

# ShopTalk



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## And the Oscar Goes to... The Post!?

**W**ell, not quite. Every year, The Post's Public Relations department receives approximately 100 requests to allow some form of The Post to appear on the silver screen. In some cases, it's a

2006's finest movies.

During the opening minutes of "Flags of Our Fathers," nominated for two Academy Awards and a Golden Globe, two days after the late Associated Press photographer Joe Rosenthal took his memorable Iwo Jima photo, a presidential aide

gers on the fateful Sept. 11 morning is flipping through The Post. He quickly flashes the front page to reveal a portion of the "Washington Post" logo.

Nominated for five Academy Awards and a Golden Globe, The Post also makes its presence in "Blood Diamond". A fictitious Post reporter appears with best actor and best supporting actor nominees Leonardo DiCaprio and Djimon Hounsou.

Though not exactly Academy Award material, a mock-up Post also appears in the comedy/drama, "Man of the Year" starring Robin Williams, with the headline reading: "Comedian To Run For President."

Other movies that received permission, but at press time, ShopTalk was unable to confirm if The Post was used, are "The Good Shepherd" and "The Good German," both nominated for an Academy Award, as well as "Evan Almighty," "Night at the Museum" and "The Ringer." Various TV shows were also granted permission, including "Oprah" and "The West Wing." ■

**Aurora Gonzalez** contributed to this story.



fictitious Post reporter making a cameo appearance and in other cases it's either an actual or mock-up copy of the newspaper taking the spotlight. Whatever the circumstance, The Post made some guest appearances in some of

brings a copy of the February 25, 1945 Washington Post with the famous photograph on the cover to President Franklin D. Roosevelt.

In "United 93," nominated for two Academy Awards including "Best Director," one of the passen-

# New Faces



**Deep Adke**



**Paul Chang**



PHOTO - LUCIAN PERKINS

**Tim Curran**



**Brian Giganti**



**Steve Klimek**



PHOTO - BILL O'LEARY

**Anne Kornblut**



PHOTO - JULIA EWAN

**Brenna Maloney**

**DEEP ADKE**, Marketing, has joined The Post as a senior media planner. She was previously a senior marketing analyst at America Online. Prior to that, she was a business analyst for Hewlett Packard in Germany. She earned her MS in engineering management from the University of Dayton (Ohio). Deep, whose full name is Deeplaxmi (pronounced Dee-pluck-shmee) is a global professional in the most literal sense. Apart from Europe and North America, she's either worked, interned or studied in two other continents: Asia and Australia/Oceania. She holds a BS in engineering from the University of Mumbai (India) and a post-graduate diploma in strategic management from University of Waikato (New Zealand). She would consider a position in Africa. Antarctica? Not so much.

**PAUL CHANG**, Accounting, is a new accounts specialist. Before The Post, he worked at Government Channels Group as a purchasing and accounts receivable specialist. He has a BS in communications from Old Dominion University (Va.) and an AS from NOVA Community College (Va.). Paul is not a real estate novelist, but an avid road-tripper. He's visited almost all southern major cities in the U.S. and is making plans to hit northern cities in 2007 just because.



**Claudia Méndez**



**Chris Rukan**



**Brian Verhoeven**

**TIM CURRAN**, News, is The Post's new politics editor. He was previously the editor of Roll Call newspaper—a publication known for award-winning congressional and campaign coverage. He is expected to play a key role in The Post's 2008 campaign coverage. Tim is a native South Carolinian, but grew up in Virginia and graduated from William and Mary College (Va.). When Googling him, be aware he shares the same name with a famous surfer. They are not the same person.

**BRIAN GIGANTI**, Advertising, recently joined The Post as a new accounts manager in "Jobs." He was previously a manager at High Point Farm catering. Brian holds a BS in kinesiology from the University of Maryland. Brian is preparing to run, ride and swim his first triathlon in June to benefit the Leukemia and Lymphoma Society. Yes, his photo was taken on Ash Wednesday.

**STEVE KLIMEK**, Marketing, is a new cross-category marketing analyst coming to The Post from Singapore Airlines, where he was a regional corporate accounts manager. He's also worked in international trade finance and business development. He earned his master's degree in international management from the University of California, San Diego and his BA in journalism and public relations from the University of North Carolina at Chapel Hill. Steve has freelanced for various sports publications and while he is not actively pursuing it, he is interested in getting back into it. He partially attributes his travel to 26 countries to working at Singapore Airlines, but mostly to "masterfully" using his frequent flyer miles and having "an extreme tolerance for less-than-comfortable traveling conditions." And he's not done yet. His top five places (actually seven) to still visit: Australia/New Zealand, South Africa, anywhere in the Middle East, Hawaii and Peru/Brazil.

