

ShopTalk

April 5, 2007, Vol. 33 No. 12

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PostPoints Program Launches *What Employees Should Know*

By now, most Post employees are probably familiar with the massive PostPoints marketing campaign that kicked off last week. Employees—subscribers and non-subscribers—can participate in the program and start accumulating

An exclusive launch of PostPoints for employees is scheduled for Tuesday, April 10 in the Northwest building auditorium from 2:30 to 4:00 p.m. Employees will have a chance to see the TV spots, listen to the radio spots and view the print and online advertisements, while enjoying a snack. Employees can also have their picture taken with the Post Points character as well as register to win 10,000 points.

Depending on your subscription status, you will be eligible to join the program as a Platinum, Gold or Silver member. Each tier has its own perks.

Points can be earned in many different ways, including doing community service and shopping at participating PostPoints partners.

All home delivery subscribers will receive a welcome package with a PostPoints member card during the month of April.



The PostPoints link is at the top of washingtonpost.com's newly redesigned homepage.

For more details about how you can earn points, how you can redeem them and the privileges of being a member, visit the PostPoints website: washingtonpost.com/postpoints.

You can also send any questions to ShopTalk: shoptalk@washpost.com or onom@washpost.com. ■

PostPoint #0001 participates in a promotional game during the second quarter of the Wizards' game against the Raptors. Had the Wizards collected a few extra "Points," they might have won in overtime.



Marketing's **Rodney Johnson** and **Linda Haskins-Wrenn** nab a PostPoint at the Verizon Center during a promotional event.

points towards thousands of rewards ranging from "immediate gratification" gift cards to "dream reward" trips and cruises that may take longer to accumulate. Registration in the program started on April 4 and can be done online.



Movers and Shakers

Post Earns 15 Design Awards

The Post received 15 awards from the Society of News Design for various 2006 design and graphics entries. During the annual competition, more than 13,800 entries were sent in worldwide. The Post's News desk, News Art, Sports and the magazine were recognized.

In addition to 14 awards of excellence, a silver award for a full-page map depicting all robberies committed in the District from January

through September 2006 was awarded. Four of the awards were given to the series "Being a Black Man." Finally, a special award of excellence was presented for general use of graphics.

Here is a list of the awards and credits:

Robberies
Information Graphics
Mapping
Silver Award

"Being a Black Man"
News Design/Page(s)
A-Section/Broadsheet
Award of Excellence

"Being a Black Man"
Special coverage/Single subject
Award of Excellence

"Being a Black Man" (Poll)
News Design/Page(s)
Inside page/Broadsheet
175,000 and over
Award of Excellence

"Being a Black Man"
Reprints
Award of Excellence

Bellwethers: The Battle for Congress
News Design/Page(s)
A-Section/Broadsheet
Award of Excellence

Information Graphics
Use/staff
Award of Excellence
News Staff

North Korea's Big Test
Information Graphics
Breaking News
Award of Excellence

A Civil War Foretold
Information Graphics
Charting
Award of Excellence

Election 06
Special news topics
Editor's choice, local/regional
Award of Excellence
News Desk
News Art

Election 06
Special coverage/Sections
No ads
Award of Excellence
News Desk Staff
News Art Staff

Line of Separation
Information Graphics
Mapping
Award of Excellence

The Changing face of Dupont Circle
Information Graphics
Non-breaking news/feature
Award of Excellence

Turin Preview
Special coverage/Sections
With ads
Award of Excellence

Getting to Know Garry Trudeau
Magazines
Cover design
Award of Excellence

Note: List of winners by name will be available on Intranet.

Virginia Press Association Journalism Competition

Metro had seven winners in the 2006 Virginia Press Association journalism competition:

Mary Otto—1st place in the Feature series category for "Baby in the Balance."

Donna St. George—2nd place in the Features series category for "Limbs Lost to Enemy Fire, Women Forge a New Reality."

Marc Fisher—2nd place in Column Writing.

Brigid Schulte—2nd place in Feature writing portfolio category for "Virginia Parents Trying to Unadopt Troubled Boy."

Alec MacGillis—3rd place in Government writing category for "Federal Agencies' Outward Migration Irks Area."



PHOTO - BILL O'LEARY

The city of Najaf, south of Baghdad, is the site of one of the holiest mosques for Shiite Muslims. Pictured, Anthony Shadid files by moonlight and satellite modem on a hotel rooftop.

Anthony Shadid Recognized

The Arab American Institute Foundation (AAIF) will honor The Post's Pulitzer Prize-winning foreign correspondent Anthony Shadid during their ninth annual Kahlil Gibran "Spirit of Humanity" Awards gala on April 25. According to AAIF, Shadid is being recognized for his "unique ability to humanize societies in crisis for an American audience." Past gala participants have included President Bill Clinton, boxing legend Muhammad Ali and recording artist Sting. The event will take place at J.W. Marriott Hotel on Pennsylvania Avenue and will begin at 5:30 p.m. For more information visit: www.aaiusa.org or call 202-429-9210.

The Principals Graduate

Ian Shapira—3rd place in Education writing category for “How Bad Do You Have to Go? At Some Schools, It’s Bathroom Breaks vs. Grades.”

Metro Staff—3rd place in General News writing for “Officer Fatally Shot Outside Police Station” Bylines: **Tom Jackman** and **Lisa Rein**. Staff Writers contributing to report were **Karin Brulliard, Michael Alison Chandler, Timothy Dwyer, Maria Glod, Ernesto Londoño, Alec MacGillis, Candace Rondeaux, Ian Shapira, Theresa Vargas, Martin Weil**, and staff researcher **Bobby Pratt**.

