

ShopTalk



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Editor, Lisa O'Donnell Connors, x4-6803

The Post as Screen Star

Age and respectability can be asset in Hollywood – if they pertain to a newspaper. The 128-year-old Washington Post is enjoying surging popularity as a backdrop and prop on several movie sets, TV shows

and specials.

An average of eight calls a week come into the Public Relations Department with requests from studios to use everything from a mock-up of a front page to The Post's blue single copy sales boxes, according to **Eric Grant**, director of public relations and contributions.

He believes that The Post's Hollywood allure is due to the national and international visibility of the newspaper and *washingtonpost.com*. "The multimedia appeal of The Washington Post brand is unbelievable," explains Grant. "Every day, The Post is referred to on TV and radio – you can either see or hear our reporters and editors, or their work is being cited. As a result, I don't think that the brand has been more visible in the entertainment community than it is right now."

And unlike other nationally-known brands such as Pepsi® or Nike®, The Post does not pay for its product appearances or mentions on either the large or small screen. "Most companies have to pay a substantial fee to have their product appear on TV or in a movie," said Grant. "We don't have to place our product – the studios call us. Not

Open Enrollment Reminder

The Open Enrollment period ends at 11:59 p.m., **TOMORROW, Friday, Nov. 4.**

IMPORTANT NOTE — If you participate in the healthcare and/or dependent care spending accounts you must re-enroll for 2006, even if you are depositing the same amount. Your current HCSA and DCSA elections will not rollover. If you have any questions call the Benefits Department at x4-7171.



The West Wing's Santos versus Vinick presidential campaign is featured on this Post mock-up.

only is this an indication of strong demand, but also of overall brand integrity."

One of the challenges of meeting the studios requests is to make sure that the newspaper is portrayed in a way that meets The Post's high standards. Each request is thoroughly vetted and reviewed by Grant and administrative assistant **Aurora Gonzalez**. Mock-ups of the front page of The Post, such as those included with this article are reviewed by **Ed Thiede**, assistant managing editor for the News Desk, and his staff.

"We like the recognition we get from use of the newspaper in

Promotions & Transitions

DAMIEN BROUILLARD, Accounting, was recently named director of financial planning and analysis. He had been the manager of financial planning and analysis. Since coming to The Post in 1990, he has held several positions including public relations associate, newsroom budget administrator and financial planning analyst. Prior to his Post career, he was a licensed clinical social worker in Virginia and worked in the office of former Congressman David Bonior. Brouillard holds an MSW from Catholic University, an MA in international affairs from George Washington University and a BA in political science from the University of New Hampshire.

JAMIE WARD BLACK, IT, has been promoted to data center manager based at The Post's data center in Tysons Corner. Black came to The Post in 1978 as a circulation service representative and then became a radio dispatcher for more than 300 distributors. She joined the IT Department in 1989 as a computer operator and subsequently held the positions of lead operator and data center supervisor.

MICHAEL CAVNA, News, was named last month to the position of arts assignment editor in Style, responsible for television and theater coverage. Cavna had been a Metro copy editor since coming to The Post in 2003. He has also worked for the *San Diego Union-Tribune* where he held a number of positions including assistant arts editor. Cavna was also the creator of the syndicated cartoon strip "Warped" which ran in several



Damien Brouillard and Sandy Fitzgerald

major daily newspapers including the *Los Angeles Times* and *Atlanta Journal Constitution* from 1997 to 2003. He holds a degree in literature and theater from the University of California, San Diego.

SANDY FITZGERALD, Accounting, has been promoted to the position of manager of planning and analysis from her most recent position as financial planning analyst. Prior to joining the newspaper in 2004, Fitzgerald worked for five years in the finance department at Washingtonpost.Newsweek Interactive. She earned an MBA from the R.H. Smith School of Business at the University of Maryland and a BS in biology at Lehigh University in Pennsylvania.

