

ShopTalk

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Editor, Lisa O'Donnell Connors, x4-6803

The Post Gets Baseball Fever

The count down is underway to the beginning of the 2005 Major League Baseball season and the much-anticipated debut of the Washington Nationals baseball season. It will be the first time since Sept. 30, 1971 that a professional baseball team has represented Washington, D.C. Departments throughout The Post are involved in providing readers with comprehensive coverage and advertisers with multiple promotional opportunities.



Sports reporter **Barry Svrluga** is covering the Nationals debut season.

Preparations at The Post began as soon as the headlines appeared last fall that the Montreal Expos were moving to the District. According to **Emilio Garcia-Ruiz**,



The team leaders on The Post's sales and marketing group include (left to right) **Sandy Yielding, Margaret Cromelin, Ken Babby, Mike Towle, Linda Haskins-Wrenn, Eric Grant and Rich Handloff.** Not pictured is **Julie Davidson and Amanda McCartney.**

assistant managing editor for sports, The Post intends on "owning" Nationals coverage both in the newspaper and on

washingtonpost.com. Almost every section of The Post either has had stories or has plans for stories on every aspect of the Nationals debut season.

"Obviously, this is a season like very few others in pro sports - ever," notes Sports reporter **Barry Svrluga**, who covers the Nationals. "Not only is the team in a new town, but it doesn't have an owner yet, very few fans know the players, the front office could change, the manager could be fired. There's no shortage of story angles - and it's

The Nationals prepare for their debut season in D.C. during spring training in this photo taken by Post photographer **Jonathan Newton.**



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historic, too. It should be an extremely fun story to cover."

Here are the highlights of Nationals' coverage:

Sports

The "Meet the Nationals" special section was published on Feb. 15 with in-depth information on the



The Post's first 2005 baseball special section Meet the Nationals was published on Feb. 15.

players and coaches, including the ten players to watch and why. Missed it?

Go online to [washingtonpost.com/Nationals](http://www.washingtonpost.com/Nationals) for all the basics and analysis.

"Baseball 2005" is a special section scheduled for Wednesday, March 30 and will be a pre-

view of Major League Baseball's (MLB) 2005 season. According to Deputy Sports Editor **Tracee Hamilton**, fans will find information on the budding rivalry between the Orioles and the Nationals, as well as MLB schedules, rosters and lineups.

MLB and Nationals coverage is provided by a roster of four sports reporters (see box on page 3) and columnist

Tom Boswell, who Garcia-Ruiz calls "The Post's leading voice on baseball for decades."

Nationals' fans can count down the minutes, as well as the hours and days, to the opening game of the 2005 season. Go to www.washingtonpost.com/Nationals.

Sports on [washingtonpost.com](http://www.washingtonpost.com)

Boswell is also hosting an online chat on [washingtonpost.com](http://www.washingtonpost.com) every Friday at 11 a.m. and has a free subscription-only e-mail newsletter that has already surpassed 12,500 subscribers.

Svrluga is writing the daily online blog called "Nationals Journal" providing his thoughts from spring training with help from his Sports colleague **Dave Sheinin** and [washingtonpost.com](http://www.washingtonpost.com) staff. The



Post columnist **Tom Boswell** is hosting a [washingtonpost.com](http://www.washingtonpost.com) online chat on baseball and the Nationals every Friday at 11 a.m.

baseball beat reporters are also taking turns answering baseball-related questions during an online chat on Tuesdays at 1 p.m.

Magazine

The Washington Post Magazine is publishing a special baseball issue on Sunday, March 27. In the cover story, reporter **David Von Drehle** provides comparisons between

baseball in 1971 when the Senators left D.C. and how it looks for the Nationals in 2005.

"Whether you are a baseball fan or not, whether you think the city made the right decision or not, becoming a Major League city again after 34 years is a very big deal, and we wanted to recognize that with a special issue that tries to put that in proper perspective," explains Magazine Editor **Tom Shroder**.



The Magazine's special baseball issue.

Weekend Section

The cover story in the April 8 Weekend Section will provide fans with information on where to eat and drink before and after Nationals games in time for the April 14 home opener.



Big League Washington is the overall theme for the Advertising and Marketing departments' sales promotion efforts.

Metro

Reporter **David Nakamura** is covering the off-the-field aspects of the Nationals full-time for Metro including the politics, private financing for the stadium, the architecture of a new stadium, the economic development a new team may or may not bring, and other impacts on the city. He recently traveled to spring training in Florida with Mayor Anthony A. Williams to watch the Nationals play against the Orioles and the Houston Astros.

Also look for kid-friendly news and features on the Nationals in KidsPost.

On the business-side of The Post, a sales and marketing



PHOTO: JONATHAN NEWTON

Joey Eischen and his Nationals' teammates are expected to become familiar names to baseball fans in the metro area.

team of 17 staff led by Vice President of Marketing **Margaret Cromelin** have been working for months to develop programs, communications strategies and promotions for the Advertising and Circulation departments.

"We jumped on the bandwagon the minute it was announced that baseball was coming back to Washington," said Cromelin. "It's a wonderful collaborative effort with folks from the newspaper, *washingtonpost.com*, *Express* and *El Tiempo Latino*. I'm confident that we are going to fully leverage the excitement around baseball to drive readership and grow ad revenue."

The group developed the theme



Baseballs imprinted with The Post's logo have been sent to key advertisers.

