShopTalk

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## New Campaign Features "Guilty Pleasures"

A professor from Silver Spring, a bike courier in D.C. and a local music legend are among a group of local residents offering their own unique reasons, in their own words, on why they read The Washington Post in a TV campaign that begins this week.

"Our readers depend on The Post's coverage of local, national

**Cromelin.** "These are the parts of the paper that we found out many readers go to first, parts that feel the most personal to them."

The eight different TV spots began a three-week run on Monday, Jan. 10 on local broadcast and cable

stations. Another three-week run will begin on Feb. 21 and the spots are scheduled to air an additional nine to 11 weeks in 2005. The spots are airing on several TV programs including the morning news, hit shows such as "Desperate Housewives" and "CSI," as well as the early evening game shows "Wheel of Fortune" and "Jeopardy."

The campaign, themed "Read What You Need," was created by the District-based ad agency Adworks, Inc. Marketing staff responsible for the project under the leadership of Cromelin, includes **Rich Handloff**, director of consumer marketing and



Allison Miner, a Post reader from Silver Spring, explains why she reads The Post in one of the new TV campaign spots.

PHOTO PROVIDED BY ADWORKS, INC.



PHOTO - JAN SCOTT

Marketing staff (l-r, front row) **Susan Heyman**, **Margaret Cromelin**, and **Rich Handloff** spent a couple frosty hours in a local garage filming one of the spots. Behind them are staff from Adworks.

and world events, but what we feature in these commercials are the 'guilty pleasures' they don't get anywhere else," explained Vice President of Marketing **Margaret**

**Susan Heyman**, manager of consumer advertising and media.

The premise of the campaign is that there are no rules dictating how you use The Post. Last fall, a casting director for Adworks traveled throughout the District, Maryland and Virginia looking for "real" people who read The Post. With a camcorder in hand, the director approached people in an Ikea parking lot, at Starbucks locations and on suburban streets. More than 100 people were asked questions such as what they liked most about The Post, or when no one is watch-

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# Holiday Challenge Champs

The Post's second annual employee Lean Plate Club Holiday Challenge came to an end last week. The result was a lot of happy "losers" who weighed-out after the holidays and found they had maintained or, in many cases, actually lost weight over the holidays.

Three hundred and eleven Post employees joined readers of Health Section columnist **Sally Squires'** Lean Plate Club for the column's fourth annual Holiday Challenge. The Lean Plate Club partnered with ShopTalk and the Health Centers, with support from



Holiday Challenge champ **Daryl Martin, IT/Springfield Plant** with Springfield Health Center nurse **Ann Griffin**.

cafeteria vendor Brock & Company, to give employees the information and support to successfully meet the challenge.

One of the biggest "losers" and success stories is **Daryl Martin**, an IT technician at the Springfield Plant. Martin participated in the 2003 Holiday Challenge when he decided it was time to lose some of the 371 pounds he was carrying on his six foot, five inch frame.

According to Martin, the Challenge gave him the structure he needed to lose weight. He ended up losing 70 pounds in less than seven months by continuing the healthy habits he started during the Challenge.

A busy father of two daughters involved in sports, Martin found that some of the pounds he had lost had started to creep back on during the fall. He was enthusiastic about participating in this year's Holiday Challenge to try to bring his weight back down to 300 pounds.

"The challenge made it more enjoyable to do this," said Martin. "There was structure to it with a beginning and an end, and the interaction with everyone in the building was fun because we were competing with each other. It doesn't cost anything and it gives you the incentive to lose weight."

"When you are hungry and you walk in the cafeteria, everything looks good," he adds. "The Challenge helped me to make good choices. I drank water instead of sodas and ate slower."

Martin is also swimming several times a week at a local recreation center and is looking for a used weight bench.

Springfield Plant Health Center nurse **Ann Griffin** is Martin's biggest cheerleader.

"I believe the competition has a lot to do with Daryl's success and the other people here," she explains. "It really got people motivated. They competed against each other

and against themselves. Everyone was really enthusiastic about it. It also provided me with the chance to educate them about the benefits of losing weight, like lowering your cholesterol and blood pressure."