CHRISTOPHER GAFFNEY, Production, is the new assistant superintendent for the Springfield Plant Mailroom. He was hired in 2004 as the assistant superintendent in the College Park Plant's Platemaking Department. Previously, he was an industrial engineer for Pohlig Brothers in Richmond. Gaffney earned a degree in industrial and systems engineering from Virginia Tech.

VAL HAWKINS, Advertising, has been named the new supervisor for the consumer to consumer center in Classifieds. He had been an outside sales representative for online automotive advertising since joining The Post in 2004. His professional experience includes business

development manager for AOL in London and investment banker for Deutsche Bank. Hawkins holds an MBA from the Kellogg School of Management at Northwestern University in Chicago and a BA in history with a minor in French from Princeton University.

HEDLEY LAGRAND, IT, has been promoted to senior system integrator. He has held the positions of developer and programmer/analyst since coming to the newspaper in 2003. Lagrand has also worked for Pine Tree Systems in Denmark and Boston, as well as Disc Direct in Denmark and Likom in Germany. He holds a bachelor of engineering degree in electronic engineering and a higher national diploma in microelectronics, both from Swansea Institute University in Swansea, Wales. ■



Jamie Ward Black

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television shows and movies, so long as we can protect our credibility by reviewing what the fictional edition of the newspaper says and it how it looks," notes Executive Editor **Len Downie**.

According to Thiede, he gives the studios some leeway in how the front page mock-up will look. "It is mostly a quality control issue...In most instances it [the mock-up] will only be on screen for a few seconds, so the headline needs to be bigger than one we would normally run."

One benefit of the extra work involved in the review process is that Thiede has seen his approved mock-ups while watching *The West Wing* and the 2004 remake of the movie *The Manchurian Candidate*. He also occasionally gets the scoop on an important event or outcome of a movie or TV show based on the headline sent to him on a mock-up. (Both Grant and Thiede know the winner of the upcoming Santos-Vinick

election on *The West Wing*, but neither is talking.)

The Post is starring in several movies that are scheduled to be released in 2006. The blue newspaper boxes that are a familiar part of the metro area landscape along with stacks of single copy sales returns were recently shipped to Baltimore by **Mike Dewey**, Circulation's director of metro single sales. The boxes and papers are appearing alongside Nicole Kidman and Daniel Craig (just named the new James Bond) in *The Visiting*, a D.C.-based thriller being shot in both Baltimore and the District.

Dennis Quaid as President Stanton (featured in the mock-up shown on this page) will be a part of next year's *American Dreamz*, a political and social satire also starring Willem Dafoe, Marcia Gay Harden and Hugh Grant.

On the small screen, The Post is popular reading among the fictional White House staff portrayed in both *The West Wing* on NBC and *Commander in Chief* on ABC.



The mock-up of The Post's front page for the movie *American Dreamz* starring Dennis Quaid as President Stanton.

The West Wing has used several mock-ups of The Post during the Bartlet administration and the paper is mentioned frequently. In both series, those copies of The Post you see being slammed on desks or pointed at during heated conversations were sent to the production studios from the Public Relations Department.

Fans of NBC's *Law &*

Order series will be able to see the Monday, Oct. 24 issue of The Post in an upcoming episode. The character Arthur Branch, the district attorney for New York City, will be reading The Post and three other newspapers while he's having lunch. (Look for the big photo of the Redskins win over San Francisco.) The newspaper was also used as a prop on the TV mini-series *Human Trafficking*, which aired on the Lifetime cable channel on Oct. 24 and 25.

Past issues of the newspaper are also in demand. A Post headline dated Feb. 25, 1945 with the famous World War II photo of the American flag being raised at Iwo Jima will be featured in the Clint Eastwood directed movie, *Flags of Our Father*. Past articles are also being used as part of National Geographic special on King Tut, the new movie *Capote*, and a PBS series on the playwright Eugene O'Neill, among many others. ■

Rec Association News and Information

2006 Rec Association memberships are available at these prices:

- Now through March 31 - \$3
- April 1 through end of 2006 - \$5

Memberships can be purchased from the ticket sellers listed here. Purchase your next year's membership and use it now. Movie tickets make great holiday gifts!

