

ShopTalk



March 15, 2007, Vol. 33 No. 9

Editor, Mario I. Oña, x4-6803

Washington Post Live to Go Live

Washington Post Live, the daily sports round-table interactive show, will debut on Comcast SportsNet (CSN) on March 19 at 5:00 p.m. The high-energy TV talk show hosted by

CSN anchor Russ Thaler and featuring Post sports writers and columnists will also air simultaneously on *washingtonpost.com*.

The Post had tried something similar several years ago with Home Team Sports, a sort of precursor to CSN. The show was eventually pulled. Understandably, when the idea for the new show was

broached, Sports editor **Emilio Garcia-Ruiz** was a little skeptical. "My first thought was, 'been there, done that,'" he admits, before adding that the "coolest thing"



A digital recreation of the Washington Post Live studio in Bethesda, Md.

now will be the ability to run professionally-taped segments of the show with corresponding stories on *washingtonpost.com*.

Garcia-Ruiz also sees it as an opportunity to build the fan base of "cyber-hybrid" journalists like Sports columnist and blogger **Dan Steinberg**. Garcia-Ruiz explained he would appear occasionally, but that "this was for the writers, because Comcast Sports-Net is

gonna want our writers who have first-hand knowledge of what's going on in sports in Washington." He closed by reiterat-

ing: "This time it will be unbelievably different. They have a new set. They have a full-time host. It's just a different sort of deal—much more professional."



The show's producer, Andy Siegel, from CSN explained that while a good portion of the show will come from inside the Bethesda studio, there will be "live interviews from games, practices and events."

CONTINUED ON PAGE 3

**Washington Post Live
debut on
Comcast SportsNet:
Monday, March 19
at 5:00 p.m.**



Sports columnist **Dan Steinberg**, who runs the popular D.C. Sports Bog (like a blog, but tighter) on *washingtonpost.com*, will appear regularly on *Washington Post Live*.

PHOTO - JONATHAN NEWTON

PHOTO - BROADCAST DESIGN INTERNATIONAL

In Memoriam

Honoring Mary Lou Beatty

WASHINGTON POST FILE PHOTO



Mary Lou Beatty, surrounded by other editors and reporters (including then Executive Editor **Ben Bradlee**), works on the national desk the night of the 1972 election.

Publications director of the National Endowment of the Humanities (NEH) and the second woman to become a Post assistant managing editor, **Mary Lou Beatty**, 73, died on Feb. 7 of complications from cancer. During her 20 years at The Post, she left a legacy behind of not only being a knowledgeable reporter and

editor, but also a patient and tactful mentor who took the time to train young reporters. Here are some excerpts from the obituary that staff writer **Patricia Sullivan** wrote (published in The Post's section B, page 9 on Feb. 9, 2007):

- *Ms. Beatty was a calm, careful editor whose deep knowledge of current events, history and politics*

gave her both context and authority, useful when dealing with either rookie reporters or world-famous writers.

- *She commissioned and edited work by such well-known public figures as playwright Arthur Miller, professor Henry Louis Gates Jr., historian David McCullough, U.S. Chief Justice William H. Rehnquist, Nobel laureate Czeslaw Milosz and poet Gwendolyn Brooks.*
- *Ms. Beatty directed stories on civil rights, the Apollo space program, political conventions, the Chapquiddick incident, the Pentagon Papers and the politics of the Watergate scandal.*
- *She launched the Weekend section in 1977, which*

proved so successful that the paper created four more tabloid sections.

- *In 1983, she left The Post to co-found the Washington Woman, a monthly magazine with a circulation of 40,000. She was publisher and editor until it folded four years later.*
- *She participated in ongoing protests against the all-male Gridiron Club in the 1970s. She was elected president of the 600-member Washington Press Club in 1972 and suggested that she be sworn in on a copy of the Pentagon Papers. (The club, formerly the Women's National Press Club, was started in response to the prohibition against women in the National Press Club and the Gridiron Club.)* ■

Newspaper in Education Week

Last week was Newspaper Association of America's Newspaper in Education (NIE) Week, which usually occurs during early March to coincide with the National Education Association's Read Across America, which commemorates Dr. Seuss's birthday (March 2). Educational service representatives **Chris Janson** and **Stella Jackmon**, Circulation, visited a total of seven schools and provided various lessons to demonstrate to teachers how they can implement the newspaper

into their teaching curriculum. Janson, for example, visited Springfield Estates Elementary School in Virginia. After showing a class of 27 fifth-graders a 15-minute video about how The Washington Post newspaper's daily production, he walked the students through a workshop on developing a lede. Using the current day's KidsPost section in Style, he had students find the five W's of journalism.

After Janson explained the concept of the story conference, he had the students conduct a mock one and develop stories as if they were reporting on events at their school.

The students appeared to be engaged in the exercise and their teacher, Ms. Deborah Leopere, was supportive and attentive throughout the session. ■



Chris Janson, Circulation, leads a class of fifth-graders at Springfield Estates Elementary School through a session on how to develop a story.

He also said that while Post writers will be the “primary panelists,” Siegel hopes to expand the guest roster to include other journalists, athletes, entertainers and even politicians, adding: “We hope to have as many unique ‘voices’ in the show as possible, so if there are opportunities to hear from interesting people—we’ll do so.”

