

ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

A Post Treasure Found in Fredericksburg

The attic in the Rowe family house in Fredericksburg held five generations of family treasures and trash when Kathryn Doran began cleaning out the house in April 2004. Her grandmother had just passed away at the age of 103 after spending most of her life in the historic house at 801 Hanover Street. Not clear on the value of some of the items she found, Doran packed them up in boxes and had them sent to

ment. In one of her boxes she had indeed found a treasure. "There it was, a seemingly complete direct mail campaign that had been sent to my great-grandfather, Josiah P. Rowe, in 1895. As a subscriber to The Washington Post, he was offered a special opportunity to purchase volumes of the Encyclopaedia Britannica® at a bargain price! It would seem he took a pass, but why he stored all this away we will never know. How amazing that it exists



An 1895 Post circulation promotion package offering the Encyclopaedia Britannica at a discount to readers and new subscribers.



POSTCARD PROVIDED BY DORAN

A tinted postcard with a photograph by famed Civil War photographer Matthew Brady includes the Rowe House as a cluster of buildings to the northeast of the red building in the foreground. It was originally a farmhouse.

her home in Massachusetts to look at later. Last month, Doran contacted The Post's Public Relations Depart-

today, reply card and envelope included," she wrote. Doran understood the value of what she found because she is part

of a Virginia newspaper family. Rowe's son and her grandfather Josiah P. Rowe, Jr. was the editor, publisher and subsequently the owner of the Fredericksburg Free Lance-Star. The newspaper is still family owned.

The package of six well

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The 2005 Newsroom Interns



The Newsroom's summer interns with **Bob Woodward** (far right) on June 22 following a lunch and discussion with Woodward at the Northwest Building. The intern program, coordinated by News Personnel, provides the students with the opportunity during weekly lunches to ask questions and have discussions with Post reporters and editors, as well as Chairman **Don Graham**, Publisher **Bo Jones** and editorial cartoonist **Tom Toles**.

Pictured are (front row, l-r) **Lisa Bonos**, **Aymar Jean**, **Naseem Sowti**, **Lindsay Ryan**, **Sandhya Somashekhar**, (second row, l-r) **Kimberly Sweet Rubenstein**, **Emily Messner**, **Tiffany Sakato**, **Madia Brown**, **Kendra Nichols**, (third row, l-r) **Vanessa de la Torre**, **Delphine Schrank**, **Dan Zak**, **Nia-Malika Henderson**, **Fulvio Cativo**, **Anjali Athavaley**, **Bob Woodward**, (last row, l-r) **Michael Alison Chandler**, **Jonathan Abel**, **Tommy Nguyen**, **Daniel Lyght**, **Walter Gabriel**, **Philip Rucker**, **Mark Chediak**. Not pictured is **Tetona Dunlap**.

This summer's 24 Newsroom interns have already earned resumes that may rival news professionals twice their age. These college juniors, seniors and graduate students were handpicked from 481 internship applicants to receive hands-on experience as a Washington Post journalist.

Tiffany Sakato, 20, is a graphic artist intern in the News Art Department. The Northwestern University Junior was a graphics reporting intern at *USA Today* last summer and at the *Mail & Guardian* in Johannesburg, South Africa this spring. She was an intern reporter in 2001

and 2003 at the Reporter in Vacaville, Calif. In addition, she studied in Italy last fall and has worked as a graphics designer for an art museum and concert hall in Evanston, Ill. Sakato is scheduled to graduate next June with a degree in journalism and art theory and practice.

During her internship in News Art, she has designed covers for the Food and Travel sections, worked on cartography and created charts and illustrations. "It's been a good chance to learn everything that has to do with the visual aspects of the newspaper," she explained.

