

ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

The 20 Year Club The Class of 1985

In August 1985, **John Allen** relocated from California and joined The Post for what he thought would be a six-month IT project. He had every intention of heading back to the West Coast. More than 240 months later, and now a manager in the IT Department, Allen was inducted into The Post's 20 Year Club on Monday, Sept. 12.

Sixty-three employees from departments throughout the newspaper were honored for

west Building. The club includes close to 2,000 employees and retirees. The new members each receive a gold pin with a diamond and are invited back each year to attend the reception.

"I stayed because the people here including Don and Katharine [Graham] were enthusiastic about what they do and took an interest in what I was doing," explains Allen. "It is the people that have kept me here."

A recurring theme at the 20 Year Club reception is the changes this group of employees have witnessed both in the newspaper as well as in the market The Post covers. New inductee **Tom Redd**, the College Park Plant's mailroom manager, points to the mailroom equipment and technology that has evolved to handle the growing demands of advertisers, including the use of collators. Sales representative **Rita Coopersmith** has witnessed the growth and changes within the Advertis-



The Class of 1985 with Publisher **Bo Jones**.

PHOTO - LEN SPODEN



New 20 Year Club member **Janice Rose Stewart** (center), Advertising, celebrated her long career at The Post with guests **Diane Haith** (left), Advertising, and retiree **Carolyn Coleman**.

their two decades of service at The Post's annual 20 Year Club reception held at the North-

ing Department and earned the Publisher's Award and several sales achievement and excellence awards along the way.

"From my perch in Metro, I've seen amazing growth both in the region and in the paper's reach to cover it," notes City Desk reporter **D'Vera Cohn**. "The Fairfax Bureau, where I began as a reporter in 1985, was then the outer reaches of Metro's universe. Now it's in the middle ring of planets."

More than 250 members of the 20 Year Club including many retirees reunited to celebrate their long careers at the

newspaper. In an atmosphere befitting a homecoming, Chairman **Don Graham** and Publisher **Bo Jones**, both 20 Year Club members, were on hand to honor the new members and meet up with old friends.

In his remarks to the group, Jones noted that 40 percent of the staff hired in 1985 are still at The Post, many of whom work in the Production Department and Newsroom.

"Thank you for all the work you've done to make this a great newspaper," he commended.

Photos from the 20 Year Club ceremony and reception can be found on page three. ■

2005 Fall Circulation Kickoff

"Choose Your Own Deal"

A new fall reduced price subscription offer was unveiled at the 2005 Fall Reduced Price Offer (RPO) Promotion Kickoff and lunch held on Wednesday, Sept. 7 at the Springfield Plant. Approximately 300 Post distributors attended the annual event, which outlined the Circulation Department's strategy to attract and retain subscribers.

David Dadisman, vice president of Circulation, welcomed the distributors and gave recent examples of the department's progress in its

scribers rated the time their paper is delivered better than nine on a zero to 10 scale, and 21 percent said overall quality of delivery service improved in the past year."

Publisher **Bo Jones** and President/General Manager **Steve Hills** commended the distributors on their service and sales efforts and assured them that the newspaper is committed to making the changes necessary to improve circulation results.

"We all have work to do," emphasized Hills, "including continuing to provide quality content, getting papers to you early, using creativity to promote the newspaper, and adding distribution centers to make zoning more efficient."

The biggest change this fall is an innovative reduced price offer to attract new subscribers called "Choose Your Own Deal." The new offer began last week with a multi-media campaign enabling new subscribers to choose from a menu of seven-day home delivery service options at a 50 percent discount. For example, a new subscriber can receive 16 weeks of The Post for the cost of eight-week delivery, or up to a year of home delivery for the cost of 26 weeks. The new offer is replacing the "buy the Sunday Post, get the rest of the week free" offer, which had been used as the fall RPO for several years.

According to **Rich Handloff**, director of con-



PHOTO - TERRY LYN JOHNSON

Virginia-based metro single copy distributors enjoying the kickoff reception include (l-r) **Steve Smallwood**, who covers Fairfax City, Centreville and Fair Oaks; **Dennis Melton** who delivers to Herndon, and **Steve Dodson** who delivers to Annandale.

Distributors are using door knockers and other marketing efforts to promote the new offer.

The new fall campaign comes on the heels of a successful summer upgrade program that targeted Sunday-only subscribers in July and August. These subscribers were given the opportunity to "buy 20 Sundays and get the weekdays free." Sun-

day subscribers who didn't respond to the summer campaign are getting another chance this fall with a "buy eight Sundays and get the weekdays free" offer.

