

ShopTalk



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Editor, Mario I. Oña, x4-6803

Post Advertising And The Sunday Source(rer)

Knowledge is key and generating advertising revenue is not too shabby either. So when President **Steve Hills** and Vice President **Katharine Weymouth**, Advertising, approached Advertising sales manager **Brian Gilman** to devise a plan to increase advertising revenue in the Sunday Source, Gilman put his thinking sorcerer's hat on, sought out two colleagues: account managers **Carolyn Monroe** and **Noelle Wainwright** and they collectively came up with an idea: use a cultural phenomenon like J.K. Rowling's hugely successful Harry Potter series and make it fun.

"We wanted to come up with something that would spark the interest of our sales people to go out and sell [pitch it to advertisers] the Sunday Source," explained Gilman. "The three of us started talking and came up with doing something related to Harry Potter because most people were familiar with it

and it was a play on words with the Sunday Source and sorcerer."

Sunday Source Editor **Deb Leithauser** was asked to address the "students (advertising sales representatives)" at the "Postwarts School of Witchcraft and Sunday Source Sales Wizardry" (a play off the Hogwarts School from the series) and provided them information about Sunday Source readership, its mission, upcoming editorial content and new features that reps can

use to entice advertisers.

"The line between adver-

tising and editorial needs to clearly be respected, but I was happy to tell the ad reps about the new editorial ventures the Sunday Source is undertaking," said Leithauser.

In Leithauser's absence (she's currently at Duke University for a month-long fellowship), Sunday Source Deputy Editor **Suzanne D'Amato** said that two features that were discussed at the event were: EcoWise, a weekly look at different aspects of the eco trend; and a new fashion and shopping column that will launch in November, as an extension to the TrendSpotter page.

Though, the quarter and year-end results are difficult to predict, Gilman said,

Sunday "Sorcerer" Deb Leithauser (Sunday Source editor) elevates a room full of advertising sales representatives with information about Sunday Source that could be useful in spellbinding potential advertisers.



PHOTO - JANELL MUHAMMAD

Not quite the Bloody Baron or the Grey Lady—the house ghosts of the Slytherin and Ravenclaw Houses at Hogwarts Academy. Instead, capped account managers Carolyn Monroe and Noelle Wainwright from the Postwarts School of Witchcraft and Sunday Source Sales Wizardry, who were zapped... er tapped by Advertising sales manager Brian Gilman, to help develop a creative and fun way to promote advertising sales in the Sunday Source.

"We saw almost immediate results. Right away, Costco and Books-A-Million—who hadn't advertised with us before—started advertising."

Gilman concluded, "What I don't want to make it sound like is that this collaborative effort is something new. The relationship between sales and editorial has never been stronger." ■



PHOTO - JANELL MUHAMMAD

Promotions & Transitions

TRACY GRANT, News, will become the new Weekend editor in early September, after five years of being the KidsPost editor. Before becoming



PHOTO - JULIA EWAN

Tracy Grant

the second KidsPost editor, she helped start PM Extra and launch the continuous news operation, which today works hand-in-hand with *washingtonpost.com* in providing 24-hour news coverage and updates. During her tenure in continuous news, she

covered no less than the 2000 election, 9/11, Operation Enduring Freedom and the Sniper, leading her to jokingly write in her bio that after that she “needed a job with more stress.” Tracy came to The Post from the Miami Herald in 1993.

JON DENUNZIO, News, is moving across the river to become the new Sports editor at *washingtonpost.com*. At The Post, he covered high



PHOTO - MELISSA CANINAROZZI

Jon DeNunzio

school sports since 2000 and was a key player in pulling off the special All-Met sports sections and annual accompanying luncheon that recognizes the area’s top athletes. Though he graduated from the University of Virginia in 1991, he was reporting on high school sports for the Charlottesville Daily Progress long before. After the Progress, he worked at Potomac News, before joining The Post in 1994. Apart from covering over 300 D.C. area high schools and managing a staff of over 30 people, he edited soccer coverage and con-

tributed heavily to the World Cup blog last summer.