**ANNE KORNBLUT**, News, is a national reporter who is coming to The Post after gaining experience at the New York Times as a Washington correspondent and working in the Boston Globe's D.C. bureau. She also worked at the New York Daily News. She majored in U.S. history at Columbia College in Columbia University (N.Y.). Anne has a schnoodle (schnauzer-poodle) puppy named Oscar, who is currently staying with Anne's mom in Durham, N.C. Anne hopes to have him back soon, when she's not on the road as much.

**BRENNA MALONEY**, News, returned to The Post as a feature graphics editor for the Food, Home and Health sections. She worked as a graphics editor at National Geographic for approximately a year. Before that, she was The Post's Metro section graphics editor for eight years. Brenna has a bachelor's degree from Butler University (Ind.) and a master's degree from Michigan State University. She's happy to be back at The Post and said that she "just got too homesick."

**CLAUDIA MÉNDEZ**, Writer's Group, just started at The Post as a client services coordinator. She was previously a staff aide for Congressman Brad Sherman (D-Calif.). She was also a

communications intern at D.C. United. She earned her BA in Latin American studies from Hofstra University (N.Y.). Claudia loves sports, particularly soccer, which she thinks should be called football, since it's a "more fitting name for the sport." At Hofstra, she played lacrosse and now she thoroughly enjoys pay-per-view fights. She's counting down the days until the Floyd Mayweather Jr. vs. Oscar De La Hoya bout on May 5 in Las Vegas.

**CHRIS RUKAN**, News, is now the sports layout editor. He was formerly the sports design director at the Palm Beach Post and prior to that, the assistant sports editor at the Orlando Sentinel. He's won awards for his special section designs and daily page portfolio. He majored in journalism at Southern Connecticut State University. He has a special knack for memorizing "curious bits of trivia," but forgetting things like his parents' phone number. Chris admits playing basketball badly (as in not good) and "tinkering with technology." And by tinkering, he means "trying to get it to do things it was never intended for."

**BRIAN VERHOEVEN**, IT, is a new information architect. Before The Post, he was an information architect at ICF International. He also worked as an instructional technology mentor at the Strom Thurmond Boys and Girls Club Leadership Institute at Clemson University (S.C.), where he also earned his MA in professional communication. His BA in English is from Virginia Tech. Brian enjoys hiking, camping and cycling. Last year, he rode in the Seagull Century cycling competition amidst 35 mph winds and torrential downpours. He called the experience a "blast." ■

## Bringing the World to The Post

Almost two dozen diplomats, including eight ambassadors attended a lunch meeting held at The Post's Northwest building on Feb. 26. Several times per year, The Post's International Advertising division, headed by **Amer Yaqub**, hosts events that provide



*Ambassador Hussein Hassouna, League of Arab States, and author John Shaw exchange business cards after Shaw discussed his first two books: "Washington Diplomacy" and "The Ambassador."*

a networking opportunity for international partners. Author John Shaw was invited to discuss his two books, the aptly titled "Washington Diplomacy" and "The Ambassador."

According to Yaqub, the events are designed to "forge relationships with diplomats and other influential people in Washington with the ultimate goal of securing advertising." He added, "When we

first started doing these types of events on a regular basis two years ago, we hardly knew anyone. Now many of them are familiar faces and not coincidentally, also customers."

Past speakers have included news editors, the head of Pew Research, the author of a book on nation branding, President and General Manager **Steve Hills**

and Washington Post Company Vice President **Pat Butler**, who was also in attendance. After becoming aware of Shaw's books, Yaqub felt he would be an ideal guest speaker. Yaqub contacted Shaw and invited him to attend. Advertising administrative assistants **Marianna Burgess** and **Annie Hayes** were instrumental in making the event happen. ■



*Washington Post Company Vice President Pat Butler and Vice President and General Manager Tomonori Ishii, ANA North America, talk after lunch.*

## Pep Rally in the Multipurpose Room



*Sports editor and guest cheerleader Emilio Garcia-Ruiz gives Marketing and Advertising folks a run down of 2007 sporting events they should be excited about.*

Marketing held its Sports Marketing Tip Off 2007 on Feb. 28. The event is designed to "fire-up" Advertising about the advertising opportunities in the Sports section throughout 2007. Sports editor **Emilio Garcia-Ruiz** was asked to discuss the various sporting events that might present invaluable opportunities for advertisers. He broke it down sport by sport. In baseball, for example, he predicted that the Nationals will probably not have a great season, but that

moving to the new stadium, which according to his sources looks to be on track, should provide an excellent advertising hook. He also said that the recent news of Tiger Woods bringing a golf tournament back to the District should also have people very excited. Garcia-Ruiz concluded by saying that the newsroom would work closely with Advertising to ensure their ad placement objectives are met. ■



(Left to right) Eastern High School 500 Club member Delonte Moore, Publisher **Bo Jones**, Vice President of Affiliates **Lionel Neptune** (Moore's mentor), and 500 Club member Denisha Dempster with her mentor, **Brenna Child** (Human Resources), holding a hula-hoop before a team-building exercise.

