

# A Post Primer

very morning readers across the Metro area wake up and expect to find The Washington Post in their driveways or on a single copy sales rack. Despite hurricanes, snowstorms, and the 9/11 terrorist attacks, the production and delivery of The Post has been constant and reliable. It is the teamwork of more than 2,000 people working in a variety of capacities and departments that make this feat possible.

To provide readers with insight on how their newspaper is created, the Public Relations Department has published an updated version of the brochure "The Making of The Washington Post." The brochure provides a summary of the work done by departments across the newspaper to produce the newspaper. Available for distribution for schools, community organizations and speaking events, it is also a handy reference tool for employees. To request a quantity of brochures, contact the Public Relations Department at x4-7969. An online

version of "The Making of The Post" can be found on the Public Relations home page on *Intraned*.

"It is a practical and helpful guide to help explain how Post employees create what is referred to as the 'daily miracle.' The Making of The Washington Post is also a useful teaching tool for reporters when they go out to speak in the community or visit schools," explains Public Relations Manager **Lisa Bolton**.

The brochure has a key to the front page that explains the difference between a credit line, byline and cutline. You can also decipher where your copy of The Post was printed even down to the press it came off of last night. The key to the front page has been reproduced on the inside of this issue of ShopTalk for your easy reference.

Test your knowledge of The Post with this quick quiz (the answers are in the right corner):



- On what date each year does the issue number on the masthead begin with "1"?
- 2. What term is used for the technologically advanced method that is used to create each page of The Post, including articles, photos, graphics and ads?
- **3.** How are the pages of The Post transmitted from the Northwest Building to the production plants?
- **4.** On a typical day, how often do key editors in the Newsroom meet to discuss what will be the top stories in the next day's newspaper?

**5.** The part of the production plant where copies of The Post are counted, bundled and dispatched for distribution is called what?

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of the page.	BYLINE BYLINE A line at the beginning of a news story giving the writer's name.	The KEY BOX is so called because it 'keys' the reader to a story located on another page.	COLOR REGISTRATION DOTS The press uses these dots to keep the four color images correctly aligned.
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	JUMP LINE The part of the story that is continued on an inside page is called the JUMP.	UPC CODE Universal Product Code	

## PostScripts



### **Springfield Plant** Celebrates 25th Anniversary

Employees at the Springfield Plant celebrated the 25th Anniversary of the plant's first press run on Oct. 6 with cake and refreshments after each press run. Several employees and retirees who were at the plant for that first press run include (left to right) Allan Kohan, Roger Stewart, Mike Sorocinsky, Ray Watkins, Ann Griffin, (the first night nurse and now the Health Center supervisor holding a tackle box, her original 'first aid' box) and John "Buddy" Garrett.

#### **YJDP Hosts High School Advisors**

LAUREN BUR Thirty local high school newspaper advisors and journalism teachers attended the Young Journalists Development Program's (YJDP) annual high school advising seminar held

at the Northwest Building on Thursday, Oct. 6. The seminar provides support and information to teachers to help improve the quality of high school newspapers. **Executive Editor** Len Downie and

Assistant Managing Editor Milton Coleman were featured speakers. Post staff that participated in the seminar included Joe Elbert, Keith Jenkins, Jay Mathews, Igrama Muhammad, Michael Shephard and Kim Kingsley. The YJDP staff includes Athelia Knight, Lisa Frazier Page and David Betancourt.



Education reporter and columnist Jay Mathews presents a workshop on coaching young writers at the High School Advising Seminar.

#### **Healthy Kids Fun Run** Deadline

Monday, Oct. 17 is the last day you can register by mail for the Marine Corps Marathon Healthy Kids Fun Run scheduled for Sunday, Oct. 30 at the



Iwo Jima Monument in Arlington. For the first time, the one-mile Fun Run will be held on the same day as the marathon, starting at approximately 9:10 a.m., just after the official marathon start. For more details and a downloadable application, go online to www.marinemarathon.com. Look for Healthy Kids Fun Run on the left side of the home page. The Post is a

> sponsor and Ned the Newshound will be on hand to congratulate kids as they cross the finish line! Registration forms are available in the Public Relations Department. Call Carrie Morse at x4-7972.

#### Mark Your Calendar!

The Fourth Annual Washington Post Music and Dance Scholarship Awards program is scheduled for Saturday, Nov. 5, 7 p.m., at the Warner Theatre. For more informa-

tion, go online to www.washpost.com and click on events.



#### **An Evening With** Cinderella

Alice Crites, News (far left) with husband Pete and children Ben and Emily, and Ria Manglapus, News with children Bori and Q, were among several Post staff and families who attended Imagination Stage's production of Cinderella on Saturday. Oct. 1. The Post has been a sponsor of Imagination Stage for four years. The sponsorship provides free tickets to elementary school children to attend performances at the children's theater located in downtown Bethesda.

## Marketplace

FOR RENT: Open House on Saturday, October 15 (11a.m.- 2 p.m.) 2901 E. Monument Street, Baltimore , 21205. Large 3 BR townhouse,1 BA, and basement w/washer. Separate living, dinning, and den, and a huge kitchen w/small fenced-in backyard. Appliances in excellent condition. Close to John Hopkins School of Medicine, shopping, and bus line. \$850+ utilities. Avail. 11/12/05. All credit considered. No pets. (First month, last month, and deposit required). Call Ms. Johnson at (301)793-8282 or (202)247-8457

FOR SALE: New Plow & Hearth full-size sofa slipcover w/two 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. Beautiful two-tone (sage and tan) bolster dog bed; extra-large (57inch outer diameter), big enough for two dogs; washable cover; used three times; retails \$179, asking \$70. Call Anne at x4-5426 or e-mail at fergusona@washpost.com.

FOR SALE: 1991 Toyota Camry LE Sedan w/189K miles. 2.5L V6 EFI. Fair condition. Only two owners. AC, power locks, power windows, cruise control. Stereo does not work. Kelly blue book valued at \$3,200 retail; asking \$1,500 OBO. Call Jill at x4-5299 or (410) 451-5926.

CONDO FOR RENT: Landmark, VA (I-395 & Duke St), two BR/two, washer/dryer, fireplace, patio, swim pool, free parking, \$1,300/month (water & condo fee included) plus electric bill. Call John at x4-7823 or (703) 241-1871

FOR SALE: 2000 BMW Z3, 2.5 engine, black w/black leather interior, 45k miles, fully loaded, \$21,000 OBO. Call Solomon at (240) 350-9256.

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.