

ShopTalk



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News You Can Use Guides Publish on April 21

Next Thursday, April 21, The Post is publishing the 2005 Community Guides, a special edition of the weekly Extra sections. This is the second year that Metro and the local bureaus have taken on the huge task of publishing 11 community guides with comprehensive community-specific information.

According to **Jo-Ann Armao**, assistant managing editor for Metro, this year's guides are building on the success of the 2004 guides, which generated a lot of positive feedback from readers and advertisers.

"Life is so busy and complicated it's important to have a handy guide to our communities...whether the reader is a newcomer or long time resident," said Armao. "It's a good thing for The Post to do."

Advertisers have also been enthusiastic about the community guides. **Joe Teipe**, community advertising general manager, notes that the

guides are the single highest revenue generator for the Extras, bringing in approximately 60 percent more ad revenue over the average weekly revenue.

"We have the best community guides in the market," he said. "Many advertisers want to be associated with a product that has such a local community flavor to it."

To enhance visibility of the guides and the weekly Extras, Circulation is delivering a limited number of free copies to libraries, hospitals, community centers, chambers of commerce and other community gathering places that have been identified by the bureaus' staffs. Distributors will be making extra runs that day from 10 a.m. to 3 p.m. to deliver the guides, which will be displayed in special pop-up racks.

In addition, the Marketing

Department has created single copy sales point of purchase materials zoned for each Community Guide area. For example, Montgomery County residents will see signage promoting only the

the community guides. "This is a tremendous opportunity to build upon our community outreach efforts," explained **Eric Grant**, director of public relations and contributions,

"and to thank our advertisers who support those efforts and who are, in many cases, community leaders themselves."

The task of creating the 2005 guides, which Armao called a "phenomenal amount of work," began

almost immediately after the 2004 guides were published last April. Overseeing the project is Metro reporter **Miranda Spivack**, assisted by Fairfax Extra Editor **Steve Fehr** and Loudoun Extra Editor **Leslie Shepherd**.

According to Spivack and Armao, much of the work on



Montgomery Community Guide. The guides are also being supported with in-paper ads, and radio spots that will air on April 21.

The Public Relations Department will host a reception at the Northwest Building on April 28 for advertisers, local government officials and community leaders from each of the jurisdictions covered by

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The Awards Keep Coming

Earlier this month, Northwestern University's Medill School of Journalism named foreign correspondent **Emily Wax** as the recipient of the 2004 Medill Medal for Courage in Journalism. Wax was honored for her coverage of the

violence in the Darfur region of the Sudan.

According to an announcement that ran in The Post, Wax was praised for her "extraordinary courage in

forcing the Sudan crisis onto The Post's front page and into public awareness." The award is given to the U.S. journalist who best displays moral, ethical or physical courage in pursuit of a story.

The Maryland, Delaware, D.C. Press Association (MDDC) has named The Post as the winner of its 2004 Newspaper of the Year Award, for dailies over 75,000 circulation. The MDDC also honored the following staff with first and second place awards in several categories:

Local Column

First Place – **Courtland Milloy**, "Sickness Killing Children"
Second Place – **Donna Britt**, "It's Not the Setting That's Sinister"

Spot News

First Place – **Lyndsey Layton**, **Steve Ginsberg**, "20 Injured in Crash of Two Red Line Trains"
Second Place – **David Fahrenthold**, "DC Girl, 14, Killed as Witness, Police Say"

Investigative Reporting

First Place – **David Fallis**, "Assisted Living Facilities"

Feature Story

First Place – **Monte Reel**, "The Wounds of War-Coming Home"

Second Place – **Nurith Aizenman**, "Salvadoran Family Endures the Wages of Separation"

Local Government

First Place – **Michael Shear**, "Who Pays"

State Government

Second Place – **Liz Seymour**, "First-Year Lawmakers Face Sharp Curve"

Public Service

Second Place – **David Nakamura**, **Carl Leonnig**, **D'Vera Cohn**, **Monte Reel**, **Sarah Cohen**, **Avram Goldstein**, **Arthur Santana**, **Bobbye Pratt** and **Jo Becker**, "Water in D.C. Exceeds EPA Lead Limit"

General News Photo

First Place – **Susan Biddle**, "National World War II Memorial Dedication"

Photo Series

First Place – **Jahi Chikwendiu**, "Strife in Sudan"

Sports Story

Second Place – **Mike Wise**, "With Victory, team Gives Coach Solace"

Sports Column

First Place – **Michael Wilbon**, "Through it All, Miranda Has Kept Her Grip"
Second Place – **Tom Boswell**, "Off Twosomes, One Big Mismatch"