According to Dadisman, a major part of the circulation strategy is retaining existing subscribers. Retention efforts that were outlined at the kickoff include increased emphasis on credit card auto-renewal, an expanded annual subscription campaign to upgrade Sunday-only subscribers to seven-day, mailings to new customers at the beginning of their subscriptions, as well as single copy promotions and expanded radio and TV visibility. ■

sumer marketing, the new offer is being heavily promoted through the end of November with the goal to attract 40,000 new subscribers this fall. From Sept. 19 to Oct. 26, 30-second commercials touting the new offer will air on the major TV network affiliates as well as cable stations. The commercials are scheduled to run during morning and evening news broadcasts, entertainment programming and debuts of new primetime shows. Sixty-second radio spots began airing on local radio stations this Monday and will run through Nov. 6.

Direct mail will play a big part in the campaign with four separate mailings of a total of two million pieces. Print ads are scheduled to run in the paper, as well as *Express*, *TV Week* and in *Post Plus*. The online component includes promotion of the offer on washingtontopost.com and monthly e-mails to local non-subscribers.



PHOTO - TERRY LYN JOHNSON

Zone Manager **Spyros Loukas** at the kickoff with **Robert Garner**, a metro home delivery distributor for Prince George's County.

strategy to improve the newspaper's circulation. Key aspects of the strategy include making it easy to subscribe to The Post, selling the paper in new ways and in new places, using technology to do more with less and strengthening the independent agent (distributor) system.

"The true test of the independent agent system's strength is how strong Post customers think our system is," Dadisman remarked. "In the most recent subscriber satisfaction survey, Post sub-

CHOOSE YOUR OWN DEAL!

Enjoy Fall Office Subscriptions to THE WASHINGTON POST for

16 weeks for the price of **8 weeks** at **50% off**

1-800-873-1097 ext 200
washingtontopost.com/subscribe
 The Washington Post

YES! I want to get the Washington Post delivered to my home 7 days a week for 16 weeks for the price of 8 weeks. I understand that at the end of my subscription period I will continue to receive the Post at the regular home delivery rate unless I cancel.

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The 20 Year Club

2005



Style copy editor **Pat Myers** with new 20 Year Club members **Steve Luxenberg**, *Outlook*, and **Martha McAteer**, *Editorial*.



Gayle Giger, *Public Relations*, greets new inductee **Steve Goff**, *Sports*, outside the reception. To Giger's left is **Margaret Glaser**, *Advertising*.



20 Year Club Inductee **Gary Lee**, *Travel*, chats with **Athelia Knight** (left), *Young Journalists Development Program*, and **Dayna Smith**, *Photo*, at the reception. Smith is also a new member.



Circulation staff and 20 Year Club inductees **Sandra Simonsen** and **Lynette Hawley** at the reception.



Inductee **Joe Malenab**, *Springfield/Production*, with his guest, **Jennifer Gardner**.



PHOTO - LEN SPODEN

Publisher **Bo Jones** poses for a photo with new 20 Year Club inductee **Rita Coopersmith** (right), *Advertising* and her sister **Roberta Sonneborn** (left).



Celestine Darby, *Accounting*, places a corsage on new 20 Year Club member **Patricia Poston**, *The Los Angeles Times-Washington Post News Service*.



Steve Hills talks to one of the students who attended his lecture at Georgetown University.

Hills Speaks at Georgetown University

President/General Manager **Steve Hills** was the keynote speaker on Thursday, Sept. 8 for the launch of The Post's Lecture Series at Georgetown University this fall. The monthly series of lectures will feature business-side executives and journalists from The Post Speakers' Bureau. Local universities and colleges including George Mason University, American University, Howard University and the University of

Maryland are also hosting lecture series with Post speakers.

Travel Expense Report Note

The Accounting Department cautions employees that identity theft is a growing problem in the U.S. Everyone should take all reasonable precautions. When submitting documentation such as receipts and credit card statements to Financial Accounting, please take a moment to thoroughly black out your social security number and credit card number.