Steinberg, who runs the popular “D.C. Sports Bog” blog on *washingtonpost.com* will be a regular panelist and will co-host a weekly roundtable about sports blogs. Always one for self-deprecating humor, Steinberg said, “I will do my usual thing, which is wander about Washington sporting events asking stupid questions and generally demeaning the Washington Post brand name. Except now, I will have someone following me with a video camera.”



COURTESY OF COMCAST SPORTSNET

Comcast SportsNet anchor and reporter Russ Thaler will host Washington Post Live.

Steinberg thinks the show might turn a few more folks on to his blog and hopes to “become slightly more famous than my current level of fame, which is zero.” Admittedly “ripping off” a line from the Wil-heiser sports locomotive, which incidentally will not have a part in the TV show, Steinberg concluded, “My personal goal is to humiliate and embarrass myself as little as possible and somehow

maintain my career.”

Marketing Vice President **Margaret Cromelin**, who along with CSN’s Scott Langerman and WPNI’s John Alderman brokered the deal, said, “It’s a great way to showcase Washington Post sports writer talent and extend the profitability of our journalism.”

Siegel finally added, “The concept of a strong talk show is something Comcast SportsNet prides itself in. We believe in strong sports talk and partnering with newspapers that have strong journalists. Obviously, the Post fits this bill.”

The show will air every Monday through Friday from 5:00 p.m. to 6:30 p.m. ■

CSN’s Stephanie Offen contributed to this story

“It’s a great way to showcase Washington Post sports writer talent . . .”

— Margaret Cromelin

Principals Leadership Institute Session 3

On March 1, the third Principals Leadership Institute (PLI) session was held at the Northwest building. Over 30 area principals participated. Guest lecturer Dr. Joseph A. Aguerre-bere Jr., president and CEO of the National Board of Professional Teaching Standards led the eager students through a session on teaching methods and certification. Past sessions have included demographic trends in the D.C. metropolitan area, value-based leadership and defining the perception of their respec-

tive schools. After completing the rigorous four-session course, the principals will be recognized with a certificate on March 26.

The PLI advisory board comprised of PLI alumni and various other members of the education community, where also present to guide and mentor the principals. Many PLI alumni have gone on to win The Post’s Distinguished Education Leadership Award and some have gone on to become Washington, D.C. area school superintendents. ■



Role reversal: Principal Timothy Healey, Osbourn Park High School (Va.) becomes a student during the third Principals Leadership Institute seminar.



ShopTalk suggestion box located outside Health Center, next to elevators.

ShopTalk Box Suggestions

Apart from using ShopTalk suggestion boxes to get questions answered by the powers that be, Post employees have also offered great suggestions and story ideas. Here are some of the suggestions we have received and intend to implement in future ShopTalk issues (in no particular order):

1. "Where are they now" segment profiling the lives of past Eugene Meyer Award

winners or former Post employees doing something very interesting or unique.

2. Behind-the-scenes look at Post employees who appear on TV and do interviews.
3. Getting advice from the experts (i.e. asking Bob Woodward for advice on interviewing, Steve Hills on negotiating a deal, Mike Clurman on buying a computer, etc.).
4. Include stories of "how it used to be" from retired Post employees and E-Streeters.
5. Post or Post Company trivia contest.
6. Do a profile on The Post's national bureaus.

And the most requested suggestion/story idea:

How do others at The Post live? Doing a series on all the departments and what a typical day might look like (if there's such a thing as a typical day for a Post employee).

Daylight Savings Time Aftermath: "Nothing Out of the Ordinary"

That's the word according to **Bill Liberti**, director of IT Client Services. After speculation and concern that lead many media outlets to dub the annual springing forward of clocks, "mini Y2K," the event proved to be just like Y2K in that it was mostly much ado about nothing. To be fair, Liberti and his staff worked diligently to ensure various patches were installed and systems were reconfigured to account for the annual clock

change occurring three weeks earlier than normal. Liberti added, "We had to manually adjust some PCs and Macs as well as servers that use older operating systems. We are also hearing of some calendar entries and meeting invitations being off by an hour; therefore, we continue to advise our clients to put the time in the subject line of the calendar entry to be sure, at least until April 1." If anyone needs assistance, contact x4-4357 or send a message to "IT Help Desk Staff."

They're almost here!!! Who are they? What do they want? Why are they coming here?

Relax.
It's just **PostPoints**
and they come in peace.
More details next week.



Marketplace

FOR RENT: Beach House: 3BR, 2BA, 1-loft, end-of-row townhouse in Corolla, on North Carolina's Outer Banks. Three-level home within sight and sound of surf: 2-min. walk to beach (5-min. walk to shops/supermarket). Third-level covered deck to watch sunrise/moonrise over ocean. Plus: wireless internet, cable TV, community pool and tennis courts. Sleeps seven. Contact Mike Ruane at x4-7346.

FOR HIRE: Know an elderly person in need of a live-in, home health aide in Montgomery County? Cheerful, hard-working, sense of humor, good cook. Wonderful lady cared for my father years ago. Contact Susan at x4-5032.

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 RENT: Share Townhouse in Silver Spring, Md. w/ owner. Furnished room. Quiet area. Near public transportation. Reserved parking. Looking for non-smoker and pet-friendly person. Deposit required, but negotiable. \$550 per mo. includes all utilities and cable TV. Contact Marie at 301-384-1012.

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 SALE: Vacation week in Villas at The Boardwalk. This is a beautiful oceanfront resort in Virginia Beach. Check-in on Friday, Aug. 3 and check-out on Aug. 10. One bedroom, two sofas 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 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.