Business/Economic

Second Place – **Michael Barbaro**, "Grocery Workers Try to Keep the Good Life"

Environment

Second Place – **David Fahrenthold**, "Bay's Bad Water Churns Unease"

Election Coverage

Second Place – **Wil Haygood**, "City Hall and Step On It"

Special Section

First Place – Post staff, "World War II Memorial Dedication Special Section"

Headline

Second Place – **Michael Cavna**, "VA Group Wants to Unseat Pilgrims at History's Table"

Art or Illustration

First Place – **Laura Stanton**, "Washington by the Numbers"

The Virginia Press Association recently announced its 2004 award winners. The Post won awards in the following categories:

Business and Financial Writing

Second Place – **Ellen McCarthy**, "Firms Stymied by Backlog"

Column Writing

First Place – **Marc Fisher**, "Children's Hospital and Susram Corda columns"
Third Place – **Donna Britt**, "Parents Vision, Parents Hold the Key, Without Water"

Education Writing

Second Place – **Brigid Shulte**, "Kennedy High School Basketball Series"

Feature Writing

Second Place – **Monte Reel**, "The Wounds of War – Coming Home"

Feature Series or Continuing Story

Second Place – **Anne Hull**, "To Be Young and Gay in America"

General News Writing

First Place – **David Nakamura**, **Carl Leonnig**, **D'Vera Cohn**, **Monte Reel**, **Sarah Cohen**, **Avram Goldstein**, **Arthur Santana**, **Bobbye Pratt** and **Jo Becker**, "Water in D.C. Exceeds EPA Lead Limit"

Government Writing

Third Place – **Michael Shear**, "Virginia General Assembly Session"

Home, Leisure and Entertainment Writing

First Place – **Annie Groer**, "Fatter Toothbrushes, Storage Dilemma..."

In-Depth or Investigative Reporting

Second Place – **Donna St. George**, "Bittersweet Childhood"

Sports Column Writing

Second Place – **Tony Kornheiser**, "Baseball's Union"

Sports Event Writing

First Place – Post staff, "Baseball Returns to D.C."

Sports Feature Writing

First Place – **Amy Shipley**, "Race of Their Lives"
Second Place – **Barry Svrluga**, "Building the Perfect Tournament"

Sports News Story

First Place – **Steve Fainaru**, "The Last Cartel, How Baseball Does Business"
Second Place – **Dan Steinberg**, "Derrick Williams"

Spot News Writing

Third Place – **Joshua Partlow**, **Michael Ruane**, "Arson Destroys 12 New Md. Homes"

Feature Writing Portfolio

Second Place – **Sue Anne Pressley**, "House of Solace"

Headline Writing

First Place – **Michael Cavna**

Business, Financial or Agricultural Pages

Second Place – Post staff, "Sections of May 7, June 30, Aug. 16 and Oct. 10"



Emily Wax receives award for courage.

the guides was done by the bureaus' editorial aides and office managers, who were responsible for fact checking a total of more than 5,000 items.

Several new features have been added to this year's guides. Each 2005 Community Guide includes a center-fold regional recreation map with a focus on extreme sports, as well as some lesser-known places to visit for an enjoyable day with friends or family. Here are some other highlights:

KidsPost has developed a fun page for young readers to test their knowledge of local animals and creatures.

Dr. Gridlock columnist **Ron Shaffer** and assistant **Diane Mattingly** give advice on getting around the area and

Lyndsey Layton and **Steve Ginsberg** provide tips on roadways and public transportation.

Education writer **Jay Mathews** is providing helpful information on how to pick a school.

The federal presence in the region is examined by Federal Diary Columnist **Steve Barr**.

Adrian Higgins, the Home Section's contributing garden editor, gives advice on the best trees to plant in our area.

Metro reporter **D'Vera Cohn** has written a story on the demographics of the area and each community.

Columnist **John Kelly** provides answers to how several area roads and bridges got their names.

