

ShopTalk



May 5, 2005, Vol. 31 No. 16

Editor, Lisa O'Donnell Connors, x4-6803

Distribution Centers Good News for Advertisers and Distributors

Delivering newspapers to home delivery subscribers has become a more complex business in the last decade. Major advertisers increasingly want to target hundreds of zip codes with multiple versions of

A distribution center is a warehouse that has been divided into three to five distributor offices. Within the offices, the distributors can set up work areas with tables for each of their carriers. The separate work areas ensure that the carriers receive the inserts for their delivery area, as well as a comfortable place to assemble and bag their newspapers. Each office



Inside the Bowie distribution center where pallets of preprints have been delivered outside the doors to distributors' work areas.

PHOTO - WANDA THOMPSON



Maryland Zone Manager **Lee McAdory**, distributor **Mark Reid** and Facilities Manager **Mike Heid**.

their preprint ads. Readers want the latest possible news delivered to their homes in the predawn hours. Throw bad weather into the mix and the ability to deliver the correct zoned newspaper product to the reader on time becomes a huge challenge for The Post's independent distributors.

To ease the strain on distributors and at the same time provide quality assurance for advertisers, the Circulation Department is creating a network of distribution centers.

also has standard office equipment like phones and faxes that enable a distributor to efficiently keep track of their carriers and provide them with necessary information such as vacation stops and complaints.

There are currently five Post distribution centers in Maryland with plans for one to open in Prince William County in Virginia by the end of the year.

The distribution centers are an evolution of the agent service facilities (ASF) that were created in the late 1990s. The 22 ASFs are open warehouses where inserts and newspapers are delivered from the production plants to service, in

most cases, a delivery area within a 10-mile radius. The distributors pick up their newspapers and multiple zone inserts from the ASF and deliver them to drop points for their carriers from 2 - 4 a.m. every morning. The carriers then assemble the newspapers and deliver them to subscribers.

According to **David Dadisman**, vice president of circulation, the distribution centers create better working environments for distributors and carriers, and enable them to more efficiently handle the growing number of advertising insert

CONTINUED ON PAGE 3

First Quarter Advertising and Marketing Award Winners

Vice President of Advertising **Katharine Weymouth** announced the Advertising Department's first quarter award winners on Wednesday, April 20:

Sales Achievement

Sandi Sciranko (Jobs)
Donald Washington (Jobs)
Ellen Gerhard (National)



Athena Collins earned the first quarter Publisher's Award.

Sales Excellence

Pete McCormick (National)
Carlos Silva (National)

Honorable Mention

Chris Farrell

First Quarter VP Club Winners

Barbara Shaw (Preprints)
Bud Humphries (National)
Allen Warren (Magazine)
Judy Wise-Olsen (Classified)
Dianne Shelton (Retail)
Kim Houghton (National)
Noelle Wainwright (Retail)
Clifford Feng (National)

Eileen Murnane (Classified)
Kevin Dammeyer (Express)
Ron Castner (Retail)
Bruce Ewan (Retail)
Hubert Telesford (Jobs)
Ann Marie Ditchey (Jobs)
Troy Vanatta (Classified)
Todd Berman (Retail)

Eagle Awards

Janice Healey – Specialty Stores
Kate Humphries – Real Estate
Stuart McKeel – Business Development Unit

Weekend Trip Winners

Kevin Dammeyer
Barbara Shaw

Publishers Awards

Athena Collins – Service (Retail)

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On Friday, April 15, the Advertising Department recognized the following advertising service representatives as the winners of the first quarter Customer Service Excellence Awards:

Athena Collins (Major Accounts)
Justen Baskerville (Major Accounts)
Candis Carnegie (Jobs)
Liwam Berhane (Jobs)
Michelle Davis (National)
Ann Simpkins (National)
Kadine Fynn (Business Development Unit)
Jamie Richardson (Business Development Unit)



Marketing Excellence Award winners **Madonna Rabatin** and **Ken Babby**. Not pictured is **Dan Wilson**.

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Vice President of Marketing **Margaret Cromelin** announced the following winners of the first quarter Marketing Excellence Award on Friday, April 29:

Ken Babby, marketing analyst
Madonna Rabatin, traffic and production manager
Dan Wilson, senior research analyst ■

zones. "Asking them to assemble multiple zoned newspapers in the back of a truck in a dark parking lot isn't giving the distributor a fair chance," he said. "Distribution centers are good for the distributors and for the carriers and, from a pure business stand point, good for The Post."

