

ShopTalk



February 15, 2007, Vol. 33 No. 6

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The Post and Its Community 2006 Report

In March 2006, The Washington Post Company was ranked the number one "most admired company in the publishing industry" by Fortune magazine. Among the eight criteria used, "social responsi-

Education

In 2006, The Post and its employees continued to embrace and champion education through its core programs like the **YOUNG JOURNALISTS DEVELOPMENT PROGRAM**, the **VINCENT E. REED PRINCIPALS LEADERSHIP INSTITUTE** and the **NEWSPAPER IN EDUCATION** program. It also recognized some of the region's best and brightest educators and students through the **AGNES MEYER OUTSTANDING TEACHER AWARD**, the **DISTINGUISHED EDUCATIONAL LEADERSHIP AWARD**, the **INTERNATIONAL TEACHING FELLOWSHIPS** and the **EASTERN 500 CLUB**.



PHOTO - LISA CONNORS

Since 1983, The Post has been honoring outstanding local teachers with the prestigious **Agnes Meyer Award**, named after Chairman **Don Graham's** grandmother who was a vigorous proponent of quality public education. **Kimberly Raines**, with Publisher **Bo Jones**, Vice President of Affiliates **Lionel Neptune** and **Graham**, was one of 20 teachers to receive the distinction in 2006.

Community Service and Contributions

The Post sponsored a host of events and festivals such as the **SPEAKERS BUREAU**, **READER'S DAY**, **BLACK FAMILY REUNION**, **HISPANIC FESTIVAL**, **KOMEN NATIONAL RACE FOR THE CURE®**, **FREDDIE MAC HOOPS FOR THE HOMELESS®** and many others. It also donated \$338,311 in employee matching gifts in addition to awarding 88 **GRANTS IN THE ARTS**

and 86 **GRANTS IN EDUCATION** for a total of \$79,772. Through its **CONTRIBUTIONS PROGRAM** a total of \$1,001,742 were donated to 358 nonprofit organizations. Individual employees also donated their valuable time. **TONY KORNHEISER AND MICHAEL WILBON'S CELEBRITY GOLF TOURNAMENT** generated a record \$252,000 for D.C. College

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PHOTO - DAVID JONES

Washington Post Music and Dance Scholarship contestants from all over the Washington metropolitan area, prepare for the awards night ceremony. Apart from giving 12 outstanding students \$1,500 scholarships each year, The Post also provides them with an outlet to showcase their talents.

bility" was one of them. While The Post embodied some of the other criteria and had many great accomplishments in 2006, including winning four Pulitzer Prizes, one of its crowning achievements was, and continues to be, its steadfast dedication to social responsibility even at a time when the newspaper industry undergoes a difficult transition.

Access Program. The newsroom collected and donated a record \$15,812.84 to N Street Village during its annual **COOKIE AND BOOK SALE**. Columnist **John Kelly** spearheaded the **CHILDREN'S HOSPITAL CAMPAIGN**, which generated close to half a million dollars in 2006, and has generated close to \$15 million since the initiative was started by columnist **Bill Gold** in 1947. One employee donated his time by traveling to Guatemala to install computers in a remote village while on vacation. And employees even donated blood—approximately 16 gallons—during the four blood drives in 2006.

Arts and Literature

In its fifth year, The Post once again produced the very popular **MUSIC AND DANCE SCHOLARSHIP AWARDS** at the

Warner Theatre. Apart from awarding 12 area high school students \$1,500 each for excellence in the performing arts, the show also provided all 148 participants a necessary outlet to showcase their talents. The Post also supported local theater and literature by once again sponsoring the **STAGES FOR ALL AGES**, the **NATIONAL BOOK FESTIVAL**, the **CAPITAL BOOKFEST** and The Post's own Book World continued to provide reader-meet-author events through its Book Club—they held their **BOOK CLUB LUNCHEON** and celebrated the 10th annual **POET'S CHOICE EVENT**.

This issue of ShopTalk provides a summary of The Post's community involvement in 2006. A more comprehensive annual community report will be available next month. ■



Chairman **Don Graham** makes the rounds during an **Eastern 500 Club Luncheon**. The Post program, which entered its 20th year in 2006, is a partnership between the newspaper and the District's Eastern High School. It provides \$500 in college scholarship money per semester to Eastern students who earn all As and Bs. Additionally, participating students are required to attend various Post-sponsored workshops aimed at preparing them for life after high school. Students are also paired up with mentors made up by volunteer Post employees. In Eastern 500's 20 years, close to \$2.5 million have been awarded in scholarship money to 1,241 motivated students.