Helping Hurricane Victims

The insert in last week's ShopTalk provided details on how to help hurricane victims that are employees of The Washington Post Company subsidiaries CableOne and Kaplan. If you would like to help, the company has estab-

lished an account with the Community Foundation here in Washington for you to direct your contributions to your colleagues in need. The Company will more than match your contributions. Checks should be made to the Community Foundation for the National Capital Region or CFNCR and sent to the attention of **Ann McDaniel**, Vice President of Human Resources, here at The Post, 1150 15th Street NW, Washington, DC 20071. The Community Foundation is a 501(c)(3) tax-exempt organization so your donations will be tax deductible.

The ShopTalk insert with more details, as well as a list of other organization helping hurricane victims can be found on the *Intraned* home page. Employee Matching Gifts forms are available in the Public Relations Department on the seventh floor of the Northwest Building and on *Intraned*. Type *Intraned*

into your browser and click on "online forms" on the left side of the screen.

Big Sale on Friday!

The Post's online store is having an employee merchandise sales event tomorrow, Friday, Sept. 16 from 11 a.m. to 4:30 p.m. in the Northwest Building's multipurpose room. The sale includes special 10 to 40 percent discounts on Post logo items, including hats, shirts and more. Cash, checks, and credit cards will be accepted. Call **Nicole Marshall** at x4-6874 for details.



Totes and other Post logo items will be on sale tomorrow.

Marketplace

FOR RENT: Spacious 2 bedroom in N.E. D.C. - (Revitalized Neighborhood in Trinidad). Located inside a four-unit apartment building on second floor. Walking distance to Gallaudet University and conveniently located near Metro. Private backyard. All applicants will be carefully screened but all credit will be considered. Security deposit and application fee required. HCVP (formerly Section 8) assistance is accepted. Available for immediate occupancy. Please call Mrs. Johnson for more details and showing times at (202)247-8457 or (301)793-8282.

FOR SALE: 1998 Acura Integra, LS, two door hatchback, red, auto, 120k miles, new tires, am/fm CD player, sunroof, power everything, very clean, runs great. \$5,500/OBO. Call Anna Knapp at x4-7061 or (703)360-8558.

FOR SALE: Santa Fe-style pine bench with two drawers; very good condition; wrought-iron pulls, high paneled back, with arms; 43"Hx50"Wx24.5"D; photo available; asking \$65. New Plow & Hearth full-size sofa slipcover w/2 matching pillows; deep red floral w/green, tan, cream accents; sample fabric available; retails \$90, asking \$40. New Johnson PetSafe Ultimate Pet Door; for doors 1 1/4 to 1 3/4 inches thick and pets up to 80 lbs; 20 5/8"Hx15 7/16"W; retails \$100, asking \$50. New, very cute ceramic schnauzer cookie jar; photo available; retails \$45, asking \$20. Call Anne at x4-5426 or e-mail at fergusona@washpost.com.

FOR SALE: Wool rug, teal, unpatterned. Bound on four sides. High quality, excellent condition, 9' x15'; \$150. Pick-up on Capitol Hill. Sample is at my desk in Northwest Building. Call Mary at x4-7547 or home (202) 543-0318.

ISO CARPOOL RIDER: Depart from Braddock Road and Stonehaven Drive near Burke/Annandale at 8:05 a.m. Leave Northwest Building at 5:30 pm. Share driving and parking expense. Call John at x4-4291.

FOR SALE: 19 foot 1986 Winner bass boat w/1987 150hp Mercury engine. Looks and runs great. Fully equipped. \$4,200. Call Aimee at (703) 924-0919.

FOR SALE: Timeshare - Eagle Trace at Killy Court units at Massanutten Resort in Harrisonburg, Va., located in two three-story hotel style buildings. Units have two BRs each sleeping six comfortably. Unit includes two BA, kitchen, fireplace and deck. Great for skiing, snowboarding, hiking, or relaxing. Will sell for balance on original note (as of Aug. 30 was \$4,500). Visit www.massresort.com for details about the accommodations and resort amenities. Call Ed at x4-9279 or (703) 646-5039

FOR SALE: 2002 Toyota Tundra truck, like new, five-speed power window, four wheel drive, 98k miles, black, am/fm cassette, CD, and more. \$9,000/OBO. Call Theresa at x4-4732 or (301) 520-1844.

FOR SALE: English antique dining room hutch with beveled mirror. \$400; long tan leather sofa. \$100; Large retro metal desk, needs TLC. \$75; Antique gas fireplace insert, needs TLC. \$75; Pottery Barn dining table, seats six. \$75; Old cast iron pedestal sink, needs TLC \$30; Nordic Track ski machine \$75; Fridge (10 years old) \$40. Call Jeff at (301) 907-3443.

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.