

ShopTalk

October 5, 2006, Vol. 32 No. 24

Editor, Mario I. Oña, x4-6803

The Post's New and Improved Style Section

The Post's Style section is getting a face-lift and a few nips and tucks. All vanity aside, the game here is staying ahead of change. Executive Editor **Len Downie** explained that Metro, Business and Sports had already been "substantially revamped over the past year," and then added, "It just happens that the Style changes are occurring now."

Echoing Publisher **Bo Jones'** recent remarks about "continuing to pay close attention to what our readers are saying," Style Editor **Deborah Heard** said, "Style's main goal is giving readers smart, entertaining and enlightening content."

Then she added, "We're also investing more time in page design. We live in a dynamic and colorful world and we want our pages to reflect that. With my deputy,



Chris Richards, Style, with only a handful of the hundreds of CDs he sifts through to find the next juicy single. And that's before he starts downloading!

Steve Reiss, we continuously ask ourselves: 'Does this page pop?'"

The combination of catchier content and snappier layout is exemplified in the new Thursday-Friday-Saturday subsection "Style on the Go," headed up by **Lavanya Ramanathan**—"a terrific young editor from Metro," as

Heard described her. The page, which debuted on June 15, offers readers things to do in the Washington Metropolitan area.

Another change is the new daily TV grid, which first appeared on Sept. 18. Sunday Source and TV Week Editor **Debra Leithauser** said, "Our old grid was dated and our readers were asking us to include more cable channels." Leithauser said that her entire TV Week team worked hard on the new grid, especially TV Week copy editor **Brad Walters**, who designed and tested the grid, and TV Week editorial aide **Michelle**

Thomas, who researched what channels to add. A week after its debut, Leithauser's team also responded quickly and increased the font size after readers commented that the font was too small.

But it seems editors are not the only ones looking to make the Style pages "pop." Music critic **J. Freedom du Lac** who was hired because Heard believed readers would "immediately connect" with his "smart and fun" writing style and his popular weekly "Freedom Rock" chat on washingtonpost.com, wrote

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One of the many changes to Style: a new TV grid with 59 more cable channels.

WHAT'S ON TONIGHT													
For daytime and overnight listings, see Sunday's TV Week or www.washingtonpost.com/tv													
WASHINGTON BROADCAST													
	5:00	5:30	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
4	4	4	4	4	4	4	4	4	4	4	4	4	4
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New Faces

JEFF COX, Security, is the new Safety and Security Manager. He just qualified for his current position after retiring from the Prince George's County Police Department with "only" 20 years of service and "only" as the Deputy Chief of Police. Jeff holds a BS in Criminal Justice from the University of Maryland. His first arrest as a police officer came two hours into his first night on the job. He had to go to a Popeye's Chicken restaurant in Eastover, Md. for a disorderly customer. After the disgruntled subject chucked a few pieces of chicken at him, he made his first arrest. Another interesting arrest came after he pulled over a speeding motorist who then tried to flee. After catching him and discovering a gun under his seat, Jeff found out that the detainee had shot several people in the area the night before.

JACK DAUSMAN, Information Technology, joined recently as a senior system administrator after many Post employees knew him as a principal Domino and Notes trainer at ICI systems. Among other things, he will be doing the Blackberry server upgrade and the Domino and Notes 7 migration. He earned two MAs from Catholic University and Fuller Theological Seminary and a BA in general studies from the University of Kansas. Jack and his family spent their last holiday season at an AIDS orphanage in Nairobi where he provided pro bono IT support. But just because Jack's a nice guy, doesn't mean he can't hold his own. He's also a second-degree black belt in



Jeff Cox



Jack Dausman



BJ Johnston



Melissa Hodge



Julian Kivett,



Jim
McLaughlin



Rahul Razdan



Mingjie Wang

COURTESY OF MINGJIE WANG

from Amherst College and his law degree is from Yale. For fun, he's tackling Leo Tolstoy's 1,500-page "War and Peace," which is equally effective for intellectual growth as it is for building muscle mass by carrying it around. He's on page 177 and expects to be lugging it around a few more months.

RAHUL RAZDAN, Information Technology, recently joined The Post as an IT technician. He interned at The Post in 2004, while completing

his course work for a BS in Information Systems from the University of Maryland, Baltimore County. He earned his degree in 2005. Rahul enjoys tennis, volleyball and oil painting, but he also enjoys exercising for a cause beyond good fitness; he participated in the Make-A-Wish Triathlon last year.

