

# ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

## Watergate Source is Revealed

**I**t was about 11 a.m. on Tuesday, May 31 and the Newsroom's TV/Radio Projects staff **Tina Gulland, Kim Kingsley** and **Shani George** were watching President Bush's news conference on MSNBC. At the end of the conference, the cable station broke from its scheduled programming and announced breaking news. The Post's famous

was from an MSNBC producer asking for an interview with the Watergate reporting team of **Bob Woodward** and **Carl Bernstein** and former executive editor **Ben Bradlee**.



The Watergate reporting team of **Carl Bernstein, Ben Bradlee** and **Bob Woodward** in the Newsroom on May 31 after the name of Woodward's *Deep Throat* source was revealed.

"We had no idea at the time if this was just another story floating 'who was' *Deep Throat*, or if this was the real story," said Gulland, director of TV projects.

On the Eastern Shore of Maryland, Circulation Director **Mark Towle** was sitting in on The Post's offsite senior managers' meeting when cell phones and Blackberrys started ringing. Then, Chairman **Don Graham** and Executive Editor **Len Downie** walked out of the meeting room.

Soon after, recalled Towle, "**Bo Jones** announced to the room that *Vanity Fair* magazine was running an article naming *Deep Throat* and The Post was looking into it."

According to his video interview that appeared on [washingtonpost.com](http://washingtonpost.com) last week,

Downie quickly drove back to the Northwest Building to read the article and confer with Woodward and Bradlee. In the meantime, former Post reporter Carl Bernstein was flying in from New York where he now lives.

"The big question was if the family's revelation [that Mark Felt was *Deep Throat*] was sufficient reason to cancel an agreement we had observed for 33 years," explained Downie in the interview. "Bob, right to the end, was concerned about the violation of the confidentiality agreement to go ahead and confirm *Deep Throat's* identity."



Woodward (left) and Bernstein in The Post's Newsroom on April 29, 1973, the day before Nixon's top White House staffers, H.R. Haldeman and John Ehrlichman, and Attorney General Richard Kleindienst resigned due to the Watergate scandal.

Watergate source known as *Deep Throat* had been named in a *Vanity Fair* article.

Within a minute the phones were ringing and the first request

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# Marketing Department Wins Awards

The Marketing Department has recently been the recipient of several awards and honors.

Last month, the Direct Marketing Association of Washington (DMAW) presented four Marketing Awards for Excellence & Innovation (MAXI) to The Post, including:

**Gold Award - Big Idea Category:**

The New Mover Package provided to new area residents with partners, the Redskins and Metro. Created by the MindZoo direct mail agency and managed by **Bonnie Warner**.

**Bronze - Big Idea Category:**

Target Gift Card Auto-Renewal Program was done by Silver Marketing and managed by **Joanne Frazier**

**Silver - Publishing Category:**

"We Miss You" Mailing, cre-

ated by Silver Marketing and managed by **Bonnie Warner**.

**Gold - Publishing Category:**

Target Gift Card Auto-Renewal Program created by Silver Marketing and managed by **Joanne Frazier**.

Marketing analyst **Charles Daniels** and Manager of Subscription Planning **Rosemary Owino-Loza** are also responsible for the work done on these programs.

The creative services group led by Director **Mike Shenk** has been honored with these awards:

From ShoWest 2005, the largest movie conference in the nation:

**Second Place** for Great Promotional Ideas for Movie Exhibitors and Studios:

*Lemony Snicket* movie promotion ad

**Wendy Henderson** - art director  
**Stacey Pastor** - copywriter

**Ninth Place** for Great Promotional Ideas for Movie Exhibitors and Studios:

*Alfie* movie promotion ad  
**Seth Kalish** - art director  
**Sean Finnell** - copywriter  
**Julie Davidson** - program development manager, advertising promotions

From the 2005 International Newspaper Marketing Association Marketing Awards (INMA):

**Third Place** in Managing Advertiser Relationships (over 300,000 circulation) for the Inside Source advertising sales brochure.

**Seth Kalish** - art director  
**Stacey Pastor** - copywriter



The *Express* branding campaign was also included in the INMA's "Innovative Ideas to Connect Readers With Newspaper Brands." booklet.

The INMA Ideas booklet shares unique marketing ideas with member newspapers worldwide.