According to **Vance Dippold**, Advertising's Post Plus and preprint manager, The Post currently has 224 advertising zones for preprints and the newspaper needs to add about 100 more to meet advertisers requests for zip code zoning. "For us to be able to continue to meet the needs of our biggest advertisers, distributors need to handle multiple zones," said Dippold. "The distribution centers provide us with neces-

sary quality control."

Maryland Zone Manager **Lee McAdory** has overseen the implementation of The Post's five distribution centers located in his territory covering Montgomery and Prince George's counties. "We've gotten the carriers out of the parking lots and weather and into buildings that are secure, well lit and temperature controlled. Distributors can check that their carriers have the correct advertising inserts and are supplied with bags and promotional materials."

At first, the concept of distribution centers was met with resistance from the independent distributors who



Inside a distributor's work area where tables have been set up for carriers to assemble and bag their copies of The Post.

PHOTO - WANDA THOMPSON

were wary of having their offices housed in a Post facility and losing some of their independence.

Mark Reid, a Post distributor for more than 15 years, moved into the distribution center in Seat Pleasant, Md. almost two years ago. According to Reid, it has worked out well for him and the up to 17 carriers that he manages. "I think The Post has done a tremendous job with the distribution centers. My carriers love it. They

have more flexibility on when they can put together their inserts. If they are short on the comics package (the Sunday insert package), we have extras in the office."

According to Facilities Manager **Mike Heid**, the distribution centers also created efficiencies at the production plants. The advertising inserts can be assembled on a large pallet coded for the advertising zone where they will be delivered, instead of multiple pallets for one zone. There is also less waste because newspapers aren't being stolen or vandalized, or ruined by weather at the carrier drop-off points.

Future distribution centers will be placed in locations, such as Prince William County, which have been identified as high priority areas for preprint advertisers, according to Dadisman. ■

Important Notice From Payroll

Due to an assessment of its banking relationships, The Post has decided to move the payroll account to Wachovia Bank effective immediately. The Post's payroll will no longer be with Riggs Bank, or PNC Bank, which is

acquiring Riggs this month.

All payroll checks and direct deposit advices will be issued

from The Post's new Wachovia Bank payroll account. Wachovia checks cannot be cashed at Riggs bank locations unless you maintain an account with Riggs.

Employees who are paid via direct deposit should not be affected by this change. In addition, employees who

deposit their payroll checks into their personal bank accounts should not be impacted.

However, employees who cash, rather than deposit, their payroll check are now directed to cash them at a Wachovia Bank branch office. The closest Wachovia Bank to the Northwest Building is located on K Street between 15th and 16th Streets. Many other branches are located throughout the Washington metropolitan area.

Employees who cash their checks should also be advised that Wachovia charges a \$5 check cashing fee to customers who do not maintain an account at their bank. This fee is similar to what other banks charge.

There are two alternatives available to employees who wish to avoid the check-cashing fee. These are:

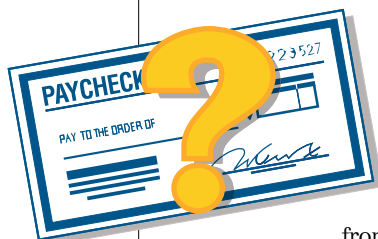
1) open an account at Wachovia Bank, or 2) sign up for direct deposit of your paycheck.

Employees are encouraged to avoid paying check cashing fees by filling out a direct deposit form and submitting it to Payroll as soon as possible. You will receive your earnings in a more secure and timely manner. The Post absorbs all costs associated with direct deposit.

All Riggs checks can still be cashed at any Riggs Bank branch location within 90 days from the date of issue.

Please contact the payroll representatives if you have questions:

Christine Brooks at x4-7824, **Irene Knipp** at x4-5337, or **John Wong** at x4-7823. ■



Deadline is Tomorrow, Friday, May 6

Tomorrow, May 6 is the deadline to join The Post's team participating in this year's Komen National Race for the Cure. The event is scheduled for Saturday, June 4 at the National Mall. All Post team



Washington, D.C.
June 4, 2005

members will receive a Post team T-shirt (in addition to the T-shirt all registrants receive) and a pre-race team breakfast at the

Northwest Building. For more information contact **Patti**

Aluise at x6-1106 or e-mail aluise@washpost.com, **Valerie Kenyon Gaffney** at x6-2409 or e-mail kenyonv@washpost.com, **Gayle Giger** at x4-7743 or e-mail giger@washpost.com, or **Milene Purdy** at x4-5979 or e-mail purdym@washpost.com.

Gift Ideas For Mother's Day

Give mom a thrill ride for Mother's Day with a ticket to Kings Dominion or Six Flags from the Rec Association. If she prefers romantic comedies to roller coasters, you can also purchase discount tickets to movie theaters.

