

# ShopTalk



January 27, 2005 Vol. 31 No. 3

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## The Post in the Community *The 2004 Report*

**T**he Washington Post has a heart," explains Rosalia G-H. Miller, president of the Washington, D.C. Student Latino Fund, describing the newspaper's long-term commit-



PHOTO - BONNIE SMITH

*Ned the Newshound made appearances throughout The Post's market area.*

ment to serve the community it covers. It is a responsibility that began when Eugene Meyer purchased the newspaper in 1933 and continues today with dozens of programs supporting education, health and human services, the arts and literacy.

The Washington Post received three awards in 2004 recognizing

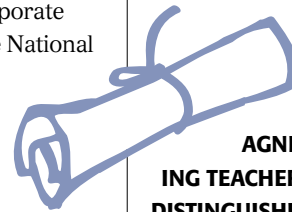
its involvement in the community. This fall, The Post was honored with the Outstanding Corporate Partner Award during the National Capital Philanthropy Day Awards. The newspaper was nominated by the Washington Council of Agencies for its commitment to the metro area through its community outreach programs. Last summer, the Springfield Plant employees were honored by Fairfax County Public Schools for their mentor and reading partnership with North Springfield Elementary School. In March, the Everybody Wins! literacy organization presented the National Capital Literacy and Mentoring Award to the newspaper. The Post has been a corporate partner with Everybody Wins! since 1998.

This issue of ShopTalk provides a summary of the ways in which The Post contributed to the Washington community in 2004.

### **Education:**

The Post recognizes that education is the key to a healthy and thriving community, and essential to ensur-

ing the next generation of newspaper readers. Recognition of the Washington area's outstanding educators continued in 2004 with the



**AGNES MEYER OUTSTANDING TEACHER AWARD** and the **DISTINGUISHED EDUCATIONAL LEADERSHIP AWARD** for principals. These awards honor the educators of kindergarten through high school students in the District and the surrounding 18 school districts in Maryland and Virginia, as well as the private school sector. The **VINCENT E. REED PRINCIPALS LEADERSHIP INSTITUTE** is a Post



PHOTO - DAVID JONES

*Eastern High School student Monika Cuff displays her limbo talents during the summer picnic for Eastern 500 Club mentors and protégés.*

education initiative that provides area principals with a year-long series of workshops designed to enhance their leadership and management skills.

The newspaper also hosts monthly **SUPERINTENDENT LUNCHES**, providing metro area school superintendents with a forum to network and share ideas and solutions.

In 2004, Post employees and the newspaper nurtured its special partnership with Eastern High School through the **EASTERN 500 CLUB**. The Post provided \$49,500 in scholarships during the 2003-2004 school year to 500 Club members that earned all As and Bs on their report cards. More than 500 stu-



PHOTO - NEKEIDRA WASON

*A student at Burning Tree Elementary in Bethesda participates in a Grants in the Arts funded program in 2004.*

dents at Eastern have participated in the club and the newspaper has funded more than \$2.5 million in scholarships since the program was established in 1987. Forty-seven employees served as mentors, workshop instructors, and were involved in other activities including a basketball tournament in March and a picnic in June. Twelve 500 Club graduates received summer internships at The Post, obtaining valuable work experience and the opportunity to network with The Post's executives.

A highlight of The Post's **HOWARD UNIVERSITY PARTNERSHIP** in 2004 was a Financial Literacy Forum hosted by The

Post's financial columnist Michelle Singletary. Nearly 250 students attended the forum which provided them with the opportunity to find out how to obtain their credit score, consolidate debt, buy a home and investment/retirement planning.

The **INTERNATIONAL TEACHING FELLOWSHIPS**, the most recent addition to The Post's education programs, address the increasingly global community and the metro area's international community. The Post has developed relationships with the embassies of Spain, Italy, France and Japan to provide area teachers, principals, and administrators with the opportunity to be immersed and educated in the language and culture of these countries. Thirty educators were chosen from hundreds of applicants in 2004 to receive the fellowships.