MINGJIE WANG, Information Technology, is a new developer at The Post's Springfield Plant. He was a senior engineer at De La Rue Security Print and before that, he was a lead engineer at Rockwell Automation. Since electrical engineering isn't difficult enough, after Mingjie earned his MA in electrical engineering at Tsinghua University in Beijing, he then earned his MA in computer engineering from Ohio State University. He also plays soccer, enjoys swimming and roots for the Buckeyes' football team. ■

Kumdo, just in case.

BJ JOHNSTON, Training, was hired as a senior organizational development consultant. He was previously a senior consultant at Avue Technologies and has also been a sales training consultant. Before that, BJ was in the Air Force. His BA in business administration and degree in human resource development were earned at George Washington University. When he was growing up and wanted to become a gospel singer, he attended a summer music program taught by Elvis Presley's backup band. Between belting out some songs or joining the military, BJ opted for the choice that offered the slightly less fashionable haircut.

MELISSA HODGE, Financial Accounting, is NOT AN INTERN. ShopTalk inadvertently listed her and thanked her for her work as an intern on its Aug. 21 issue. She previously worked in furniture retail as an accountant. Her BS is from Hampton University (Va.) and her MBA is from Keller

Graduate School of Management in Arlington, Va. She enjoys taking photos with hopes of actually becoming a photographer. And she has a "small career" in freestyle rapping and reciting poetry to an audience made up exclusively of her one-year-old son. Melissa isn't ready to quit her day job just yet.

JULIAN KIVETT, Writer's Group, was recently hired as a client services coordinator. His previous experience includes being an assistant editor at Irish Emigrant Publications during his post-college internship in Dublin and Galway, Ireland. His BA in English is from Marymount University in Arlington, Va. While he enjoys writing, he hasn't written anything beyond "a few funny emails to some friends." He hopes to do some creative writing in the future. He's also an avid music listener.

JIM MCLAUGHLIN, Legal, recently joined as an associate counsel. He was previously an attorney at Zuckerman Spaeder, LLP in Washington, D.C. His "poli-sci" degree is

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his well-received 2005's 21 best music singles shortly after joining The Post.

"It's a very singles-oriented industry," explained du Lac before putting the spotlight on part-time Style copy aide and freelance writer

Chris Richards.

"The 'Singles File' column

was Chris's baby. He pitched it, kept pushing and finally got the editors to sign off on it. The thrust behind it was acknowledging the changing landscape in the pop world where singles have become important to consumers," added du Lac.

Richards who is also a musician said, "After we started scaling down on CD

reviews, we thought it might be good to get more artists in the newspaper by a doing a column on music singles."

Richards who also pushed to provide song samples to accompany online music reviews, added, "Interactivity with the Web site is also crucial."

While this is not an exhaustive list of changes to

Style or the newspaper, it clearly demonstrates that there is a culture of innovation and creativity from top to bottom and bottom to top in The Post newsroom. ■

Promotions & Transitions

JOHN MANDISH, Production, is the new assistant plant manager at College Park. He's been with The Post since 1993. He started his career as an independent newspaper distributor, where he earned the award of Prince George's County Distributor of the Year in 1996. He then became a zone manager and recently he has been instrumental in recruitment and training. John earned his double major in finance and transportation and



PHOTO - COURTESY OF JOHN MANDISH

John Mandish

also logistics from the University of Maryland and his MBA from Bowie State University. John has four sons: Jacob, Joel, John and Jack. He jokingly attributes it to "something in the Crofton (Md.) water."

MIKE BURKE, Production, recently became the new assistant superintendent at the Col-



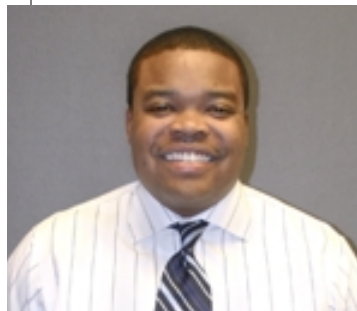
PHOTO - ALLAN MARTIN

Mike Burke

lege Park mailroom. He started at The Post in 1986 after four years in the Marines. In his previous position as an assistant superintendent at Springfield, he helped manage the transition from four to three-press night operations. He earned his BA in Literature from George Mason University. Mike and his wife, Heidi, have three sons who are active in swimming and judo. If Mike looks intimidating that's only because he was a Marine who served in Beirut in 1982 and 1983. And as they say: once a Marine, always a Marine.

KEVIN HICKS, Advertising, moved up from Community Advertising Unit representative to sales acquisitions representative. He's been at The Post for five years. He served in the Army as an ammo specialist and then as a logistics specialist during

the last year of his commitment. Kevin went to Morehouse College and worked on a degree in marketing. He's a self-proclaimed chef whose specialties include shrimp scampi and lamb chops. He loves to cook for family and friends and didn't shy away



Kevin Hicks

from the idea of a few hundred of his favorite Post colleagues crashing one of his dinner parties.