The Newsroom interns also include:

Jonathan Abel
Reporter, Southern Maryland and Howard County bureaus
Senior, Harvard University

Anjali Athavaley
Reporter, Financial Desk
Junior, University of Texas

Lisa Bonos
Copy editor, Financial Desk
Senior, University of California, Los Angeles

Madia Brown
Assistant news editor,
News Desk
Senior, Norfolk State University

Fulvio Cativo
Reporter, Montgomery County Bureau
Senior, University of Maryland, College Park

Michael Alison Chandler
Reporter, Loudoun County Bureau
Graduate student, University of California, Berkeley

Mark Chediak
Reporter, Financial
Graduate student, University of California, Berkeley

Vanessa de la Torre
Reporter, Style
Graduate student, Stanford University

Tetona Dunlap
Photographer
Senior, Creighton University

Walter Gabriel
Reporter, Sports
Junior, Louisiana State University

Nia-Malika Henderson
Reporter, City Desk
Graduate student, Columbia University

Aymar Jean
Reporter, Prince William County Bureau
Junior, University of Michigan

Daniel Lyght
Reporter, Sports
Senior, University of Maryland

Emily Messner
Writer, Editorial
University of Maryland, Baltimore County

Kendra Nichols
Copy editor, Metro
Senior, University of Maryland

Tommy Nguyen
Reporter, Metro and Style
Graduate student, University of California, Berkeley

Philip Rucker
Reporter, Prince George's County bureau
Junior, Yale University

Lindsay Ryan
Reporter, City Desk
Junior, Brown University

Delphine Schrank
Copy editor, Foreign
Graduate, Columbia University

Sandhya Somashekhar
Reporter, Fairfax County Bureau
Graduate Student, University of California, Berkeley

Naseem Sowti
Reporter, Health
Graduate, University of Central Florida

Kimberly Sweet Rubenstein
Copy editor, National Desk
Graduate student, University of Kansas

Dan Zak
Reporter, Style
Graduate, American University ■

preserved materials that Doran sent to *The Post* includes a sample brochure of the information available in the Encyclopaedia Britannica, including a color map of the Congo, as well as detailed illustrations of animals and the human vascular system. There is also a flyer, a reply card and envelope, and a letter that was sent to Rowe dated Oct. 15, 1895 from *The Washington Post's* Educational Department. The 25 volumes of the ninth edition of the Encyclopaedia Britannica were offered at a special discount price that was available only to Washington Post readers or new subscribers (you only had to sign up for two weeks). The silk cloth edition was offered at \$53.50, while more expensive book coverings were available for \$69.50 and \$81.25. This was a fifty percent discount according to the information that was provided from Encyclopaedia Britannica.

"Read our remarkable proposition," exhorts the flyer. "This unprecedented offer will allow you to establish a Practical University in your home. Bear in mind that it is open for a limited time only, so you must act at once if you desire to obtain the benefit of wholesale prices... This fact should urge you to lose no time in procuring for

To ensure that readers would make their installment payments, the reply card included the wording, "You are at liberty to consult Mr. _____ of _____ as to my reputation for keeping promises."

your home this means of education."

What is remarkable about *The Post's* promotion package is how similar it is to successful promotions that still work

today, according to **Jay O'Hare**, circulation administration manager. "What hasn't changed is that the premium is a well-known brand, there's a reply card and a personalized letter - all the things that we think are cutting edge today," he noted. "The Post has a

reputation in the industry for being ahead of its time on our direct marketing. What's really neat is that we were back then, too."

One difference is that the 1895 materials do not include any promotion information about the newspaper itself. At that time, *The Post* was



PHOTO PROVIDED BY DORAN

*Josiah P. Rowe, the recipient of an 1895 circulation promotion with his family in the early 1900s. He is fourth from the left in the bottom row (seated next to his wife). Rowe died in 1933, the year *The Post* was bought by Eugene Meyer.*

owned by Beriah Wilkins and located at 919 Pennsylvania Avenue. ShopTalk was not able to obtain *The Post's* circulation numbers from 1895. The earliest numbers available from the Audit Bureau of Circulations (ABC) are from 1915. The *Post's* daily circulation in 1915 was 29,366 and the Sunday circulation was 49,040.

According to Tom Panelas, director of corporate communications for Encyclopaedia Britannica, Inc., sales promotions with newspapers were common at the time for the then British company. What is notable for this promotion was that it was the beginning of a new marketing strategy that was also being tried out by the *Times of London* - enabling people to purchase the encyclopedia in installments. According to Britannica's corporate history, the installment marketing program is credited with saving both the Encyclopaedia Britannica and the *Times of London* which had both been in "dire financial straits."

"This was part of a marketing revolution of sorts - an effort to broaden the market for the encyclopedia by finding ways to make it affordable for people who previously would not have considered buying one," explained Panelas. "As schooling became universal, people began to see education as the path to success, and the encyclopedia was positioned as a tool to give children an edge in their quest for a good education."

