

# ShopTalk

January 26, 2006, Vol. 32 No. 2

Editor, Lisa O'Donnell Connors, x4-6803

## Community Involvement The 2005 Report

**2005** was a year that was defined in many ways by Hurricane Katrina. We were moved by the stories and photos we saw in The Post and many of us opened our wallets with generous donations and other aid to help Washington Post Company colleagues on the Gulf Coast who lost their homes.

Public Relations Department will also publish a comprehensive report for readers and community organizations next month. For more information, contact the Public Relations Department at x4-7969.

### Education

The Post honors exceptional local educators with two awards: the **Agnes Meyer Outstanding Teacher Award** was presented in April and the **Distinguished Educational Leadership Award** for principals was presented in November. These awards recognize the front-line educators of students in kindergarten through high school in the metro area's 19 public school districts and the private school sector. **The Vincent E. Reed Principals Leadership Institute** provides principals with a series of management and leadership workshops.

Every month the newspaper also hosts a **superintendents' lunch** that provides an opportunity for

these local education leaders to collaborate and network.

The Post celebrated the 18th anniversary of the **Eastern 500 Club** and the newspaper's partnership with the District's Eastern High School. Each semester, The Post provides \$500 in college scholarship money to Eastern students who earn all As and Bs on their report card. Last year, 20 Post employees supported the 40 students who were part of the Eastern 500 Club as a mentor or program committee member.

It was a year that was also defined by The Post's unwavering support of our local communities, building upon a legacy of championing education, the arts, literacy, and health and

human services. With the support and resources of The Post behind us, we volunteered our time, walked miles, baked cookies, wrote checks and applauded our neighbors who make a difference. And it defined who we are as a member of the community.

This issue of ShopTalk provides a summary of The Post's community involvement in 2005. The



**Pat O'Shea,** News, with **Imani Diggs,** a student at John Ross Elementary School at the Everybody Wins! program lunch held at the Northwest Building last spring.



The third place winner of The Post's Newspaper In Education (NIE) 2005 Hispanic Heritage Month Art awards was Bernard Yves A. Baqalso from Kenmore Middle School in Arlington. Bernard was an evacuee from Thailand after the December 2004 tsunami and then again from New Orleans after Hurricane Katrina.

PHOTO PROVIDED BY NEWSROOM

PHOTO PROVIDED BY NIE



Assistant Managing Editor of Sports **Emilio Garcia-Ruiz** (far left) and national champion skater **Michael Weiss** congratulate a student athlete at the All-Met Awards luncheon in May.

The Post also supports the Eastern 500 Club through its business-side **summer internship program**. Five Eastern High School students joined 36 undergraduate students from colleges across the country to gain valuable hands-on experience with some of the country's top newspaper industry professionals.

The Newsroom has been involved for eight years with **Everybody Wins!**, a national nonprofit literacy program that promotes reading to young children. In 2005, 70 Newsroom staff devoted their lunch hours to reading to students at John Ross Elementary School in Northwest D.C.

Across the river in Virginia, Springfield Plant employees continued their **partnership with North Springfield Elementary School** by sponsoring a "student of the quarter" awards program and funding field trips to museums and historic places.

In March, The Post and **Howard University Partnership** sponsored a political literacy forum and expo, "To Vote or Not to Vote? That is the Question!" held at the University. In addition, several Post employees were featured speakers at the

university. The Post and Howard University have worked together since 1982 toward the goal of creating a pool of talented and diverse candidates for newspaper and media industry positions.

Thirty-one local educators, including teachers, principals and administrators were awarded the opportunity to travel abroad and participate in language and cultural studies through the newspaper's **International Teaching Fellowships**. In

partnership with the embassies of France, Italy, Japan and Spain, the fellowships enable educators to be immersed in the language and culture of these countries. The fellowships are awarded through a rigorous application process that attracts hundreds of applicants.