According to Spivack, many kudos also go to The Post's photographers, layout editors, News Art staff and

copy editors, who were responsible for making sure the guides are attractive, as well as up-to-date and comprehensive. Almost every

section of the newspaper contributed information and manpower to develop the guides. ■

2005 Community Guide Contributors Include:

Lila de Tantillo, Cheney Baltz, Karlyn Barker, Jeff Baron, Susan Barton, Sue Beving, Bruce Wright, Carrie Donovan, Tim Wilson, Diane Mattingly, Peter Hayes, Eileen Rivers, Sharon Fanning, Alicia Cypress, Linda James, Mark Jones, Tina Toll, Lisa Martin, Aruna Jain, Bonnie Smith, Daniele Seiss, Miya Wiseman, Ria Manglapus, Jean Mack, C. Woodrow Irvin, Sandy Mauck, Michelle Clock, Camille Ross, Anne Ferguson-Rohrer, Jane Touzalin, Keith Barnes, Kathy Bold, Matt Bonesteel, Sarah Crim, Joe Garaventa, Chris Garsson, Shauné Jackson Hayes, Maria Henriques, Amy Hitt, Matt Hood, Cory Howell, Leonard Hughes, Michael Larabee, Sarah Mink, Gerri Marmer, Lisa McAllister, Liz McGehee, Andy Parsons, Karl Payne, JC Reed, Peggy Roth, Craig Runyon, Mark Stewart, Chanda Washington, Kathryn Wenner, Mari-Jane Williams, Julie Feldmeier, Michael Tunison, Sean P. Flynn, Pamela G. Feigenbaum, Ruthell Howard, Melissa McCullough, Terence McArdle.

Bylines



PHOTO - RUBEN RODRIGUEZ

Shirley Povich's son, David chats with Sports columnist **Tony Kornheiser** and **George Solomon**, a Sports columnist and retired assistant managing editor for Sports, at the book reception held at the Northwest Building.

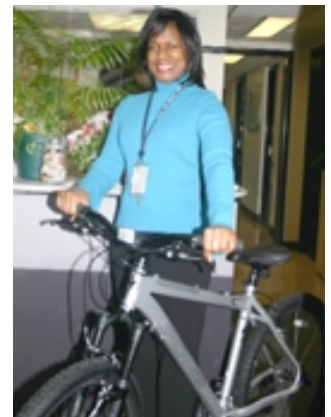
A reception celebrating the recently published book *All Those Mornings...At the Post, the 20th Century in Sports from Famed Washington Post Columnist Shirley Povich* was held at the North-

west Building on Thursday, April 7. Published by Public Affairs, the book is a collection of Povich's columns written during his 75 years at The Post until his death in 1998. The book was edited by **George Solomon**, the former assistant managing editor for Sports, and Povich's children, Lynn, Maury and David Povich.

Solomon, who worked with Povich, is scheduled to talk about the book at the Politics and Prose bookstore in D.C. on April 29, at the National Press Club and Smithsonian in May and at the Baseball Hall of Fame in July. The book is available through local and online bookstores.

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More than 600 Post employees attended the Health & Safety Fair held at the Northwest Building on Wednesday, April 6. Vice President/Controller **Peggy Schiff** cut the ribbon for the ceremonial opening of the fair at 11 a.m. The fair included more than 60 exhibitors who provided free health screenings, demonstrations and information. ■



Carol Winn, Advertising, was the winner of the Health & Safety Fair's grand prize drawing for a mountain bike.

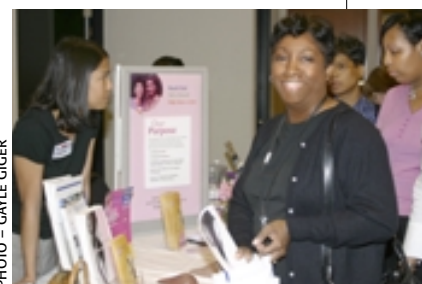


PHOTO - GAYLE GIGER

Glo Gatewood, Executive, was among the more than 600 employees who attended the Health & Safety Fair.

More Moves at Northwest Building

Several departments are moving or are scheduled to move as part of the ongoing renovations at the Northwest Building.

- The fourth floor Newsroom has begun moving to temporary space in the 11th and 12th floors of the Akridge Building. The following sections are moving to the 11th floor of Akridge: News IT, Health, Weekend, Los Angeles Times – Washington Post News Service, Bulldog edition, Young Journalists Development Program, library periodicals and books, and columnist **Michelle Singletary**. Moving to the 12th floor of Akridge are Home, Food, Book World, Real Estate, TV Week, Sunday Source, Travel and **Vince Bzdek**, deputy AME for News. The move will be complete around April 22. The affected staff are scheduled to return to the fourth floor in late November.
- The Travel Office (**Joyce Fekkek** and **Henry Wytko**) has moved to temporary space on the Northwest Building's third floor, effective Monday, April 11. It is located just off the L Street elevators.
- The Corporate offices will move back to the eighth floor in late June from the sixth floor in the Akridge Building. Several corporate executives, including **Don Graham**, will move onto the ninth floor in mid-July.
- The Accounting Credit group, currently on the fourth floor in Akridge, will be moving to the Northwest Building's third floor in a couple of months.
- The Washington Post Writers Group will move out of their temporary home in Akridge to the fourth floor in mid- to late November.