PHOTO - JULIANNE SIMPSON

Annandale High School (Va.) teacher Alan Weintraut, who was selected as the Dow Jones Newspaper Fund's 2006 National High School Journalism Teacher of the Year, goes over newspaper layout with his students, Greg Rosenstein and Avery Adcock. Weintraut and his students who put together the A-Blast high school paper (voted the best high school paper in 2006) are just a few of the approximately 800 students and advisers that make up The Post's nationally renowned **Young Journalists Development Program (YJDP)**. YJDP, which started with only three participating high schools during the 1997-1998 school year, now has 61 local high schools actively involved in various events aimed at bolstering education and careers in journalism. The Post, through YJDP, has provided over \$360,000 in college scholarships since 1999. The program relies heavily on the newspaper's volunteers. In 2006, The Post had a total of 112 dedicated volunteers.



PHOTO - DAVID JONES

In 2006, The Post began hosting the **"Being a Black Man"** town hall meetings at churches and civic locations throughout the Washington metropolitan area. Above, staff writer **Wil Haygood** takes a few one-on-one questions from a young attendee. Approximately 2,500 people from the community participated during discussions held in 2006, which also accomplished the goals of the 34-year-old **Speakers Bureau**. The bureau, which was revamped in May 2005 and offers the community numerous opportunities to meet and discuss various subjects with Post journalists and business executives, celebrated a staggering 1,000 speaking engagements since its 2005 rebirth.



Post columnist **John Kelly** and assistant **Julie Feldmeier** gladly accept a collective donation of \$3,355 during the annual **Children's Hospital Campaign** from **Dan Simpson**, Circulation. Close to half a million dollars were collected during the 2006 year-long campaign. Since its start in 1947, the campaign has generated over \$15 million for the hospital.



Every year *The Post* opens its doors to the community during its annual **Reader's Day** event. The event alternates between the two printing plants in Springfield, Va. and College Park, Md. and gives the community a chance to meet some of *The Post* staff and tour the plant. Here, Post photojournalist of 36 years, **Gerald Martineau**, teaches Cub Scout **Matthew Kern**, 10, how to operate a high-powered camera. A total of 1,300 visitors stopped by. Additionally, *The Post* welcomed 3,293 visitors who made reservations to tour the Northwest facility and its two plants during scheduled weekly tours throughout 2006.



PHOTO - SHELLEY DRAHEIM

In addition to the many events *The Post* sponsors as an organization, many of its employees also take up individual causes. Former corporate newsletter editor **Lisa Connors** facilitated a feature-writing workshop for members of Girl Scout Troop 2559 from Burke, Va. The Girl Scouts above are holding up their favorite sections of *The Post*. Another employee, **Bart Solowiej**, took vacation time to travel to Guatemala to install 23 computers. While another employee, **Diane Reeder**, encouraged her colleagues to grow out their hair, cut it off and donate it to an organization that makes wigs for women undergoing chemotherapy.



PHOTO - RUBEN RODRIGUEZ

Post celebrity sports columnist and co-host of ESPN's "Pardon the Interruption" **Michael Wilbon** introduces Magic Johnson during the annual **Freddie Mac Hoops for the Homeless** fundraiser, which *The Post* also sponsors. The three-on-three basketball tournament drew over 10,000 people and raised \$900,000 for homeless children and families in 2006.



PHOTO - CARRIE MORSE

The Post sponsored the annual **Komen National Race for the Cure** for the ninth consecutive year and despite the inclement weather, the newspaper also had a team of over 100 participants (made up of employees and their families and friends) participate in the 5K race geared at raising funds to eradicate breast cancer.



Post reporters (left to right) **Monica Norton**, **Dion Haynes** and **Theola Labbé** with D.C. Public Schools Superintendent Clifford Janey during the 10th annual **Vincent E. Reed Principals Leadership Institute (PLI)**. Each year, approximately 20 local principals are selected from 100 applicants to undergo the program started by the program's namesake and education luminary **Dr. Vincent E. Reed**. In 2006, 19 advisory board members, made up of PLI alumni, prominent educators and school superintendents, picked the new class and will mentor them through out the year-long program.