Highlights of the Newsroom's nationally renowned **Young Journalists Development Program** (YJDP) during the 2004-2005 school year include the introduction of two new mentoring programs, a revived partnership with Georgetown University, and training on design and layout for students and teachers involved in the high school newspapers. This is just a fraction of the high school and college programs that YJDP implemented which

assisted 769 students and supported 55 high school newspapers.

The **Newspaper in Education** (NIE) program continued to thrive last year with 790 teachers in 550 schools using The Post as a teaching tool in their classroom. Close to 48,000 daily and Sunday newspapers were delivered to schools through NIE, which was funded 95 percent by The Post's Vacation Donation program. NIE also continued its partnership with the Ford



And, they're off! More than 1,100 kids participated in the Healthy Kids Fun Run.

Motor Company for the Hispanic Heritage program that includes an art contest. Elementary school students participate by creating a likeness of an Hispanic-American who has made a contribution to society. The winning entries were displayed at a reception held at the Northwest Building in November.

The **Grants in Education and Grants in the Arts** provides funds to teachers for creative classroom programs that are not covered by school budgets. In 2005, The Post awarded 77 Grants in Education and 106 Grants in the Arts for a total of \$84,615.

Olympic and National Champion ice skater Michael Weiss was the keynote speaker at the 21st Annual **All-Met Teams Awards** Luncheon in May. More than 900 people attended the event honoring outstanding local high school ath-

**Genevieve Lynch** (center), *Production*, walking in the National Race for the Cure with her daughters *Jennifer* and *Sharon*.



letes and coaches who have been named to The Post's 29 All-Met teams and three outstanding coach categories.

## Community Initiatives

The Post's **Speakers Bureau** program was successfully relaunched in 2005. The program provides Post staff from the Newsroom and business-side departments to be featured speakers at no charge to education, nonprofit and civic organizations. Post staff spoke at close to 500 events and gatherings, providing readers and community leaders with valuable insight on topics ranging from transportation to international politics.



**Ylan Mui**, *Financial*, speaks at a U.S. Department of Transportation event in May.

PHOTO PROVIDED BY U.S. DOT

visitors in 2005 to get an up close look at how the newspaper is produced at the Northwest Building and College Park and Springfield plants.

Mary's Center was the recipient of the 2005 **Be An Angel** program in December. Readers and employees generously donated cash and essential items such as strollers and thermometers to the District-based nonprofit that serves a multicultural population with a focus on working families who do not have health insurance.

The Newsroom's annual **Cookie and Book Sale** in December raised \$9,558 for N Street Village, an organization that assists homeless women in the District.

Columnist **John Kelly** reached out to readers in 2005 to support The Post's in-paper fundraising initiatives for the **Children's Hospital Campaign** and the **Send a Kid to Camp Campaign**. Through his column in the Style section, Kelly provided moving personal accounts of the kids who benefit from these campaigns. As a result, he raised more than

\$500,000 to fund a week at summer camp for at-risk children and close to \$400,000 for families who could not otherwise afford the healthcare at Children's Hospital.

*Members of The Post's "Buy a Post" team that participated in the Hoops for the Homeless event included (l-r) Kerry Flagg, Kevin Hicks, Chris Farrell, Fred McNeil (kneeling) and David Fields.*



PHOTO - NEKEIDRA MASON

The 11th Annual Workshop on Best Practices in Nonprofit Management was held at the newspaper's Northwest D.C. headquarters in June. More than 200 representatives of area nonprofits attended



PHOTO - DAVID JONES

**President and General Manager Steve Hills** talks to a student who attended his lecture at Georgetown University, as part of the **Speakers Bureau** series in partnership with the school.

the workshop that concluded with the presentation of **The Washington Post Award for Excellence in Nonprofit Management** to the Higher Achievement Program located in the District.