**Stacey Pastor** - Copywriter

From the 2005 ADDYs, the local advertising awards given by the Advertising Club of Metropolitan Washington:

**Citation of Excellence** in Collateral Materials/Special Event Materials for The Washington Post holiday card.

**Seth Kalish** - art director  
**Sean Finnell** - copywriter ■

## Byelines



Photographer **Dudley Brooks** was feted at a Newsroom gathering in his honor on Friday, June 3, his last day at the newspaper. He is heading North after 22 years at The Post to head the photo department at the Baltimore Sun. Assistant Managing Editor **Joe Elbert** (right) and Columnist **Eugene Robinson** (left) were among the staff who provided thanks and congratulations to Brooks (center).



Purchasing Manager **David McKinnis** retired from The Post on Tuesday, May 31. At the reception in his honor held at the Northwest Building on Tuesday, May 24, Publisher **Bo Jones** and Vice President of Affiliates **Lionel Neptune** thanked McKinnis for his 33 years of service to the newspaper. McKinnis and his wife **Judy** (pictured above) are moving to Wilmington, N.C. this month.

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Shortly after 5 p.m. that night *washingtonpost.com* posted the story that The Post had confirmed that former FBI official Mark Felt had been Woodward's confidential source on Watergate. Felt became famously known as "Deep Throat" in Woodward and Bernstein's book *All the President's Men* published in 1974 and in the movie by the same title which was released in 1976.

fielded innumerable media requests and coordinated 20 to 25 interviews a day.

Woodward, Bernstein and Bradlee gave interviews to the *Today Show*, *Good Morning America*, *World News Tonight*, *NPR* and *CNN*, among many other TV and radio programs.

There were also media requests for interviews with Post reporters who wrote stories on the Deep Throat news, including **David Von Drehle**, and **Paul Farhi**.

The Public Relations Department handled more than 100 calls inquiring about the Deep

Throat news. Calls came in from international media, newsweeklies and other magazines, the wire services, and newspapers. (Public Relations handles print media requests and the TV/Radio Projects group handles broadcast media.) "After the first call, it was a waterfall...and the calls are still coming in," said

**Eric Grant**, director of public



Bernstein and Woodward in Woodward's office in the Newsroom on May 31.

PHOTO - KATHERINE FREY

relations and contributions. "It's like a triage, you try to prioritize, but it came down to whom Bradlee, Woodward and Bernstein wanted to talk to."

Grant and the Public Relations staff also handled several media outlets who

night and delivered to Post distributors.

Around 7 p.m. on Tuesday, Woodward, Bernstein and Bradlee were in the Newsroom talking about the day's events and having their picture taken. It was a poignant and thrilling moment according to two people who were there - Kim Kingsley who wasn't born yet when the Watergate scandal was reported and Len Downie who at the time was the deputy metro editor.

"It was an extraordinary day," said Von Drehle during an online chat last week. "I felt lucky to watch it unfold." ■

**"Deep Throat"**  
**The rest of the story**

Bob Woodward's personal account of their relationship

**Today**  
**The Washington Post**

Point of purchase materials were quickly created by the Marketing Department.

The Wednesday, June 1 issue of The Post included several stories, an editorial, graphics, as well as photos from Post archives on the news that Mark Felt was Deep Throat. In the Thursday, June 2 issue, Bob Woodward gave his account of how he met Mark Felt and the nature of their relationship during the unfolding of the Watergate scandal. According to Towle, the Circulation Department increased its print order for Wednesday's newspaper by 25,000 and Thursday's by 30,000. (Sales information was not available by ShopTalk's deadline.)

That Tuesday through Thursday, Gulland and her staff

The Post's Wednesday, June 1 and Thursday, June 2 headlines.



Some of the media that waited outside the Northwest Building on Wednesday, June 1.

camped out on the front steps of the Northwest Building on Tuesday and Wednesday hoping to get comments or photos.

The Marketing Department promoted The Post's coverage with radio spots and point of purchase materials for single copy sales. According to **Mike Greenberg** who writes the radio content, he talked to Len Downie on Tuesday night about what information to include in the radio spots. Greenberg and artist **Gary Palmatier** created the promotional materials, which were printed Wednesday

**Katharine Graham**, the late publisher of The Post, was named Person of The Week on Friday, June 3 on ABC's *World News Tonight With Peter Jennings*. Mrs. Graham was honored for her courage and her support of The Post's reporters and editors during the Watergate scandal in the early 1970s. The segment included Mrs. Graham's comments on the Watergate era that were recorded prior to her death in 2001.



## PostScripts

### Appreciation From Police

The Maryland National Capital Park Police Volunteer Association presented **Dawn Askerneese**, IT, and The Post with a certificate of appreciation on May 16. Askerneese researched and coordinated the donation of 123 used cell phones to support the Prince George's County Division of the Association's "Domestic Violence Against Women" program. The phones had been used by IT staff and had accumulated as phones were upgraded every two years. More information about donating used cell phones to the program can be found at <http://www.ppva.net>.

