

ShopTalk



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Advertising's Federal Partnerships

The Post has a unique market niche as the largest newspaper in the nation's capital. Readers include federal employees, public policy leaders, advocacy groups, trade associations and others with a vested inter-

John Teeuws has created a quarterly series of breakfasts in partnership with the Council for Excellence in Government. The goal of this series is to build upon The Post's relationship with federal government personnel managers. Jobs advertising for government employees is a substantial revenue source for the newspaper. The nonpartisan Council for Excellence in Government notes on its Web site that one of its primary goals is "to attract and develop talented people for public service."

The inaugural session of the series was held at the Northwest Building on April 21 and featured an open discussion with The Post's Federal Diary columnist

tor, hosted the National Government Affairs Advertising Conference at the Northwest Building on April 5. This is the second time the conference has been held at The Post. The conference is sponsored jointly with three national advertising organizations, the American Advertising Federation, the American Association of Advertising Agencies and the Association of National Advertisers. The audience included more than 120 representatives of the D.C. offices of major corporations, ad agencies and public relations agencies.

"The Post's coverage of government affairs is our sweet spot," explains Tippet. "We like to believe we own this business."

According to Tippet, the conference provides The Post with the opportunity to bring together representatives for major advertisers with key legislators. Speakers at the event included Sen. Tom Harkin (D-IA) and Rep. Christopher Shays (R-CT), as well as Lydia Parnes, director of the Bureau of Consumer Protection for the Federal Trade Commission. Post Chairman **Donald Graham** and Managing Editor **Phil Bennett** were also featured speakers.

Stephen Barr. More than 100 federal government leaders attended the event including Comptroller General David Walker. Discussion topics touched on the federal government's pay for performance initiatives, the public's perception of federal employees and Barr's coverage of the federal bureaucracy. The event was organized by sales representative **Donald Washington.**

Earlier in the month, **Rick Tippet**, national advertising direc-

est in the nuances of the federal government. To build rapport with key advertisers in the federal government arena, the Advertising Department has been developing partnerships and hosting gatherings at the Northwest Building.

The Jobs Advertising Unit headed by Sales Manager

*Jobs Advertising Unit Sales Manager **John Teeuws** introduces Patricia McGinnis president and CEO, Council for Excellence in Government and Post Federal Diary Columnist **Stephen Barr** at the recent breakfast forum.*



PHOTO - LISA BOLTON

The Post's Matching Gifts Program

The Post's Matching Gifts Program enables full-time and part-time employees to double or, in some cases, triple their charitable donations to educational institutions and other 501 (c)(3) organizations. Here's a short summary of what you need to know:

The Matching Gifts form with comprehensive information on the program is available on *Intranet*. Go to "online forms" under tools on the home page. For more information, contact **Tito Tolentino**, grants coordinator, at x4-6835.

The minimum amount of an employee donation eligible for a matching gift is \$25.

Employees of the newspaper, Writers Group, News Service and National Weekly are eligible to participate in the program with the following criteria:

- Active, full-time employees with at least one year continuous service.

- Active, part-time employees (average 15 hours/week) with at least one year continuous service who have worked a minimum of 750 hours during the 12-month period prior to submission of matching gift request.

Maximum donations per employee are as follows:

- \$2,000 for full-time employees
- \$2,000 for part-time employees who have worked a minimum of 1,500 hours during the 12-month period prior to submission of matching gift request (average of 30 hours/week).
- \$1,000 for part-time employees who have worked a minimum of 750 hours during the 12-month period prior to submission of matching gift request (average of 15 hours/week).

Organizations that are eli-

gible to receive matching gifts must be located in the United States or one of its possessions. The organization must be recognized by the Internal Revenue Service as tax-exempt and designated a public charity (See form for more details.)

Gifts to eligible organizations are matched 1:1, or doubled, i.e., your \$25 donation will be doubled to \$50. If you are an active volunteer for an eligible organization (see criteria on form) or make a donation to an eligible educational institution, your gift will be matched at a 2:1 ratio. This means your \$25 donation will become a \$75 gift.