Earn \$500 for Job Referral

Would you like to earn \$500 dollars and a chance to help a friend at the same time?

The Post's Production Department is looking for motivated people to work as utility mailers at the Springfield and College Park mail-rooms. The starting hourly rate is \$11.28 and a differential is paid for evening work. All training is provided on the job. If you are an employee of The Post (managers excluded), and you know someone looking for work, and they pass a screening, interview, and training process, you will receive \$500. (The first \$250 will be received when the new employee has completed training and the second \$250 will be received after the completion of a six-month probationary period of employment.)

If you know a candidate for this job, pick up a Utility Mailer Referral Program

packet at the main Security Desks at the Springfield and College Park plants, or at the L street entrance at the Northwest Building. Send all applications to: Mailroom Recruitment Office, Springfield Plant. Remember to add you name as the referral! Sorry, no relatives. For more information call **Tony Boney** at x6-2106.

Credit Union News

Post employees and their family members are eligible to join the Commonwealth One Federal Credit Union. You can save money with Commonwealth One's rates on auto and home loans, as well as free services like checking and online banking.

For more information, visit Colby at the Commonwealth One desk off the Northwest Building's 15th Street lobby (behind the elevators) or call him at (703) 236-7675.

The Credit Union's hours at the Northwest Building are 8:30 a.m. – 1 p.m. Monday through Friday.

Marketplace

FOR SALE: Vacation time at Tahiti Resort in Las Vegas. Outdoor pool, cooking facilities, clubhouse, gym, kitchen, 1BR, 1 sofa bed. \$650 for the week of August 13. Also available – studio with kitchenette for \$500 for the week of July 2. Call Trinh at x4-4021 or (703) 658-2120 if interested.

FOR RENT: Five-star resort for seven days for only \$950. Sounds great and it is! This resort is located in Key West, FL and is available from April 23-30. It is located across the street from the ocean, has an indoor and outdoor pool, spa with a ocean view, full kitchen; barbecue grills, Ping Pong tables, video games and more. This unit would normally go for \$2,600 for this week. If you would like to pre-view the resort, log onto www.hyattwindwardpointe.com. For more information call Richard at x6-1987, or e-mail hodgensrn@washpost.com.

ISO YARN AND NEEDLES: Did you read the article in KidsPost about the student-knitters at the SEED School in Southeast Washington? Nearly a third of the charter school's 320 students meet before or after school, or at lunch, to knit and crochet scarves, sweaters and blankets for themselves, family and friends. They make their own needles from wooden dowels and they go through about \$100 a week in yarn. Donations are much appreciated. If you have any extra knitting needles or leftover skeins of yarn – even one is enough to make a scarf - Marylou Tousignant in KidsPost will forward them to SEED. Drop off any donations at KidsPost (on the 5th floor, in Style) or call Marylou at x4-4369.

FOR SALE: Vibrant figurative fine art and giclee prints that evoke power, passion and beauty. Go online to view at www.tiffanyart.com. Call Tiffany at x4-7025 or (240) 274-1969.

FOR RENT: \$2,000/month. One BR - prime DC location w/fireplace, new kitchen+bath in Dupont Circle (West End). Two blocks to Dupont Metro and restaurants, walking distance to Post, GW, World Bank, State Dept., LA Sports Club, Georgetown. Washer/dryer. Built-in bookshelves. Hardwood floors. One-two year lease starting July or August. Can be furnished or unfurnished. Call Dan at x4-6172, or (617) 470-5450.

FOR SALE: High configuration Compaq desktop w/Windows XP, loaded with MS Office and Norton Antivirus, 500 MHz, Pentium III, 384 MB RAM, 80 GB HDD, CD-RW drive, DVD player, floppy drive, zip drive, standard keyboard, standard mouse and all other standard devices - for \$489. Call Opesh at x4-5830 or at home (703) 383-0320.

FOR SALE: Leather furniture - tan loveseat in great condition only \$400; cream leather club chair in like-new condition for \$500; sage green armless chairs, pair in like-new condition only \$500. Photos available. Call Kim at x4-6434 or (202) 288-4243 (cell).

FOR RENT: Six month sublet of furnished studio in Cleveland Park NW. Near Metro and shopping. NO pets. Available in mid April. \$850/mo util incl. Call Lyn (202) 262-7585.

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.