In addition to Griffin, the Health Center staff who provided a tremendous amount of support to The Post's Holiday Challenge are **Phyllis Waslo** and **Lyndon**

**Williams**, Northwest Building and **Yvette Griffin**, College Park Plant.

Here's the breakdown of The Post's Holiday Challenge results, as reported by the Health Centers at the Northwest Building, College Park and Springfield Plants. Participants who successfully maintained their weigh-in weight (or lost weight) walked away with a pedometer from the Lean Plate Club.

The latest results by site available before ShopTalk went to press on Monday:

**College Park Plant** – 61 employees weighed in, 38 weighed out and 25 met the challenge.

**Springfield Plant** – 110 weighed in, 91 weighed out and 66 met the challenge.

**Northwest Building** – 140 weighed in, 92 weighed out and 71 met the challenge.

A prize of a catered "healthy" afternoon snack will



FILE PHOTO

**Diane Weeks**, News, was the winner of the gourmet gift basket donated by Brock & Company, the cafeteria vendor. She had the winning ticket in the random drawing of staff who purchased a Lean Plate Club selection in one of The Post's cafeterias during the Holiday Challenge.

be awarded to the department with the highest percentage of staff who successfully participated in the Holiday Challenge. The announcement of the winning department can be found on the *Intranet* home page.

A new addition to The Post's Holiday Challenge in 2004 was a weekly random drawing of participants' names. The five winners received either a nutrition or weight

loss book provided by Sally Squires, as well as a copy of *The Washington Post Dining Guide* signed by author and food critic **Tom Sietsema**.

The raffle winners were **Mary Fong**, Human Resources; **Frank Gaither**, Production/College Park; **Diane Haith**, Advertising; **Alice Russell**, Advertising, and **Bart Watson**, Production/Springfield.

Employees interested in maintaining their healthy Holiday Challenge habits can obtain information and sign up for a free e-mail newsletter from the Lean Plate Club by going online to [www.washingtonpost.com/leanplateclub](http://www.washingtonpost.com/leanplateclub). ■

ing, what part of The Post do they read.

The "real" people where narrowed down to eight (more commercials are scheduled to be produced). These readers were asked to go on camera without a script and just talk about what they most like about The Post. The one-and-a-half to two-hour unscripted shoots were edited down to the 30 and 15 second spots. The results are heartfelt, sometimes offbeat, odes to the joys of The Post's crossword puzzle, reviews of local bands in Style, saving \$13 at the supermarket with coupons, among others.

According to Handloff, the campaign was created as a result of newspaper readership research that indicates that consumers may

sometimes feel too time-pressed to read the entire newspaper. There has been a trend of declining newspaper circulation across the country.

"It was time for us to do something different because there is too much competition for people's time," he said. "A lot of people cling to the outdated belief that you have to invest a great deal of time in reading a newspaper to justify buying it in the first place."

"This campaign promotes that there is something for everyone in The Post," he adds, "and it's a great value at only 35 cents."

The TV campaign and the "Read What You Need" theme will be supported with radio and in-paper ads.

The Marketing Department hosted a preview of the new TV spots for employees on Monday,

Jan. 10 at the Northwest Building. If you were not able to make it, you can log onto [www.washingtonpost.com/subscriberservices](http://www.washingtonpost.com/subscriberservices) and see the new campaign. A limited number of DVDs of the campaign are also available by contacting Virginia Jodoin at [jodoinv@washpost.com](mailto:jodoinv@washpost.com) or call x4-7753.

If an employee knows someone who loves The Post and would like be considered for a future TV spot, contact Charlie Stilton at Adworks. The e-mail address is [charlie.stilton@adworks.com](mailto:charlie.stilton@adworks.com). ■

## PostRewards Program

For Joan and Ray,  
enough to cover the baby sitter.

**SAVE 25%**  
at many local restaurants

It's easier to swing some time alone when a night out costs less. The free PostRewards dining card from The Washington Post rewards home delivery subscribers with 25% savings at many fine, fun and family restaurants in D.C., Virginia and Maryland. Join and give yourself a break. Apply today.

Call toll free 1-877-333-0024

The free PostRewards card is linked to your major credit card. Visit our Web site to see our growing list of member restaurants. [www.washingtonpost.com/postrewards](http://www.washingtonpost.com/postrewards)

**If you get The Post at home, you could join today.**

Certain restrictions apply.

