

ShopTalk

March 23, 2006, Vol. 32 No. 10

Editor, Lisa O'Donnell Connors, x4-6803

Destination Versus Distraction *Post Partners on National Campaign*

The Post is partnering with the Newspaper Association of America (NAA) and newspapers across the country for a campaign that runs throughout 2006 to promote newspaper advertising as a "destination, not a distraction."

Launching this week, the campaign will be supported by The Post with branded in-paper ads targeting advertisers and media buyers. The campaign is supported by media research that shows that readers seek out ads in newspapers, versus other types of media where ads are felt to be more of a distraction.

The national advertising campaign is part of the industry's efforts to focus on the strengths of newspapers and to quell advertisers' concerns about declines in circulation and the proliferation of other advertising vehicles. According to the NAA, national advertising in newspapers reached \$8 billion in 2004, accounting for just over three percent of all national advertising in the U.S.

"We believe that this campaign is good for The Washington Post and good for the industry," said Publisher **Bo Jones**.

The campaign's theme will also be incorporated into the Advertising Department's sales presentations and customized with market and customer specific information.

"The power of the campaign is that newspapers across the country will be speaking with one voice that

this is the place where people go for news and information, and for advertising messages," said **Keith Michel**, the marketing manager coordinating The Post's participation in the NAA campaign.

He added that the campaign builds upon The Post's ongoing message to advertisers that the newspaper, as well as its online ([washingtonpost.com](http://www.washingtonpost.com)) and niche subsidiaries (*Express* and *El Tiempo Latino*), are the area's most used and most effective advertising sources.

For example, according to information provided by Marketing's research group from a 2005 study conducted by Scarborough Research, two out of three Washington area adults (65 percent) recall looking at ads in The Post in the past 30 days, a higher share than any other local advertising media. In addition, nine out of 10 adults who saw advertisements in The Post in the past 30 days took action as a result.

For more information about the "Newspaper Advertising, a Destination, Not a Distraction" campaign go online to the NAA Web site, www.naa.org. ■



New Faces



Andy Gallagher



Amy Gardner



Dana Gerk



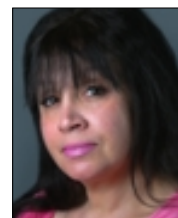
Ed Guzman



Kevin Halligan



Kelly Johnson



Evan Kriss



Anna Miller



Stephen Norris



Dionne O'Neal



Yogesh Patel



Mikel Quarles



Andrew
Schneider



Tomoeh
Murakami Tse



April
Umminger



Theresa Vargas



Leslie Waugh



Jenny Villanueva
Wojcikowski

ANDY GALLAGHER, Marketing, joined the research group as a copywriter/analyst earlier this year. He was previously a marketing research analyst at *USA Today*. Gallagher holds a BA in English from James Madison University. His favorite pastime activities include travel, tennis and basketball.

AMY GARDNER, News, recently joined Metro's Loudoun County Bureau as the new government and politics reporter. She came to The Post from the *Raleigh News & Observer*, where she covered family issues and the North Carolina governor's office. She has also worked for the *Daily Press* in Newport News, Va. and the *Corning Leader* in New York. Gardner earned a

BA in history from the University of Pennsylvania. In her spare time, she enjoys running, cooking and camping.

DANA GERK, Circulation, was named retail sales analyst last month. She was previously a legal researcher for GSI/Thomson. Gerk has also worked for Newspaper Services of America and Catavo, Inc. She holds a BS in business administration from Marquette University in Milwaukee, Wis. Her interests include sports, movies and music.

ED GUZMAN, News, was recently hired as a copy editor for Sports. He came to The Post from the *New York Times* where he had been a staff editor since 2002. Guzman also worked for the *Portland Ore-*

gonian as a reporter and copy editor and interned for the *Sporting News* in Saint Louis and the *Times*. He holds a BA in history from Stanford University and enjoys playing guitar.

KEVIN HALLIGAN, Advertising, joined the Jobs team earlier this year as an advertising service representative. He came to The Post from the Fund for Public Interest Research where he was a fund allocator. Halligan has a BA in economics and a BA in Spanish from Penn State University. He enjoys skiing and reading.

KELLY JOHNSON, News, was hired as a copy editor for the Foreign Desk earlier this year. She was previously a news copy editor for the *Portland*

Oregonian. Johnson is a graduate of the University of Nebraska where she earned both an MA and BA in journalism and a BA in English. Her interests include yoga and hiking.

EVAN KRISS, News, is the new photo editor for The Washington Post Magazine. She had been the picture editor for the *New York Times Magazine* for 12 years. She has also been the editorial coordinator for *Outtakes* magazine, and has held photo editing positions at *Time* magazine. Kriss earned a BA in art history from Barnard College at Columbia University. In her spare time, she enjoys road trips on back roads, travel and music.