To ensure that readers would make their installment payments, the reply card included the wording, "You are at liberty to consult Mr. _____ of _____ as to my reputation for keeping promises." In anticipation of people not making their payments, *The Times of London* went so far as to hire a debt collector, who was never used.

The house where *The Post's* materials were found has been an integral part of Fredericksburg history. Several family members have been mayor of the city and the house was used as a hospital for wounded soldiers during the Civil War, according to Doran. She said that her grandmother wrote in 1986 that "Attics in old family homes often yield treasures," and that she would have been very pleased that the 110-year-old attic treasure had been returned to *The Washington Post*. ■

Armao Receives Fellowship



Jo-Ann Armao thanks her colleagues at the lunch held for her at the Northwest Building.

Jo-Ann Armao, former assistant managing editor (AME) for Metro, has accepted the John S. Knight journalism fellowship at Stanford University in California. She stepped down from her position as AME on July 1 to attend the one-year fellowship and will then return to The Post's Newsroom. Armao had been the head of Metro, which employs the largest staff in the Newsroom, for nine years.

Hundreds of Newsroom staff came to wish Armao good luck at Stanford during a lunch and presentation in her honor on Wednesday, June 29.

Advertising's Movie Night in San Francisco

San Francisco-based advertising sales manager **Mark Gross** hosted a movie screening of "All the President's Men," for Bay Area ad agency media buyers on Wednesday, July 6. The movie was shown on multiple screens at the offices of the media group Publicis, and the event included a trivia contest and movie house favorites of popcorn, candy and slushies. Gross also provided giveaways of **Bob Woodward's** book *The Secret Man, The Story of Watergate's Deep Throat* that had just been released that morning. According to Gross, the event was a big hit with the attendees who had been following the recent news of Mark Felt being named as the confidential source for Woodward's

Watergate reporting.

"Thinking of events that help bring visibility of The Washington Post in a market 2,900 miles from home is an ongoing challenge. It's not often that we get a chance to do something so fun where our brand sells itself through

the movies and history. And no other paper can do this!" said Gross.

Gross received support from the event from staff at the Northwest Building including **Jill Popov, Whitney Patton, Mike Shenk, and Ken Babby**.



PHOTO - TERRY LYONS

The Metro Single Copy team included (front row, l-r) **Mike Baker, Tim Gruening, Steve Smallwood, Greg Magner, Michael Moore** (standing, l-r) **Charles Bagwell, John Lipp, Harry Westwood (coach), Rick Clarkson, Michael Towle, Chris Branin, Paul Carr, Jerome Richardson, and Chris Kassis**.

Metro Single Copy Wins Fifth Championship

The Metro Single Copy team won its fifth straight championship in the Distributors' Softball League. The league includes five Post Circulation teams of staff and distributors that compete every Wednes-

day in June at a field in Clinton, Md. The championship was determined at the 36th Annual Distributors Picnic, held this year on Tuesday, June 28 at the Smokey Glen Farm in Gaithersburg.

Marketplace

FOR SALE: Lexmark Color Jetprinter Model Z715, brand new, never out of the box! Asking \$50. Prints up to 17 ppm in black, 10 ppm in color. Prints popular sizes of borderless photos from 3.5" x 5" to 8.5" x 11". Call Yvette at x6-1182 or (703) 731-5494.

FOR SALE: Hotpoint 25 cu.ft. side-by-side refrigerator with icemaker and indoor ice/filtered water dispenser. White. 36"W x 70"H x 34"D. Practically brand new! Only \$600. Call Liz at x4-7623 or (703) 931-3761.

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

FREE! FREE! Ads in marketplace are free to employees of The Washington Post. Join thousands of satisfied customers who have bought and sold through Marketplace. The deadline is Friday at noon for the next Thursday's issue of ShopTalk. Send your ad with your extension and home phone number via e-mail to ShopTalk@washpost.com, or fax to x4-4963.

FOR RENT: Bratislava, 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.

ISO: Linksys wireless 802.11B network adapter. WUSB11 v2.6. Can only use version 2.6. New or used. Willing to trade my brand new v4.0. Call Joyce at x4-5926.

FOR RENT: Condominium in Bowie, Md., 2 BR, 2 BA, fireplace, parking and amenities \$1,500 month/no pets. Call Helen at (301) 352-0591.

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.

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.