MARYLOU TOUSIGNANT, News, will take over as KidsPost editor, after being **Tracy Grant**’s deputy editor for four years. She’s worked at The Post for 36 years. She was only the second woman to be hired by the Sports department back in 1972. During her tenure, she’s worked for a Sports editor named **Don Graham** and a National editor named **Len Downie** and another



Marylou Tousignant

named **Bob Kaiser**.

Marylou was born in Winnipeg, Manitoba and raised in Westchester, Calif.

KARL VICK, News, recently assumed his new position as Los Angeles bureau chief after his Knight Fellowship at Stanford University concluded. He started in The Post’s Metro section in 1994, but since 1998, he’s held positions all over the world, including bureau chief in Nairobi, Istanbul and Baghdad. Before The Post, he worked at the St. Petersburg Times’ Washington bureau. Karl “nearly” graduated from the University of Minnesota with a journalism degree, but took a job one quarter before graduating and never looked back.



COURTESY OF KARL VICK

Karl Vick

AWARDS

PARK KIM, Production, was recently awarded \$500 for a suggestion that helped achieve College Park’s recent record of having only three newsprint breaks in a week. Kim, a machinist who works within the Maintenance department at the Maryland plant and who’s worked at The Post for 27 years, invented a rudimentary system using photographic film and a fish scale to more accurately measure the force required to tear newsprint. Maintenance manager **Tony Sylvain** said the procedure is “fast, easy, labor and time saving and applicable to both plants and all units.”



PHOTO - BEVERLY MCCLAUGHLIN

Machinist **Park Kim** (left) and planning manager **Bill Walkup** from College Park.

Kornheiser and Wilbon Celebrity Golf Classic Raises Money For D.C. CAP

The fifth annual **Tony Kornheiser** and **Michael Wilbon**

Celebrity Golf Classic took place on Friday, Sept. 14 at the Lansdowne Resort Golf Club in Virginia. The event grossed approximately \$390,000 with 275 attendees and participants.

The tournament, which raises funds for the D.C. College Access Program (CAP) and helps students in the District attend college, started when Chairman **Don Graham** approached Kornheiser and Wilbon, celebrity Sports columnists and co-hosts of

ESPN's "Pardon the Interruption" show, about having an event that raises money for D.C. CAP. Since the two were already considering a golf tournament, they combined the idea into one.

Apart from retired athletes, celebrity journalists like CNN's Bernard Shaw, WTOP's Frank Herzog and The Post's **Bob Woodward** and **George Solomon** were present. Former Senator George Allen and University of Maryland basketball coach Gary Williams were also present. ■



Chairman **Don Graham** greets retired CNN news anchor Bernard Shaw, who is best known for reporting from underneath a table in his Baghdad hotel room during the first war with Iraq, as cruise missiles whizzed by.



Wilbon/Kornheiser at it: **Tony Kornheiser** offers some positive reinforcement (aka trash-talk), as **Michael Wilbon** winds up on the driving range.



(Left to right) "Former" people: Former Post Sports editors **George Solomon** and **Don Graham**, and former Virginia senator **George Allen**.



Wilbon jokes with **Maury Povich**, talk show host and son of the legendary and late Post Sports columnist **Shirley Povich**—a mentor and idol to many Post Sports journalists, including Wilbon.

Doug Duvall gets ready to hit the green with golf partner-for-a-day, **Bob Woodward**.



Your Health

Health, Fitness and Safety Fair

The Post Health, Fitness and Safety Fair will take place on Wednesday, Oct. 10 from 11 a.m. until 4 p.m. in the Northwest Building Multipurpose Room. Over 60 exhibitors will provide free information on their services and offer screenings and demonstrations. Some screenings require fasting and are by appointment only (see list below).

Capital Segway will be on deck to let you test out those two-wheel, chariot-looking things. You can also sneak in a quick game of tennis, golf or even box with a fellow employee at the Nintendo Wii sports interactive game station. Some lucky Post e-athlete may even win a Wii sports game package in a final drawing at the conclusion of the fair. Other prizes will be drawn every half hour.