PHOTO - BRYAN CORDOVA

During the 25th annual **Hispanic Festival** in Adelphi, Md., *The Post* was on hand to celebrate the start of Hispanic Heritage Month. Apart from sponsoring the event, the newspaper also had columnist **Marcela Sanchez**, **Jackie Alvarado** from Sports and **Aurora Gonzalez**, Public Relations, meeting and greeting festival attendees. With her newborn baby girl, **Sophie Ana Bender** in hand, **Sanchez** answered questions and talked to anyone who stopped by *The Post's* booth.



PHOTO - DAVID JONES

The Post had several reporters and employees available at the 21st annual **Black Family Reunion** on the National Mall. Reporters **Theola Labbé** and **Robert Pierre** and **Nagita Sykes**, IT, spent part of their day talking to passersby and answering questions.



Acclaimed writer Erik Larson signed autographs during *The Washington Post's* first **Book Club** luncheon. Though the Book Club routinely offers the community opportunities to meet famous authors like John Updike and Isabel Allende, this marked the first time the event was held during lunch. Earlier in the year, Book Club celebrated its 10th anniversary of its popular Poet's Choice event by inviting former U.S. Poet Laureates Rita Dove and Robert Pinsky and Edward Hirsch, poet and president of the Guggenheim Foundation.

PHOTO - MARVIN JOSEPH



Visionary educator, former D.C. Public Schools Superintendent and former Post Vice President **Dr. Vincent E. Reed** understood that the success of a school rests heavily on the shoulders of its principal. With *The Post's* full support, he developed the **Agnes Meyer Award**, the **Grants in the Arts/Education**, **Principals Leadership Institute**, which now takes his name, and the **Distinguished Educational Leadership Awards**, which recognizes superb principals in the area.

PostScripts



PHOTO - JOHN MANDISH

(Left to right): **Duncan Hite, Tom Fox and Jim Ryan** from College Park's mailroom celebrate their accomplishment.

College Park Safety

The College Park mailroom, lead by Superintendent **Allan Martin**, recently held its 2006 fourth quarter safety celebration. Production work centers celebrate quarterly when their group has no Occupational Safety and Health Administration (OSHA) recordable injuries. College Park's mailroom did not have any OSHA recordable injuries in 2006. Production (at both plants) finished the year with an impressive 49 percent reduction in injuries since 2005.

Got Story Ideas?

Submit them through our confidential suggestion boxes located in Northwest Building (right outside Health Center) and at both plants. If you have any suggestions for other story ideas or questions that you would like to see answered in ShopTalk, let us know. We'll get the questions to the right folks and get a print a response in a future publication. Several requests and suggestions have already come in and we're working on them. Keep 'em coming! Contact x4-6803 or onom@washpost.com or

shoptalk@washpost.com with any questions.

Can't Sleep?

If you find yourself tossing and turning and counting sheep on a quest for elusive sleep, you are not alone. Approximately 70 million people in the U.S. have a sleeping problem. In fact, the majority of American adults don't get

the recommended 8 hours of sleep a night. As part of APS Healthcare's continuing effort to promote the Employee Assistance Program (EAP), tip sheets titled, "Sleep Awareness" are available to employees. EAP is committed to being "Healthy Together" and is available 24 hours a day, seven days a week at toll-free (800) 765-0770.

Marketplace

GET TICKETS: Tickets for the Servicemembers' Legal Defense Network (SLDN) Banquet on Saturday, March 24 at the National Building Museum available to Post employees. Tickets are \$87.50 for the dinner, program and auction. Contact Christopher Janson at x4-5690. For more on event or SLDN organization visit: www.sldn.org.

FOR SALE: 2001 Kubota 4WD tractor (model BX2200) with power steering; Diesel engine, 60 in. mower deck, turf tires, Kubota front loader/bucket, 234 hrs. Excellent condition—garage kept. Asking \$10,500. Contact Chris at x6-1982.

FOR SALE: Large, executive style oak desk. Good condition. \$100. Contact Gayle at x4-7764 or 301-570-9032.

FOR SALE: GE-XL44 self-cleaning oven and gas range stove, model JGBP79. Range hood included. In good condition. Asking \$285. Pick-up from seller's house. Contact Michelle at x8-1722.

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 onom@washpost.com. Ads run for two issues unless otherwise requested. One ad per employee. ShopTalk reserves the right to publish and edit all ads.