The gifts are processed by sending a check with your donation and the matching gifts form to the nonprofit organization. The form is completed by the nonprofit organization and returned to

the address noted on the form. The forms are processed quarterly with the following deadlines:

February 28

May 29 – next deadline!

August 28

November 27

Forms received after the quarterly deadline will be processed in the next quarter. Please note that forms received after the November 27, 2005 deadline will be processed in 2006. ■



Fitness Benefit for Aetna Members

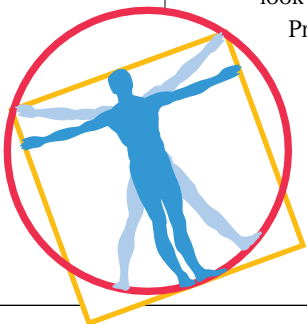
Employees who are interested in getting in shape for the summer may want to look into Aetna's Fitness

Program through the GlobalFit Network. The GlobalFit Network is available to employees and their families currently enrolled in the Aetna PPO, Aetna HMO and

Aetna HealthFund medical plans.

GlobalFit provides discounts on membership rates at health clubs in their network, as well as savings on certain home exercise equipment. For more details, or to find out names and locations of participating health clubs call 1-800-298-7800, or visit www.globalfit.com/fitness. You will be asked to register through your company. The company name you should register

under is Washington Post Company (do not put in the "The"). For more information, contact the Benefits Department at x4-7171. ■



In addition, for more than 15 years The Post has hosted the Public Affairs Forum breakfast in December for approximately 100 key clients with interests tied to the federal government. Organized by **Marc Rosenberg**, sales

manager for corporate and public policy advertising, the forum provides the advertisers with a chance to hear from The Post's editors and reporters who cover different aspects of the federal government.

"We certainly want these advertisers to be aware of the

central role The Post plays in the federal government community," said Rosenberg. "It is an opportunity to showcase our talent in the newsroom and why we attract the readership that we do." ■

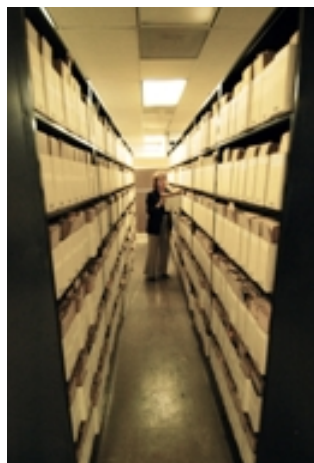
The Recently Departed Morgue

The Post bid farewell to a newspaper era, when more than 7,000 boxes of clips of Post stories known in newspaper parlance as the "morgue" were moved last Thursday, May 5 to the District's Martin Luther King Jr. Memorial Library Washingtoniana Division. The clips are from the 1940s through 1986.

According to **Bridget Roeber**, information resources and training director, The Post no longer has the need, nor the room to hold onto the clips. Reporters and editors can look up stories in a digitized version from 1877 to 1986 through the Proquest archive available on the Newsroom's Merlin intranet site. Stories from 1986 to the present can also be found through a separate database in Merlin.

"The Washington Post clipping files contain newspa-

Clips of The Post's coverage of the historic Watergate trial are part of the morgue.



PHOTOS - GERALD MARTINEAU

Bridget Roeber looks through clips in The Post's morgue before it was moved to the Martin Luther King Jr. Memorial Library last week.

per articles chronicling the daily life of the D.C. metropolitan area, in addition to national and international events. The morgue is rich with the history of the city and its people as recorded in the pages of our newspaper... an important resource for

researchers, authors or scholars," explained Roeber.

The morgue was located on the Northwest Building's fourth floor, which is now undergoing renovations. ■

And the Garage is Gone, Too

The Security Department provides these before and after photos of the Northwest Building's outside parking lot. The first photo shows Guardsmark officers **Herbert Bazil** and **Solomon Mekonnen** standing outside the security office that was located in the parking garage building just prior to the demolition. The photo on the right shows the demolition of the office and

the garage as it looked on Sunday, April 24.