Additionally, there will be fitness demonstrations in tai chi, jazzercise, yoga, akido and hip-hop dance, including a performance by the Iverson Mall Line Dancers (see an upcoming ShopTalk for event times).

The following vendors and personnel will be present: ARAG Legal Services, AT&T, Aetna, American Red Cross, FEMA, Kasier, Lipton Child Care, National Weather Service, Staples, T-Mobile, Safety, Sprint, USDA Food, Vanguard Financial, Verizon, as well as acupuncture, chiropractic, dermatology, gastrointestinal, osteoporosis, urology, police and fire department representatives.

As part of the health fair, the lab will charge a minimum

fee for the following tests:

- Complete Blood Count (CBC) - \$5.00
- Cholesterol * - \$9.00
- Thyroid Test - \$8.00
- Metabolic Profile (blood sugar/electrolyte) * - \$8.00
- Prostate (PSA) - \$8.00

*Require period of fasting.

Please contact the Health Center at x4-7192 to make appointments for the above tests.

Free Flu Shots

The Health Centers will offer free flu shots to Post employees on the dates below. You must call and make an appointment. Walk-ins will not be accepted until after the scheduled employees have finished and only if time permits. Spouses and contractors can receive the flu shots by appointment only for \$25.

College Park (x6-1181)

Oct. 10: 11:00 a.m. to 12:30 p.m.

Oct. 11: 8:30 p.m. to 9:30 p.m.

Northwest (x4-7192)

Oct. 25: 3:00 p.m. to 7:00 p.m.

Springfield (x6-2240)

Oct. 2: 8:00 a.m. to 10:00 a.m.

Oct 4: 1:00 p.m. to 2:00 p.m.,
9:00 p.m. to 10:00 p.m.

Events Calendar

October 10: Health, Safety and Fitness Fair at Northwest Building

October 27: Marine Corps Marathon
Healthy Kids Fun Run*

October 28: Marine Corps Marathon:
The People's Marathon*



*PostPoints - earning event (usually 25 points for participation)

If you wish to include any events open to all Post employees, send an email to shoptalk@washpost.com.

Give The Gift of Joe or Pop

The Northwest cafeteria Coffee Cart is offering Post managers an opportunity to reward their employees with tickets for either a free box of popcorn or a free 16-ounce regular coffee. Tickets must be purchased in sheets of ten and can only be redeemed at the Northwest Coffee cart.

The price is \$11.00 for ten popcorn tickets and \$15.50 for ten 16-ounce regular coffee tickets (taxes are included).

To obtain tickets, please contact the Brock cafeteria manager **Ken Kievit** at x4-5550 or kkievit@washpost.com.

Debit Cards at Northwest Cafeteria

Now you can use your debit cards at the Northwest cafeteria for purchases over \$3.50. Note: Northwest coffee cart and cafeterias at the plants are still cash only.

Recognize Your Employees or Colleagues in ShopTalk

ShopTalk can be a tool for any Post manager or supervisor to highlight the achievements of an employee or a colleague. Please submit the name of anyone who has been promoted or achieved something important in their job or community. Send an email to shoptalk@washpost.com or onam@washpost.com. Include: person's name, department, job title and what they accomplished.

Marketplace

FOR SALE: 17-ft. canoe with Kevlar hull, cane seats. It's slightly off white and easily carries three adventurers or two with a lot of camping gear. Perfect for your summer cottage by the lake. Good river runner. Includes personal floating devices, paddles and an anchor. Asking \$400. Contact Michael x4-6322 or at 703-481-3159.

YOUR AD HERE: Now, at the stunning price of nada, nothing, zilch you, too, can advertise in ShopTalk (actually, it's always free). We'll run your ad for two weeks, unless we hear otherwise. And if you act now, you can sell your item that much faster. Advertisements are open to all Post employees. See below for information on where to send your ad, when and to whom.

NEW MARKETPLACE DEADLINE: Close of business on Fridays. 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. ShopTalk reserves the right to publish and edit all ads.