## Community Service and Contributions

Employees generously opened their hearts and wallets to assist community organizations that help our neighbors at risk and in need. In 2005, The Post supported 341

nonprofit organizations through the **Contributions** program. Through the **Matching Gifts Program**, 452 nonprofit organizations received 609 donations totaling \$515,879 from 358 participating



PHOTO - RUBEN RODRIGUEZ

**Eric Grant**, director of public relations and contributions, and **Betsy Johnson** (right) executive director for the Center for Nonprofit Advancement present The Washington Post Award for Excellence in Nonprofit Management in June to **Maureen Holla**, executive director for the Higher Achievement program.

Readers again flocked to the annual **Readers' Day** event, which took place in October at the College Park Plant. Close to 1,300 readers took the opportunity to tour the plant and meet Post staff from several departments. The newspaper's weekly tour series welcomed 3,575



employees. Employees, retirees and distributors pledged more than \$150,000 during the annual **United Way Campaign** and The Post made a corporate donation of \$225,000.

The **Healthy Kids Fun Run** had all the heroic feats of stamina as the Marine Corps Marathon – in miniature. More than 1,100 kids partici-



PHOTO – DAVID JONES

High school seniors at a rehearsal for the performance of "One" from a Chorus Line in The Washington Post's Annual Music & Dance Scholarship Awards

pated in the event that takes place on a one-mile segment of the marathon. Presented by The Post, it was the first year the run took place at the same time as the marathon.

A Post team of 99 staff, friends and family participated in the **Komen National Race for the Cure®** that was held on the National Mall in June. As the community sponsor of the 5K race/walk, The Post ran a series of in-paper ads and hosted team captain events. According to an article in Metro, nearly 50,000 people participated in the race and raised \$2.8 million for breast cancer research.

It was a sweaty, hard-fought victory for The Post's Circulators team that won the 2005 **Hoops for the Homeless** basketball tournament in April. The charitable tournament, presented by Freddie Mac and sponsored by

The Post raised more than \$800,000 to raise awareness and prevent homelessness in the metro area. The Circulators were one of four Post teams that played in the daylong event.

Continuing its outreach to our area's diverse communities, The Post sponsored a number of festivals in the fall and spring, which, in most cases, attracted more than 10,000 participants. The festivals included **Fiesta D.C.**, the **Hispanic Festival**, the **Black Family Reunion** and **La Feria de la Familia**.

## Arts and Literature

The **Fourth Annual Washington Post Music and Dance Scholarship Awards** had a near sell-out crowd at the Warner Theatre in November. More than 1,400 students and parents attended the event that showcases the music and dance talents of local high school seniors. With an essay and grade point average taken into consideration, 12 of the 147 applicants were each awarded \$1,500 in college scholarships.

Washington area high school theater was celebrated at the Sixth Annual **Cappies** gala held at the



PHOTO – RICHARD TERMINE

A scene from the Shakespeare Free For All program's performance of "A Midsummer Night's Dream." The free arts program takes place every summer at the Carter Barron Amphitheater.

Kennedy Center in June. **Cappies**, which stands for the Critics and Awards program, is supported by The Post with a training program for student critics and their reviews are then published in the Extras. Fifty local high schools participated in the program in 2005.

Each year, the **Weekend's Weekends** series of free summer concerts attracts close to 13,000 music lovers to the Carter Barron Amphitheater.

Washington theater is supported by The Post through its sponsorship of the **Stages for all Ages** program and **Imagination Stage** in Bethesda. In 2005, President and General Manager Steve Hills presented **The Washington Post Award for Innovative Leadership in the Theatre Community** at the Helen Hayes Awards.

The Post also sponsored several book festivals and library programs in 2005, including the **Frederick County Library System's Harry Potter book release party** in July which attracted more than 1,500 wizards of all ages. Other events included the **Capital Bookfest**, the **National Book Festival** held on the Mall in September, and the Howard County Library System's **Evening in the Stacks**. ■



PHOTO – LISA BOLTON

The C. Burr Artz Public Library in Frederick County was transformed in July to celebrate the publication of the new Harry Potter book. The Post sponsored the book release party.