The annual membership fee for the Rec Association is \$5. You must be a member to purchase these tickets through the Rec Association.

KINGS DOMINION TICKETS:

Early bird - \$25.99

(before June 12)

Adult (7+): \$30

Pay once, Visit Twice: \$44.99

Contact:

Nicole Morton-McFadden -

x4-7041 (NW)

Adrienne Taylor - x4-7101

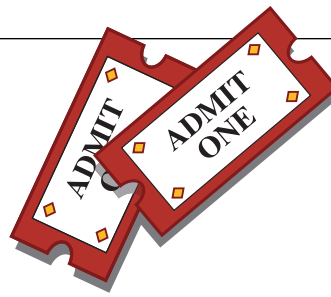
(NW)

Les Martin - x6-1107 (CP)

Daryl Martin - x6-1963 (SP)

Jamie Ward-Black -

x2-1604 (Tysons)



SIX-FLAGS TICKETS:

Early Bird: \$22 (until June 19)

Adult: \$25

Season Pass: \$61

Meal Ticket: \$8

Contact:

Dean Felten - x4-4418 (NW)

John Wong - x4-7823 (NW)

Les Martin - x6-1107 (CP)

Daryl Martin - x6-1963 (SP)

Jamie Ward-Black -

x2-1604 (Tysons)

MOVIE TICKETS:

Loews (Ultimate): \$5.50

(restrictions)

Loews (Galaxy): \$7

(no restrictions)

Regal VIP: \$6 (restrictions)

Regal Premiere: \$7

(no restrictions)

AMC: \$5.50 (restrictions)

AMC Gold: \$7

(no restrictions)

Contact:

Adrienne Taylor - x4-7101

(NW)

Pam Mitchell-Scott -

x4-5882 (NW)

Michael Goodman -

x4-7048 (NW)

Les Martin - x6-1107 (CP)

Daryl Martin - x6-1963 (SP)

Jamie Ward-Black

x2-1604 (Tysons)

The Rec Association is holding its annual board meeting to elect officers on May 19 at noon in the Northwest Building's seventh floor accounting conference room. Members and employees interested in learning more about the Rec Association are invited to attend. For more information contact **Adrienne Taylor** at x4-7101.

Marketplace

FOR SALE: Many Kay products sale, all must go. Everything is \$10, even the Angelfire Shimmering body lotion. Call Marva at x4-7036 or (240) 425-2097.

FOR SALE: 13' Boston Whaler w/40 HP 2003 Mercury engine. This classic 1985 boat is a pleasure for cruising or fishing on the Potomac or on the Chesapeake, or wherever you want to take it. Boat is in very good shape, and the engine has less than 100 hours, has been professionally serviced. \$5,000. Call Peter at (202) 334-6188 or (301) 587-3531.

FOR SALE: Four Falken GRB FK - 451 tires; Size 245/45ZR 18, in excellent condition less than 500 miles. Asking \$400. Call Don at x6-2220 or (703) 680-1472.

FOR SALE: Herman Miller his and her chairs. Need to be reupholstered but otherwise in great shape. Paid \$400 for both - asking \$300/OBO. Photos available. Call Jill at x4-5299 or (410) 451-5926.

FOR RENT: Four BR house in Outer Banks, one block from the beach in Corolla, N.C. Sleeps 10. Located in a wild pony sanctuary and has a sports club with a fitness area, swimming pools, tennis and and playground. Championship golf course is three miles away. Also available, a two BR condo across from beach and on golf course on Seabrook Island, S.C. Call Larry at (843) 768-6697 or e-mail foxl@erols.com for rates, info.

FOR SALE: HP DeskJet 960 CSE color printer (model C8932B). New in box, never opened. Includes media kit, photo printing kit, Earthlink/AOL/Compuserve. 1 yr. warranty. Windows and Mac compatible. Photo quality: 2400 x 1200 dpi. 15 ppm (black)...12 ppm (color). \$300 new, asking \$100. Call Jake at x2-1600 (Sun - Wed nights 11 p.m.-10a.m.) or (301) 868-6920.

FOR RENT: Bratislava in Slovakia, walk to Old Town, one BR apartment, \$30 pp per night, sleeps up to three. Photos available. Call Myra at x4-5185 or (703) 276-1147.

FOR SALE: For your large dog - Vari kennel, 40" x 27" x 30", excellent condition, sand color, \$40. (Retail for \$110 new). Call Mary at x4-6030.

FOR RENT: Prague in Czech Republic, two BR apartment, \$40 pp per night, sleeps up to 5. Photos available. Call Myra at x4-5185 or (703) 276-1147.

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.