The Post sold the property that the garage stood on to Monument Realty in 2003. Monument demolished the parking garage last month to begin construction of a new office building which is expected to be completed in 2007, according to a May 2 article in the Business Section. ■

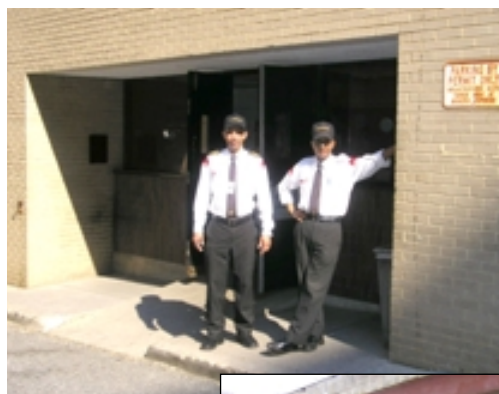


PHOTO - CHUCK COOKE

Before...

And, After



PHOTO - CHARLES PFEFFERLE

Eastern 500 Lunch

Eastern 500 mentors are invited to attend the final Eastern 500 lunch for the 2004-2005 school year on Thursday, May 19 at noon. The lunch will take place in the Northwest Building's second floor auditorium. Please R.S.V.P. to **David Jones**, Public Relations at jonesdj@washpost.com, or call x4-4917.



Interested in Joining Weight Watchers?

The Northwest Health Center is considering resuming Weight Watchers classes. A minimum of 18 participants

are needed to form a class. If you would like to join, please call the Health Center at x4-7192 or e-mail HealthCenterNW@washpost.com. Please indicate which mornings or afternoons are best for you. The classes are one hour. The fee is \$150 for the full 12 weeks. This is a great way to get the support needed to help you achieve your weight loss goals.

News From the Credit Union

If you are considering buying a more gas efficient car, Commonwealth One's auto loan rates are still at competitive rates. Talk to **Colby Butts** to find out how you can get pre-approved for an auto loan today. Colby and the credit union are located in the Northwest Building in the stairwell off the main lobby (beside the ATM) or call him at (703) 236-7675.



Bloodmobile at Northwest Building

The Northwest Health Center will sponsor a blood drive on Tuesday, May 24 from 8 a.m. to 1:45 p.m. in the Northwest Building's second floor multi-purpose room.

Please be prepared to answer some extra questions that are required by the FDA. It would be helpful to make a list beforehand of countries you've visited recently and what medicines you are taking.

If you can help make our goal of 30 donors, please call the Health Center at x4-7192. If you participate, you will have a chance to win four 2005 season passes to either Hershey Park, Kings Dominion, or Six Flags.

ISO 2005 Grads

ShopTalk will be publishing a list of Post employees who have received undergraduate and graduate degrees this year. Please call **Lisa Connors** at x4-6803 or e-mail ShopTalk@washpost.com with your name, department, extension, degree, school and when you received the degree.

Correction

Last week's article on The Post's distribution centers had the incorrect title for **Lee McAdory**. McAdory is the home delivery division manager.

Marketplace

FOR SALE: Mary 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: 1930s mahogany bedroom set. Have pictures. Bureau \$200, chest \$200, bed - head and footboards \$75, bedside tables \$75/both. Full set plus bonus piece \$500. Prices firm. Call Diane at x4-5689 or (703) 448-1977.

BEACH RENTAL: Avalon, N.J. Bring your dog on vacation with you at this charming beach cottage. Sleeps 8. Fenced yard. Close to beach path. Seasonal or weekly rental. See pictures and details at <http://www.stoneharbor.com/stroz.cgi>. (Property #2417, 2437 46th Street). Call (443) 756-7419 or 1-800-220-4004 (ask for Anne Leahy).

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 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: 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 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.

ISO RIDESHARE: Rideshare available to Northwest lower Michigan via Pennsylvania and Ohio turnpikes. Leaving around June 1, returning around July 1. Leave message for Jerry at x4-4838 or (202) 412-8913 or martineaug@washpost.com.

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.

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.