The Post's **YOUNG JOURNALISTS DEVELOPMENT PROGRAM** worked with more than 700 local high school and college students and supported 27 high school newspapers in 2004. With support from more than 100 Newsroom employees and other staff throughout The Post, the program has become a model for newspapers across the country.

The 2003-2004 school year was successful for The Post's **NEWSPAPER IN EDUCATION PROGRAM (NIE)**. The program averaged close to 39,000 daily papers in 620 schools used by 790 teachers. NIE received 98 percent of its funding from The Post's Vacation Donation program. Corporate sponsors included the Ford Motor Company, Lockheed



Martin, the Redskins Quarterback Club, the International Horse Show. The Elite Ladies Social Club, a philanthropic group in Upper Marlboro, Md. also provided a generous donation.

The **GRANTS IN EDUCATION** and **GRANTS IN THE ARTS** programs attracted hundreds of innovative proposals from local teachers. The grants provide funding for creative education and arts programs that are not covered by their school budgets. In 2004, the newspaper awarded 93 Grants in Education and 74 Grants in the Arts for a total of \$72,355.

More than 900 of the area's best high school coaches and athletes,



*Assistant Managing Editor for Sports Emilio Garcia-Ruiz (right) and Publisher Bo Jones (left) enjoy Redskin player Shawn Spring's comments at the All-Met Awards.*

and proud parents attended the 2004 **ALL-MET AWARDS LUNCHEON** in June. The annual event honors the athletes and coaches who were named to The Post's All-Met sports teams.

## Community Initiatives

In 2004 columnist **JOHN KELLY** took over The Post's in-paper fundraising campaigns for the annual **CHILDREN'S HOSPITAL CAMPAIGN** and the **SEND A KID TO CAMP**



PHOTO - RUBEN RODRIGUEZ

Columnist **John Kelly** and **Ned the Newshound** are interviewed at the salon-a-thon event that benefited Kelly's annual **Children's Hospital Campaign**.

Program. Through his daily column in the Style section, Kelly encouraged readers to open their hearts and wallets. His efforts raised \$608,428 to send underprivileged kids to summer camp and \$559,393 (latest number available before ShopTalk publication) for families who cannot afford their hospital bills at Children's Hospital.

The Post designated My Sister's Place in the District as the recipient of the **BE AN ANGEL** program held during the December holiday season. Toys and cash donations were given to My Sister's Place, an organization that provides safe and confidential shelter and services for battered women and their children.

More than 1,200 kids participated in the **HEALTHY KIDS FUN RUN** in October. The Post was the presenting sponsor of the one-mile event for kids which takes place

along the Marine Corps Marathon route. The entrance "fee" for the fun run was a donation to the Marine Corps Toys for Tots program.

The Post team of 122 employees, family members and friends braved a chilly and wet morning to participate in the 15th **KOMEN NATIONAL RACE FOR THE CURE®** held on the National Mall in June. The Post was the community sponsor of the event, and ran a series of in-paper ads promoting the event and hosted team captain events.

The Post hosted the Washington Council of Agencies annual workshop on Best Practices in Nonprofit Management in June. More than 250 representatives of area nonprofit agencies attended the workshop and District-based Bread for the City was presented with **THE WASHINGTON POST AWARD FOR EXCELLENCE IN NONPROFIT MANAGEMENT**. The Post presents the award each year to honor a local organization chosen by the Washington Council of Agencies for outstanding achievements and innovative strategies in organizational management.



PHOTO - LISA BOITON

Advertising's **Alice Russell** and **Kim Troxler** were Post teammates for the **Komen National Race for the Cure®**.

## Community Service and Contributions

The Post and employees continued their commitment to provide to our neighbors in need in 2004. The Post supported 279 nonprofit orga-



And they're off! The young runners at the **Healthy Kids Fun Run**.

nizations in 2004 through the **CONTRIBUTIONS PROGRAM**. Three hundred and ninety employees participated in The **MATCHING GIFTS PROGRAM** and made 971 donations to 529 nonprofit organizations. The contributions with the matching gifts from The Post totaled almost \$614,000. Employees, retirees and distributors also pledged more than \$240,000 during the annual **UNITED WAY CAMPAIGN** and The Post made a corporate donation of \$225,000.