JEREMIAH MOODIE, Security, is a new shift supervisor. He started at The Post in January 2005. As a prior Guardsmark Security employee he received the World Class Service Leadership Award in September 2004 and the Guardsmark Security Officer Achievement Award in November 2004. He went to high school in Kingston, Jamaica.

Jeremiah likes to play cricket and soccer. ■



Jeremiah Moodie

COURTESY OF JEREMIAH MOODIE

Young Journalists Development Program Participant Wins Prestigious Award

Alan Weintraut, a teacher at Annandale (Va.) High School and an active participant in The Post's Young Journalists Development Program (YJDP) headed by **Athelia Knight**,

began in April 2000.

Post employees interested in volunteering to help high school newspaper staffs and advisers or assisting with YJDP seminars and workshops during

the school year, should contact Athelia Knight at 202-334-7132 or knighta@washpost.com or **David Betancourt** at 202-334-5469 or betancourt@washpost.com.

Schedule Change to The Post Northwest Building Tours

Tours of The Post Northwest Building will now be available on Mondays at 10 a.m., 11 a.m. and noon. Visitors should be at least in the fifth grade and groups cannot have more than 30 people. Tour requests should be sent in writing to **Ruben Rodriguez**, Public Relations. Contact him at: rodriguezr@washpost.com or 202-334-7218.

Reader's Day on Sunday

The annual Reader's Day will take place this Sunday, Oct. 8 at the printing plant in Springfield, Va., from 11 a.m. to 4 p.m. Take the free 45-minute walking tour and find out how The Post is printed. Also, meet Post reporters, staff from other departments and Ned the Newshound! To make a reservation for the tour or for more information, contact Public Relations 202-334-7969.



PHOTO - PERRY HECKER

Winners of the annual driver safety obstacle course (Left to right): Circulation drivers **John Colbert** (second place), **Rodrigo Saracuzza** (first place) and **Frank Douglass** (third place).

Springfield Plant Driving Contest

On Sunday, Sept. 10, Springfield held its annual driver safety seminar. Truck drivers from Circulation competed by driving through an obstacle course and completing a pre-trip inspection. Several representatives from the Penske Corporation were available to discuss safety issues with the drivers.

The Post Goes Green

With the rising costs in fuel, The Post is taking steps to save energy. Several restrooms throughout the building already have time-sensors installed. After 20 minutes of inactivity, the lights will go out. To help with this initiative, please turn off the following electrical devices in your spaces:

- Personal radios
- Space heaters
- Desk lamps/cubicle lights
- Office lights
- Other electrical devices, equipment or appliances

IT is requesting that you leave computers, printers and monitors

on. If you have any questions, please contact



Gary Corso at x4-5258.

Marketplace

FOR SALE: Jet 3 Captains style powered wheelchair. Sturdy, well-made with 300-pound weight limit. List price is over \$5600. Like new, used only once. Pick up at Leisure World in Silver Spring, Md. Asking \$1200. Contact Jill at x4-6256.

SHOP ONLINE: Are you looking for that special gift this holiday season? Visit my Web site at www.eshoptheworld.net. Experience one-stop shopping with direct links to over 700 of the finest stores and travel companies in the U.S. and Europe. Stores are divided into 52 categories. Your Internet shopping will be fun, easy and convenient, because we are open 7 days a week, 365 days a year. Contact Charles at x6-2628.

FOR SALE: White trim line AT&T phone \$10. White AT&T answering machine also available. Recently purchased at Best Buy. Contact Pat Priest at 703-916-2240 or 703-323-0794.

NEW MARKETPLACE DEADLINE: Noon THURSDAYS. Please include your name, extension and phone number. Ads are for Post employees only. Send ads to ShopTalk, seventh floor, or call x4-6803. To send ads via fax dial x4-4963 or to email send to shoptalk@washpost.com or anam@washpost.com. Ads run for two issues unless otherwise requested. One ad per employee. ShopTalk reserves the right to publish and edit all ads.



Teacher Alan Weintraut from Annandale High School in his element: going over newspaper layout with his students, Greg Rosenstein and Avery Adcock.

was recently selected as the Dow Jones Newspaper Fund's 2006 National High School Journalism Teacher of the Year.

Apart from bringing his students to many Post-sponsored YJDP workshops and seminars, Weintraut also oversees the A-Blast newspaper—voted the best high school paper in the country this past spring. The award-winning paper is printed at The Post's Springfield Plant under a partnership that