A new in-paper advertising campaign created by the Marketing Department is touting the cash-saving benefits of PostRewards, a free dining card for Post home subscribers. Introduced last spring, the program is a value-added benefit to home delivery subscribers which enables them to save 25 percent on dining at participating restaurants in the District, Maryland, and Virginia, as well as at participating restaurants outside the area.

Post employees who are home subscribers are eligible to participate in PostRewards.

### Here are the details:

Eligible subscribers must apply for membership in the PostRewards program. The PostRewards card is a discount card that is linked to the member's own credit card. Once an

eligible home delivery subscriber has applied and been approved, they will receive their card and other program information in the mail, including a directory of participating restaurants and monthly updates about the program. When members dine out at one of the many participating restaurants, they simply present the card when it's time to pay the bill and sign the check for the full amount. PostRewards will deduct the 25 percent off the food and beverages purchased, and bill the credit card in a lump sum at the end of the month. Monthly statements will be sent to PostRewards members showing each transaction and the related savings.

For more information, or to sign up for PostRewards, go online to [www.washingtonpost.com/postrewards](http://www.washingtonpost.com/postrewards) or call 1-877-333-0024. ■

## Changes in Cafeteria Management

Brock & Company, The Post's cafeteria vendor, recently announced changes in their management based at the Northwest Building. **Mark Torrence** has been promoted to general manager from manager of catering. He has worked for Brock at The Post for more than four years. **Marcos Herboso** is the new director of catering. Herboso is a familiar face from Post events in his previous position with the catering company Design Cuisine where he worked for 10 years.



**Marcos Herboso**, director of catering and **Mark Torrence**, general manager.

## United Way Campaign Results

The Post continues to tally the results of the 2004 United Way Campaign. According to Vice President **Lionel Neptune**, a campaign co-chair, The Post's employees have pledged close to \$240,000. Congratulations to the department chairs for their support of the campaign!

## OD&T Courses

Highlights of the Organization Development & Training (OD&T) Department's upcoming course offerings are:

### Jan. 19: Lotus Notes Training

This course provides hands-on training for effective use of e-mail, the calendar, making and responding to appointments and the "To Do" functions.

### Jan. 25: Resume Writing

This course helps employees develop resumes to effectively present their knowledge, skills and abilities for available positions.



PHOTO - CHUCK COOKE

*The Security Department has given a humorous touch to the serious message of the importance of employees wearing their IDs. The panda outside the Northwest Building's second floor multipurpose room now displays its own blue ID card. Guardsmark officer **Ruthie Burkins** checks to make sure the panda's photo matches (her/his?) name.*

## Weight Watchers at Northwest Building

A Weight Watchers class will begin meeting for 12 weeks on Tuesday, Jan. 18 from 11:30 a.m. to 12:30 p.m. in the seventh floor account-

ing conference room.

The cost of the class is \$150. Please register by calling the Northwest Health Center at x4-7192.

## No ShopTalk Next Week

ShopTalk will not be published on Thursday, Jan. 20, due to the Martin Luther King Jr. Holiday. The next issue is Thursday, Jan. 27.

# Marketplace

**FOR RENT:** Spacious 1 BR apartment w/storage room in a four unit apartment bldg. Directly on bus line, walking distance to Gallaudet University, and conveniently located by the new New York Avenue-Florida Avenue-Gallaudet University subway station. \$750 + utilities. Available for immediate occupancy. Contact Mrs. Johnson at (301) 793-8282 or Ms. Marshall at (202) 247-8457.

**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 SALE:** Recently renovated and back on the market: all-brick, three-level, three BR, one BA townhouse, well located at the junction of Carroll Ave. and Piney Branch. Close to shopping, schools & public trans. Mins. to Beltway and Takoma Metro, 2 year-old roof and CAC. Hardwood flrs., gas heat and cooking. Contact Denise x4-7137 or (301) 324-2323.

**FOR RENT:** Southwest D.C. efficiency. Recently renovated. New appliances, carpet and paint. Murphy bed. 6th floor balcony overlooking pool. Pool privileges. One block to Metro (Green Line), waterfront, restaurants and Arena Stage. All utilities included. \$800/mo. Call Mary Jane at x4-5535 or (202) 543-5377.

**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.

**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:** 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.

**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.

**FOR SALE:** New O'Sullivan Scandanavia collection computer workcenter. Has raised platform, tower cpu, file drawers. Asking \$180/OBO, photo available. Call Nicole at x4-5822.

**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.