In April, four teams of players representing The Post participated in the Freddie Mac **HOOPS FOR THE HOMELESS** basketball tournament. The Post was a sponsor of the event that raised nearly \$450,000 for three area homeless shelters.

The Newsroom hosted its annual **COOKIE AND BOOK SALE** in December for Post employees. The popular event raised \$8,750 for N Street Village, an organization that provides living quarters and assistance programs for homeless women in the District.

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. The 2004 Good Neighbor drive raised \$51,000, and 45,000 pounds of food, and 1,000 pounds of toys and clothes were donated. The Post supported the Good Neighbor Campaign with a series of in-paper ads.

The diversity of the metro area community was celebrated during a number of festivals during the summer and fall that were supported by The Post. These included **LA FERIA de la FAMILIA** Latino fair, the **HISPANIC FESTIVAL** and the **BLACK FAMILY REUNION CELEBRATION**.



PHOTO - RUBEN RODRIGUEZ

The Post supported the Hispanic Festival in the fall.

The Springfield Plant hosted The Post's annual **READERS' DAY** in November. More than 1,400 readers toured the production plant and met with Post staff from the Newsroom, Production and Circulation departments. More than 2,500 visitors toured the newspaper's three facilities, the Northwest Building, the College Park Plant and the Springfield Plant, in 2004 during the weekly **TOUR SERIES**.

The Post provides a valuable free



Readers lined up outside the Northwest Building in the early morning to get free tickets to the Shakespeare Free For All.

service to the community through the **SPEAKERS BUREAU** program. Post staff were featured speakers at 108 speaking engagements in 11 counties in 2004.

## The Arts and Literature

The Post is a founding sponsor of the **SHAKESPEARE FREE FOR ALL** program. The summer outdoor program staged free performances of *Much Ado About Nothing* at the Carter Barron Amphitheater in the District. Music lovers were treated to three nights of live music, including a Battle of the Big Bands at the Carter Barron Amphitheater during the **WEEKEND'S WEEKENDS** series of free summer concerts.

The Fifth Annual **CAPPIES** Awards (Critics and Awards Program) took place in June at the Kennedy Center for the Performing Arts. The Post supports the Cappies by publishing student critic reviews of high school productions in the Extras and hosting a day-long training seminar for the student critics.

More than 1,500 people attended the Third Annual Washington Post **MUSIC AND DANCE SCHOLARSHIP AWARDS**

program held in October at the Warner Theatre in the District. The awards showcase the musical, voice and dance talents of area high school seniors.

Recognizing that local theater is critical to a vibrant arts community, The Post sponsored the **STAGES FOR ALL AGES** program, which encourages young people to attend local theater productions. For the fourth year, The Post sponsored the



**IMAGINATION STAGE** in Bethesda. The sponsorship provides free tickets to elementary school children to attend performances at the children's theater.

The **WASHINGTON POST AWARD FOR INNOVATIVE LEADERSHIP IN THE THEATRE COMMUNITY** was presented this spring during the annual Helen Hayes Awards to Betti Brown, the founding executive director of the awards. Brown was honored for her 17 years of "tireless" work raising national and international awareness of Washington theater.

Post writers, columnists and Book World reviewers participated in the Fourth Annual **NATIONAL BOOK FESTIVAL** held on the Mall in October. The Post staff joined more



PHOTO - BILL O'LEARY

Sandra Wolf-Meei, a student at Poolesville High School, gave an electrifying performance at the Music and Dance Awards.

than 75 authors, illustrators, poets and storytellers during the day-long celebration of reading. ■

For more information about The Post's community involvement, contact the Public Relations Department at x4-7969, or visit [www.washpost.com](http://www.washpost.com).