## Eastern 500 Club Luncheon

On Feb. 22, Eastern High School's 500 Club members, who have already participated in two Post workshops in 2007, came to the Northwest building for their first luncheon of the year. Apart from giving the students an opportunity to meet and bond with their Post mentors, **Peter Joseph**, Training, also put on a team-building exercise prior to lunch. After lunch, the students, mentors, Chairman **Don Graham**, Publisher **Bo Jones** and several other guests from the community listened to Metro reporter **Theola Labbé**. Among other useful advice, Labbé urged the students to simply "apply, apply and apply." She added, "I got this job by applying for it and to this day, I still need to apply for different assignments and opportunities."

## Daylight Savings Time Change

This year daylight savings time starts three weeks earlier on March 11 and ends one week later on Nov. 4. It is

working diligently to patch all computer and electronic equipment that calculates dates and time to ensure that all equipment shifts seamlessly on the correct dates. Post employees should be aware that their Lotus

Notes calendar and Blackberrys may be affected. Once the patch is installed, it should reflect the correct times in Lotus. IT recommends typing the correct meeting time on the subject line of each entry. Blackberry users will be contacted directly before March 11. Contact x4-HELP (4357) or email IT Help Desk Staff with any questions or concerns.

## ShopTalk Box Q&A

The following questions were turned into the ShopTalk suggestion boxes located at the Northwest building (outside Health Center) and at both plants:

**Q:** Can a Post employee suggest a fellow employee to be considered for a Eugene Meyer Award?

**A:** Absolutely. Folks should feel free to commend or recommend anyone at any time. There's no formal way to do so, and a simple e-mail to Publisher Bo Jones is a start. Names of possible winners often come from people in all departments of the paper.

**Q:** Can you let us know ahead of time when ShopTalk will not be running?

**A:** Yes, ShopTalk will inform its readers when it will not be running, the week prior to not running. As a general rule, ShopTalk doesn't usually run when there is a

Post-observed holiday.

**Q:** Is there a standard day or time of day that the monthly book drop off in the Northwest cafeteria takes place? Where do the books come from?

**A:** (Provided by Book World's **Chris Schoppa**) They are books that publishers sent in the hopes of getting them reviewed or noticed. Often, multiple copies come in, so any extras go right on the book cart. Book World keeps about three months' worth in the book room. When it's time to make space, those books hit the carts, too. We also donate a large bulk of the books we receive to charity. I would say more than we distribute free to the building.

As for the book cart schedule, there's nothing specific. It depends on how fast the book cart fills and how quickly I need to make space for more. I have started a new rotation. If the cart goes to the cafeteria one week (usually about 2 p.m.), the next week it will be left up on the fourth floor between Book World and News IT for the night crew. I've received a lot of requests from evening people to have access to the books, and thought it was a fair move to make.

Next week: a run down of some of the great suggestions ShopTalk has received that we intend to implement in the coming months.

## Marketplace

**FOR SALE:** Tickets available for Suitland Center for Visual and Performing Arts' presentation, "Beethoven and Stravinsky." The event will take place on March 14 at 7:00 p.m. at the Annabelle Ferguson auditorium at Suitland High School. For more information contact Jamie at x4-5030.

**FOR RENT:** Vacation for a week at Plantations Resort in Myrtle Beach, S.C. Two bedrooms, two full baths, full kitchen and living room with sofa bed. Sleeps up to six people. Master bedroom has jacuzzi. Resort is on golf course and beach is just a short shuttle ride away. Also available is a lockout hotel suite that sleeps four additional people; has own kitchen and full bathroom. \$850 for both units or \$700 for unit without the lockout suite. Available March through mid May. Summer possible. Contact Joe at x6-1994. Unit rents from Sunday to Sunday.

**FOR SALE:** Cold at the keyboard? Banish freezing fingers in the office with a pair of chill-chaser handwarmers. Assorted colors, 100 percent wool, will keep your mitts toasty and leave fingertips free to fly across the keys. See samples at the fourth floor TV Week pod, call Kathy at x4-7388 or 301-972-4595. Email: [KMBCreations@aol.com](mailto:KMBCreations@aol.com)

**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 the SLDN organization visit: [www.sldn.org](http://www.sldn.org).

**FOR SALE:** Vacation week in Villas at The Boardwalk. This is a beautiful ocean-front resort in Virginia Beach. Check-in on Friday, Aug. 3 and check-out on Aug. 10. One bedroom, two sofa beds and kitchen; sleeps up to six people. Amenities include: indoor pool, Jacuzzi, gym and restaurant. Asking for \$750. Contact Trinh at x4-4021 (leave a message between 7-11 p.m.).

**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](mailto:shoptalk@washpost.com) or [onom@washpost.com](mailto: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.