Movie Tickets:

- Loews** (Ultimate) - \$6 (restrictions)
- Loews** (Galaxy) - \$7 (no restrictions)
- Regal VIP** - \$6 (restrictions)
- Regal Premiere** - \$7 (no restrictions)

- AMC** - \$5.50 (restrictions)
- AMC Gold** - \$7 (no restrictions)

Kings Dominion and Six Flags:

2006 ticket prices announced in March.

Entertainment Books:

DC/MD and DC/VA Entertainment Books are available for \$25

Ticket Sellers:

Movie Tickets

- Adrienne Taylor, x4-7101 (NW)
- Pam Mitchell-Scott, x4-5882 (NW)
- Michael Goodman, x4-7048 (NW)

Kings Dominion

Nicole Morton-McFadden, x4-7041 (NW)

Six Flags

Dean Felten, x4-4418 (NW)
John Wong, x4-7823 (NW)

Entertainment Books

Pam Tobey, x4-4504 (NW)

Any Tickets

- Les Martin, x6-1107 (CP)
- Patti Aluisse, x6-1106 (CP)
- Daryl Martin, x6-1963 (SP)
- Jamie Ward Black, x2-1604 (Tysons)

Healthy Kids Fun Run

Sunday's Healthy Kids Fun Run had all the drama and heroic feats of stamina as the Marine Corps Marathon – in miniature. More than 1,100 kids ages 6 to 13 participated in the Marine Corps Healthy Kids Fun Run, that takes place on a one-mile segment of the marathon. Presented by The Post, it was the first year the fun run took place at the same time as the marathon. To the shouts of HooRAH! from dozens of marines, the kids sprinted along the course and braved the big hill at the end of the run, some grabbing

the hands of friends and siblings to help them across the finish line.



Vivien Ante, Accounting, with her daughter Lyka, 7, who participated in the Healthy Kids Fun Run.



And, they're off...participants at the start of the fun run.

Findlay Wins Quarterly Award



Vice President of Marketing **Margaret Cromelin** presented **Nick Findlay** (left), a senior writer/analyst in the Marketing Research group, with the third quarter Marketing Excellence Award on Friday, Oct. 28.



PHOTO – AURORA GONZALEZ

Boo!

Nekeidra Mason, Public Relations, hands out candy and KidsPost goodies to a family that participated in the National Zoo's Boo at the Zoo on Oct. 28, 29 and 30 from 5:30 to 8:30 p.m. The Post has been a sponsor for several years of the event which enables children ages 2 to 12 enjoy a safe and fun way to celebrate Halloween.

Marketplace

ISO USED HALLOWEEN COSTUMES:

Now that Halloween is over, please consider donating your child's used costume. Each year I drop off used Halloween costumes to Ross Elementary at 17th and R streets for kids who don't have a costume to wear and I need to replenish the supply. Just bring them to the Northwest Building, and I'll happily take them off your hands. Adult sizes are okay, as some of the sixth graders can use them. Call Suzanne at x4-7293.

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.

OLD CELL PHONES:

Empty out your drawers...I am collecting old cell phones, any condition. The Knights of Columbus gives them to an organization that distributes them to battered women to call 911 in case of emergencies. Please e-mail John M. White at whitejm@washpost.com or call x4-5138.

ROOM FOR RENT:

Furnished private room and bath in lovely Arlington home. Convenient location, safe neighborhood, close to metro stations. \$650/month plus half utilities. Non-smokers only. Call Carol at (703) 271-5420 or e-mail cguzy@comcast.net.

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 (57-inch 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:

Volvo Wagon 740GLE, 1985, white w/ black rubber bumpers and trim, exterior in excellent cond., new VA inspection, good tires, 180K.Blue Book value \$1,250 - will sell for \$950 firm. Sony XM radio/cassette, maroon leather interior. Call David Daube at x6-1932 or (703) 494-0565.

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.