ANNA MILLER, Advertising, became a service representative for the special industry unit (real estate and automotive) earlier this year. Prior to coming to The Post, she was a marketing traffic coordinator for the *Charlotte Observer*, in addition to other positions. Miller also worked for the *State* newspaper in Columbia, S.C. Miller attended the University of South Carolina and enjoys baking and cooking.

STEPHEN NORRIS, News, is a new reporter for Sports. He was previously an intern at *MLB.com* and the *Colorado Springs Gazette*, as well as a freelancer for the *Seattle Post-Intelligencer*. Norris holds a BA in communication from Washington State University. He enjoys basketball and jogging.

DIONNE O'NEAL, Advertising, is a recent addition to the Jobs team as a telephone sales representative. She was previously a customer representative for Kiehl's. O'Neal is pursuing a degree at Howard University where she is majoring in advertising with a minor in graphic design. Her hobbies include golf and skiing.

YOGESH PATEL, Accounting, has joined the telecharge group as a senior staff associate. He previously worked for McMaster Carr Supply Co. Patel has also worked for Chesapeake Circuits, Cineplex Odeon Theaters and Circuit City. He holds both a BS in finance and a BS in business administration from the University of Maryland. In his spare time, Patel enjoys bowl-

ing, golf and other sports.

MIKEL QUARLES, Advertising, is a new administrative assistant in Ad Ops. She came to The Post from the Federal Air Marshal Service where she was the administrative assistant to the assistant director. Quarles has also been a U.S. Army military police officer and worked for the U.S. Department of Justice. She enjoys outings with her children.

ANDREW SCHNEIDER, Marketing, has been named the manager for subscription retention programs. He came to The Post last month from Independence Air, where he was the manager for loyalty programs and partnerships. He has also worked for the Office of the Vice President in the domestic policy office and was the executive director for the American Chamber of Commerce in Macedonia. Schneider has an MBA from the Robert H. Smith School of Business at the University of Maryland and a BA in history and government from the College of William and Mary. He enjoys spending time with his family, as well as travel and politics.

TOMOE MURAKAMI TSE, News, is a new addition to the Financial Desk reporting staff covering residential real estate. She previously worked for *Newsday* in New York. Tse has also worked for the *Cleveland Plain Dealer*, the *Philadelphia Inquirer*, the *Miami Herald*, the *New York Times* and was an intern for TV Asahi in Tokyo. She earned a BA in political

science and communication from Stanford University. Her interests include skating, jewelry and puzzles.

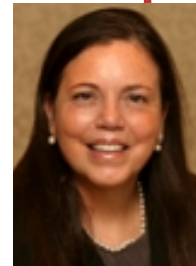
APRIL UMMINGER, News, recently joined Metro as a graphics editor. Prior to coming to The Post, she was a reporter for graphics and photography for *USA Today*. She has also worked for *washingtonpost.com* as a freelance reviewer for the Nightlife column and as a fashion designer in London. She holds a BA in English from the University of North Carolina where she was a visiting scholar in 2002. In her spare time, Umminger enjoys ballet and cooking.

THERESA VARGAS, News, joined Metro's Prince William County Bureau in January to cover the criminal justice beat. She had been a reporter at *Newsday* in Long Island, N.Y. since 2001. Vargas holds an MS in journalism from Columbia University and a BA in sociology from Stanford University.

LESLIE WAUGH, News, was hired recently as a copy editor for Metro. She was previously a copy editor for the *Raleigh (N.C.) News and Observer* and has also worked for the *Free Press* in Kinston, N.C. and the *Philanthropy Journal* in Raleigh. Waugh earned an MA in journalism from the University of North Carolina and a BA in comparative area studies from Duke University. Her hobbies include yoga and exploring area dining opportunities.

JENNY VILLANUEVA WOJCICKOWSKI, Advertising, came to The Post last month as an account manager for *El Tiempo Latino*. She had been a project manager for U.S. Airways. Wojcikowski has also been the manager of the media program at the National Campaign to Prevent Teen Pregnancy and a media buyer for BBDO ad agency in New York. She earned a BA in journalism and communications from New York University. In her spare time, she is learning Polish to communicate with her husband's family in Warsaw.

CANDY LEE was named last month to the new position of president of Washington Post Loyalty Services. She had been a consultant to The Post since last May, developing a business plan to improve subscriber retention and solidify relationships with existing and new advertisers. She reports to President and General Manager **Steve Hills**. Prior to coming to The Post, she had been the president of United Airlines Loyalty Services, publisher at Harlequin Enterprises and president of Troll Communications. Lee earned her BA from Harvard University and is currently working on her doctorate at the University of Pennsylvania.