### ISO: Your Thoughts on Deep Throat News

The revelation of Mark Felt on May 31 as Deep Throat was a historical day at The Post. ShopTalk is interested in your thoughts on what it was like for you to be here as history unfolded. Send your comments via e-mail to [ShopTalk@washpost.com](mailto:ShopTalk@washpost.com), or through interoffice mail to ShopTalk c/o Public Relations Department, 7th floor, Northwest Building. The comments may be noted in an upcoming issue or on *Intraned*.



A panel discussion at the E-Streeters luncheon included Newsroom retirees **John Daly, Martie Zad, Bill Gilbert, Larry Laurent and Paul Herron.**

### E-Streeters Gather at Northwest Building

The Post's E-Streeters group met at The Post on Friday, May 20 for the semiannual luncheon and presentation. The E-Streeters are a group of retired Post employees who worked at the old Post building at E Street and Pennsylvania Avenues, where the J.W. Marriott is now located. The group, which includes former journalists, pressmen, and business staff, have been meeting for more than 30 years to keep the rich history of The Post alive. The newspaper moved from the E Street location to L Street in 1950. **Albert Manola**, an assistant news

editor from 1946-1956, is president of the club.

### More Grads

**Kate Wichmann**, News Master's in Humanitarian Action  
University of Geneva,  
Switzerland  
June 2005



### Ball Called to Duty

**Phillip Ball**, Security/College Park Plant, was called up for active duty in the U.S. Army last month. Ball is undergoing redeployment training at Fort Pickett, Va. and Camp Atterbury before heading to Iraq for a year. Ball is pictured here during a party held in his honor at the College Park Plant.

## Marketplace

**FOR SALE:** 10 gallon rectangular fish tank with fluorescent hood, \$25, brand new smokeless indoor electric grill (still in box) \$25, computer desk with file drawer, cabinet and shelves, \$75. Please call Niki at x4-4922 or (301) 526-2989.

**FOR SALE:** Lawn mower, Toro 5.5 HP, recycle mulching, self propelled, 3 speed, electronic start, Briggs and Stratton engine. Asking \$200. Call Rod at x6-1120 or (301) 335-0805.

**FOR SALE:** 1996 Volkswagen Golf GTI VR6 two-door hatch back, green, 133K miles, five-speed manual, sunroof, has current Va. inspection sticker, asking \$4,000. Call Andy at (703) 916-2240 (evenings) or home (703) 860-5847.

**ISO RIDESHARE:** Rideshare available to Northwest lower Michigan via Pennsylvania and Ohio turnpikes. Leaving tomorrow, June 10, returning around July 1. Leave message for Jerry at x4-4838 or (202) 412-8913 or [martineaug@washpost.com](mailto:martineaug@washpost.com).

**FOR SALE:** 8"x10" framed artwork: \$20-\$40, 4"x6" framed mini-prints: \$10, 4"x6" magnets: \$5. Call Tiffany for details at x4-7025 or go online to [www.tiffanyyanceyart.com](http://www.tiffanyyanceyart.com).

**ISO SEAMSTRESS:** I am looking for someone to make a slip cover for an oversize stuffed chaise or to reupholster. If interested, please call Maria at x4-4487.

**FOR SALE:** Solid oak kitchen cart with stainless steel top, towel holder, knife rack, 43"Wx19"Dx36"H. Only 1 year old - perfect condition. Cost new \$400; priced to sell at \$175. Also, steel mesh dog guard for Subaru Forester \$50. Call Liz x4-7623 or (703) 931-3761.

**BEACH HOUSE FOR RENT:** Fenwick Island, bayfront and can see ocean from the front porch. Weekly rental. Four BR, 2.5 BA with outside shower. dog friendly. \$800 - \$2,150. View photos at [www.bethanyseacoast.com](http://www.bethanyseacoast.com) - Unit #2060020 (#20 Seatowne) or call Sean at x4-5260

**FOR SALE:** 50 percent off vacation time at Tahiti Resort in Las Vegas, outdoor pool, cooking facilities, clubhouse, gym, kitchen, one BR, one sofa bed. \$325 for the week of August 13. Also, studio with kitchenette is \$250 for the week of July 2. Call Trinh at x4-4021 or (703) 658-2120 if interested.

**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](mailto:shoptalk). Ads run two issues unless otherwise requested. One ad per employee, please.