Note: *Legal administrator Caitlin Gibson, Metro administrator Tina Alva and Metro administrative news aide Terence McArdle were instrumental in submitting the nomination packets.* ■

Twenty area school principals attended and participated in the fourth and final daylong session required to obtain their certification for completing The Post’s Vincent E. Reed Principals Leadership Institute (PLI) on March 26. Past PLI alumni, Distinguished Educational Leadership Award winners, regional and associate superintendents and other education leaders comprise the advisory board, which also attends the seminars to offer insight and counsel the PLI Class of 2007. Consultants Mary Jane Bullen and Cliff Kayser from The Values Collaborative began the final session with leadership training.

After lunch, Dr. Freeman A. Hrabowski, president of the University of Maryland in Baltimore County, gave a riveting lecture designed to empower and motivate the principals to become better leaders and educators. He challenged the principals to bounce ideas off each other, maintain their new network of PLI colleagues and encouraged them to continuously ask their teachers to explain difficult concepts to them, noting: “To be an effective teacher, they should be able to put things in layman’s terms.”

Following Dr. Hrabowski, Public Relations Director **Eric Grant** congratulated the class of 2007 inductees and thanked the advisory board, before distributing certificates of completion and appreciation to both groups.



Dr. Freeman A. Hrabowski leads area principals through their final seminar before their completion of the Principals Leadership Institute curriculum.



Mayfield Intermediate School Principal Jeff Abt, a past PLI alumni and Distinguished Educational Leadership Award winner, receives a “certificate of appreciation” for his role as an advisory board member for the PLI Class of 2007.



PLI Class of 2007 (top) and the class joined by the advisory board and program organizers and consultants (bottom).

Education Fund for Bill Grant's Sons

Anyone interested in honoring the late *washingtonpost.com* Sports editor **Bill Grant** can donate funds for the college education of his twin sons, Andrew and Christopher. Bill and his wife **Tracy Grant** (KidsPost editor) established a savings plan and donations will be deposited into that account. Cash or check donations should be sent to **Lexie Verdon** or **Rajiv Chandrasekaran** in the newsroom. Checks should be made out to T. Rowe Price. The Post has agreed to a one-time match for any donations from Post employees, but you do not need to fill out any matching gifts forms. Although this is a big help to a Post colleague, this is not a tax-deductible contribution. Contact Lexie at x4-7458 with any questions.

EAP Tip Sheet

Laughter and humor are two powerful tools that help people cope and get through threatening situations. Looking at life's situations with a sense of humor and laughter provides perspective and

helps keep things in balance when life seems unfair. As part of APS Healthcare's continuing effort to promote the Employee Assistance Program (EAP), a promotional tip sheet titled, "Build Humor into Your Life" is being distributed throughout The Post. Ask your managers, if you would like a copy or email ShopTalk: shoptalk@washpost.com. Remember, EAP is committed to being "healthy together" and is available 24 hours a day, seven days a week at 800-765-0770.

CommonWealth One Federal Credit Union Notes

- Take advantage of April car sales. Rates as low as 5.49 percent APR (60 months) lowered exclusively for these sales.
- No haggle-no hassle car sale on April 13 and 14 at George Mason University Patriot Center. Get a \$50 Gas Card with pre-approval and purchase.



PHOTO - DAVID JONES

Martha Lequeux, director of Human Resources, and Vice President **Mike Clurman**, Operations, toast during her farewell lunch. Lequeux worked at The Post for 10 years and will be heading to the Howard Hughes Medical Institute to be their director of Human Resources.

- Credit Union auto loan network sale during April. Visit www.cualn.com for list of participating dealers.
- For more information visit Hiba Abdelkarim at the Northwest building branch site or call: 703-823-5211 (x7675).

early diagnosis for this disease that affects one in eight women. Bado is walking in memory of her cousin who died last year at the age of 48, leaving behind a husband and three young children. Bado is looking to raise \$1,800 required to participate. Anyone interested in sponsoring her can do so directly through the website: www.avonwalk.org. After clicking on "donate" and Washington, D.C., "type in "Marjorie Bado" as participant. Contact Marjorie at mbado007@hotmail.com.

Walking for Cancer

Marjorie Bado, a part-time nurse at College Park's health center will be participating in the Washington D.C. AVON Walk for Breast Cancer on May 5 and 6. The event raises funds designed to find an

Marketplace

FOR RENT: Woodbridge (Va.) townhouse: 3 BR, 2 full and 2 half baths, finished basement with fireplace, large deck, patio, fenced backyard, washer and dryer. Security deposit required. Available now! \$1,600 per month (includes cable). Contact Bernard at 703-307-1800

FOR SALE: EPSON Stylus CX3200 all-in-one printer/copier/scanner. Excellent condition and plenty of ink cartridges to go with it! Contact Jennifer at x4-7248.

FOR SALE: Light oak, 3-piece queen bedroom set, includes: mattress, 7 drawer/2 cabinet, 2 drawer hutch. Asking \$450 for set. Also available: purple over-sized chair \$50, Phillips 27-in. flat screen and DVD recorder \$250. Contact Nagita at x4-4808

FOR SALE: Oak student desk with two drawers. Asking \$50. Contact Isabel at x4-4796

FOR SALE: Games for XBOX 360. Game is brand new! NBA 07 Live for \$35. Contact Linda at x4-5257.

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.

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