Candy Lee

EAP Info on *Intraned*

APS, The Post's Employee Assistance Plan (EAP), provides an online version of "In Touch," a quarterly newsletter with answers to common questions related to EAP. You can find the newsletter on the Human Resources channel on *Intraned*. Look for the channel on the left side of the *Intraned* home page.



Summer Childcare Options

If you missed the Summer Care and Camp Open House on Tuesday, you can still get information on a number of quality programs and camps. Call 1-800-777-1720 toll-free for a customized search of programs and camps close to where you live.

Eastern Interview Workshop

The Post held an interview skills workshop at Eastern High School on Thursday, March 16 to provide juniors and seniors with support for college and job placement. The curriculum was developed by **Cliff Kayser**, assistant manager, Organizational Development and Training. The students focused on the key types of information collected during an interview and the behavior exhibited by interviewees and examined by interviewers. They were then placed on teams and asked to interview candidates for job placement and collegiate admittance, and accept or reject applicants based on the information they gathered in the interview process.

The workshop is part of The Post's Eastern 500 Club program supported by the Public Relations Department.

Washington Post Employee Golf Tournament

Monday, May 15

Potomac Ridge - The Ridge and The Meadows
15800 Sharperville Road, Waldorf, Md. (301) 372-1305

8:00 a.m. Registration

8:45 a.m. Shotgun start

\$75 per person, includes: morning coffee, greens fee, cart, use of practice facilities, lunch and player's gift.

****Softspike® facility, Proper golf attire required**

Format: four-person captain's choice

Prizes: (All prizes paid in Atlantic Golf dollars) First place team, second place team, third place team, men's longest drive and closest to the pin, ladies longest drive and closest to the pin and door prizes.

Please sign-up as a foursome and return this form *and your entrance fee* to the contacts listed below by April 28. Checks should be made payable to The Washington Post. If you don't have a foursome, sign-up and you will be matched with other employees.

Name	Department	Phone #
_____	_____	_____
_____	_____	_____
_____	_____	_____

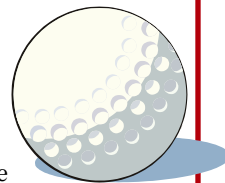
Contacts:

Rich Martin, Northwest at x4-7531

Bill Rhodes, Springfield at x6-1943

Greg Estep, College Park at x6-1284

* The tournament is open to employees, employee family members, retirees and Post affiliated company employees.



Marketplace

FOR RENT: Sunny corner apartment for five or six months while I am out of the country. It's a large efficiency in Dupont Circle, only 15 minutes walk to TWP. A few blocks from restaurants, stores, clubs and Safeway and furnished with books, antiques and love. Kitchen includes dishes, basic appliances, and many diverse cookbooks. Until March 24, I can be reached x4- 7558, after that (202) 462-3553 or kathrynwichmann@mac.com.

FOR SALE: Admiral clothes washer and electric dryer. White. Good condition. \$50 each or both for \$75. Possible delivery help from Rockville. Call Scott at x4-6761 or (301) 461-3600.

FOR SALE: Do you like jigsaw puzzles? I have about eight of them in perfect condition, no missing pieces, some boxes unopened. Can bring in to Post, or you can pick up at my house. Call Margaret at x4-4053.

FOR SALE: Four BR, two BA English bungalow for sale in Northeast DC. Near Catholic University and University of Maryland. One block from multiple bus lines. Huge yard. Built-in bookshelves. Double parlor. Big dining room. Offstreet parking. Sunroom doubles as studio or office space. 3009 Channing Street NE (off South Dakota Ave.) \$410,000. For more info, e-mail kalitam@washpost.com.

FOR SALE: Jugs instant screen for baseball. \$75. Call Martin at x6-2282 or (703) 866-5464.

FOR RENT: In Corolla, on North Carolina's Outer Banks, a newly-renovated, end-of-row townhouse. Three bedrooms, two baths, one loft, and a two-minute walk to the beach. Yes folks: No more sweaty ten-block trek with the stuff the kids wouldn't carry. Great ocean views, and surf sounds, from third-level covered deck. Access to tennis court and a small community pool. AC, wireless internet, and all the rest. Weekly price range: \$650 to \$895, depending on season. More info: Mike Ruane, x4-7346, or ruanem@washpost.com.

FOR SALE: For Washington Post history buffs - books: "The First 100 Years," hardcover (1977), "Keeping Posted - 100 Years of News," (1977), "Remembered Joys," (1977), and 125th Anniversary section (2002). All four for best offer. Call John Walker at x6-1171, or (301) 577-0489.

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.