"Big League Washington" to give the emerging relationship with the Nationals a cohesive look and message to advertisers. The Marketing Department's creative services group has produced sales sheets and other materials with the theme.

Marketing is also supporting Circulation sales efforts by promoting the upcoming special section with in-paper ads and radio spots.

According to Cromelin, The Post is now finalizing an exclusive advertising partnership with the Nationals. Look for news about The Post

– Nationals partnership in an upcoming issue of ShopTalk.

The Washington Post Company subsidiary *Express* is publishing *Homestand*, a free baseball tabloid to be distributed exclusively at each of the 81 Nationals home games in 2005 at RFK stadium. *Express* will distribute 10,000 copies of *Homestand* outside the stadium in the hours leading up to the first pitch. The publication will also include statistics, rankings and a scorecard for each game.

The Post's Spanish language subsidiary, *El Tiempo Latino*, is also exploring opportunities to work with the Nationals, according to

Chris Ma, publisher. ■

The Post's Sales and Marketing Team for the National's Debut Season

Marketing

Margaret Cromelin
Ken Babby (*Group Administrator*)
Rich Handloff
Linda Haskins-Wrenn
Julie Davidson
Mike Shenk
Lola Perantonakis
Keith Michel

Advertising

Lead: Amanda McCartney
Kim Faulkner
Allen Warren
Sean Sullivan
Liz Finos
Jack Torlucci

Circulation

Lead: Mike Towle
Gregg Fernandes

Public Relations

Eric Grant

Sports' Staff for 2005 Baseball Coverage

Emilio Garcia-Ruiz
Tracee Hamilton
Barry Svrluga
Tom Boswell
Les Carpenter
Dave Sheinin
Jorge Arangure



Hether Published in IT Journal

Brian Hether, manager of IT's data warehousing solutions, is the author of an article published in the current edition of the *Business Intelligence Journal*, a leading publication for data warehousing professionals. Hether's article titled "Closed-Loop Balance Control" provides an overview of how controls ensure that data is correct in a financial system and explains the applications for data warehousing.

Hoops Event on April 16

The Washington Post is sponsoring and participating in the Hoops For The Homeless with Magic Johnson at the MCI Center on Saturday, April 16, from 9 a.m. until 5 p.m. This event is an all-day three-on-three basketball tournament benefiting The National Alliance to End Homelessness. Magic Johnson will be there from 10 a.m. to 1 p.m.

Tickets are \$5 and children ages 12 and under are free. To purchase tickets or for more information, go online to www.hoopsforthehomeless.org.

Spring Fair on April 6

The Post's Northwest Health Center and Security Department are holding a "Spring into Health & Safety" Fair at the Northwest Building on

Wednesday, April 6 from 11 a.m. to 5 p.m. Look for more information in an upcoming issue of ShopTalk.

Free Admission to Phillips Collection

The Phillips Collection is offering free admission to the museum for all Washington Post Company employees. Show your Washington Post ID or business card to receive free admission for you and one family member

or friend. Admission to the Phillips Collection is free for children 18 years and younger. The museum is located at 1600 21st Street, N.W. in the District. The Phillips Collection is open every day except Monday and has extended hours on Thursday. For more information, go online to www.PhillipsCollection.org. The current exhibit is *Modigliani: Beyond the Myth*.

No ShopTalk Next Week

ShopTalk will not be published on Thursday, March 24. The next issue will be distributed on Thursday, March 31. The deadline for Marketplace ads for the March 31 issue is Friday, March 25 at noon. Please e-mail your ad to ShopTalk@washpost.com.

Marketplace

FOR RENT: Cancun vacation at a Crown Royal Resort - Beach Palace, accommodations for two. Dates from Friday 5/20 through Friday 5/27 (dates could be flexible). This is an all-inclusive vacation, everything at the resort is covered, price is negotiable. Photos and information available online. If you are interested call Joe Supko at x6-1994 or at home (540) 659-5122.

FOR SALE: 1996 Jeep Grand Cherokee Limited V8 4WD, gold, black leather, moonroof, CD/MP3, sound system, Runs great, 160k. \$4,995. Call Andy at x4-7005 or (301) 379-7772.

FOR RENT: Baltimore City, large 3 BR townhouse (end unit), 1 BA, and unfinished basement. Sep. living and dining rooms and den area. Huge country kitchen w/a small cement fenced-in backyard. Walking distance to Johns Hopkins School of Medicine, downtown, shopping, and bus line. \$775 + utilities and alarm activation optional. Available for immediate occupancy. No pets and a (\$40 non-refundable) application fee. Call Carrie Johnson at (301) 793-8282.

FOR RENT: One BR apt. at The Cairo at 1615 Q. St. Sunny, updated kit, rftp deck, no pets, available now, \$1,400/mo+utl. Call Jill at x4-7516, or (301) 565-9115.

FOR SALE: Elegant diamond and ruby bridal set, .25 carat in 14K gold setting. Paid \$800, asking \$500. Call Scarlet at x4-7318.

FOR SALE: Vacation time at the Villas of the Boardwalk Resort in Virginia Beach. Ocean front, indoor pool, gym, kitchen, 1BR, 2 sofa beds. \$650 for the week of Aug. 5 and \$550 for the week of Sept. 3. Call Trinh at x4-4021 or (703) 658-2120.

FOR SALE: RCA Lyra MP3 player, 256 MB storage, holds approximately 70 songs. All software, headphones included. Requires 1 AAA battery (included). Great to use on the go! \$80. Call Dan at x4-5479 or (240) 426-5930.

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.