

ShopTalk



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Editor, Mario I. Oña, x4-6803

PostPoints Surpassing Expectation; Creating 'Natural Synergy'

We built PostPoints on the expectation that 100,000 members would join in a year and we have topped those numbers much earlier than we expected," said President and General Manager **Steve Hills**.

A little over six months after launching, the rewards-based PostPoints program that is unique in its design to benefit not only Post

readers (subscribers and non-subscribers), but also advertisers and the community, has 107,000 registered members and more than 1,400 have already redeemed various awards. Consequently, more advertisers and nonprofit organizations have also partnered up.

"It's great to be in a position to reward our readers for interacting with the newspaper, shopping at our advertisers' businesses and helping the community," said Hills.

Candy Lee, director of the program, points out that the rate of opening PostPoints-related e-mails is three to four times higher than the normal rate, which shows "great customer demand."

As with any new program, The Post has conducted research to measure how the program is doing. According to Hills, one of the interesting findings from several focus groups was the interest in earning points by helping the community.

"This aspect of the program [community involvement opportunities] is appreciated by readers of The

Washington Post, because they view themselves and the paper as being very community-minded," said Hills. "We know many people are earning points by helping their communities."

Lee added, "Members have even indicated that the value of their points can be directed toward a nonprofit instead of a personal reward or redemption."

Another indicator of the interest in serving the community through PostPoints events was a recent American Red Cross blood drive at The Post's Northwest Building, which was also open to the public. According to **Genisha Saverimuthu**, Marketing, nearly 23 percent of the donors were PostPoints members.



Recently, **David Jones**, Public Relations, and Saverimuthu brokered a partnership between The Post and Greater D.C. Cares (GDCC), the "leading coordinator

What Post Employees Should Know About PostPoints:

- Signing up is very easy and you don't need to be a Post subscriber to sign up as a Silver member, just go to washingtonpost.com/postpoints.
- You can earn points for doing some of the things you might do anyway, primarily community service.
- If you are a Post subscriber, you can register as a Gold (Sunday-only subscribers) or Platinum member (seven-day subscribers) and start earning more points and enjoy more perks now.
- If you've signed up or plan to, be sure to check your areas of interest to receive travel, technology, home, etc. tips from Post editors. Members are finding these tips very useful, as they are opening e-mails at an unprecedented rate.
- If you signed up as a subscriber and did not receive a card, simply register for a replacement card.
- You have to be registered to find out about upcoming PostPoints-earning events.
- Greater D.C. Cares orientation is not a point-earning opportunity, but once the prerequisite is met, all community events thereafter will be. Contact volunteer@greaterdc-cares.org or 202-777-4447 to RSVP.

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Remembering Salih Saif Aldin: 'A Reporter's Reporter'

Post special correspondent **Salih Saif Aldin** frequently and courageously strapped on a camera and voice recorder to help tell the story of Iraq with the hope

request of The Post after word circulated of a \$50,000 bounty on his head, is the second Post correspondent to die in Iraq. Columnist **Michael Kelly** died in 2003 in a Humvee accident.

Here are excerpts from stories published in The Post the days following the 32-year-old reporter's death:

"He was a brave and valuable reporter who contributed much to our coverage of Iraq... We grieve with his family, friends, fellow journalists and everyone in our Baghdad bureau."

— **Len Downie**,
Executive Editor

"Salih was the Teflon correspondent. He could wade through the toughest neighborhoods in Baghdad, Sunni or Shiite... He was a reporter's reporter. And we all admired his courage."

— **Sudarsan Raghavan**,
Baghdad bureau chief

"In a year of working with Salih, I can't remember him ever telling me that an assignment he'd been given was too dangerous, even when it probably was. True to form, he died working alone in a part of Baghdad most Western reporters would never visit."

— **Jonathan Finer**,
former Baghdad correspondent
(now on leave)

"He was a good Muslim. I never saw him drinking, and he wouldn't smoke water pipes or cigarettes because it was bad for one's health, he said—ironically, obviously, considering the risks he took. When he had an Iraqi band in for someone's going away, he led all the Iraqi men in traditional Tikriti dances, twirling a handkerchief over his head and grinning as he led a line of our staffers through our back yard."

— **Ellen Knickmeyer**,
Cairo correspondent
and former Baghdad bureau chief

"Salih was a reporter in the truest sense of the word, a kind of unsung hero who was tough, relentless and always in the middle of things."

— **Anthony Shadid**,
Beirut correspondent

"One day I told him, 'Your're gonna get yourself killed.' You know what he answered? This was his exact quote: 'What's life, really if we don't leave something good behind us?' It was so stupid and heroic at the same time."

— **Omar Fekeiki**,
special correspondent
in Baghdad
(now on leave)

EDITOR'S NOTE: To read more, including a special section with all the articles about his death and stories that he authored and co-authored during his four-year work at The Post go to washingtonpost.com (keywords: Salih Saif Aldin).



PHOTO - KARIN BRULLIARD

Post special correspondent **Salih Saif Aldin**, 32, was fatally shot on Sunday afternoon while reporting in one of Baghdad's most dangerous neighborhoods.

of making it a better country for his six-year-old daughter Fatima.

In the afternoon of Oct. 14, Aldin went on a typical mission (for him) into the dangerous Baghdad neighborhood of Sadiyah to report on sectarian violence between the Moqtada al-Sadr loyalists, the Shiite Mahdi Army, and Sunni insurgents. He was shot in the forehead, apparently at close range, according to **Joshua Partlow** and **Amit Paley's** A1 story published in The Post on Oct. 15: "Reporter For Post Is Fatally Shot In Baghdad."

Aldin, formerly a captain in Saddam Hussein's army, who during his four years as a Post reporter was beaten with metal pipes, detained by American soldiers and had to move to Baghdad from his hometown of Tikrit at the



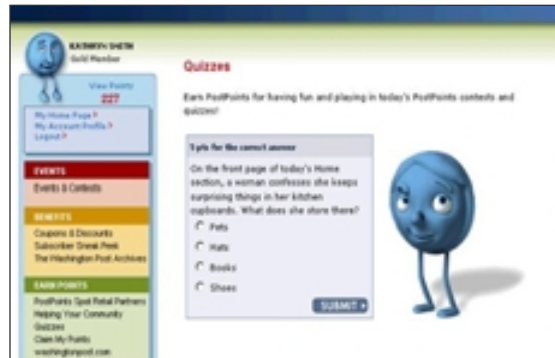
PHOTO - SALIH DEHEMA

Salih Saif Aldin conducted interviews, took photos and reported from areas in Iraq that "most Western reporters would never visit," as **Jonathan Finer** recently wrote. The photo above was taken at Zawra Park in Baghdad during Nawruz—a national holiday celebrating spring. For security reasons, he often used his tribal name: Salih Dehema.

of volunteering and business philanthropy in the Washington region,” as it states on its Web site. GDCC works with over 400 nonprofit organizations and schools throughout the area.

“This partnership will definitely expand opportunities for PostPoints members,” said Jones. “Greater D.C. Cares will be providing 80 events per month, which will also introduce many new volunteers to the PostPoints program.”

Additionally, GDCC also provides training to its volunteers. In fact, before anyone can volunteer through GDCC, they will need to go through a short orientation (see the



PostPoints-earning quizzes designed to get members digging through the newspaper and Happy Birthday e-mails are part of the reason the PostPoints program has gotten off to a running start.



Events Calendar on the back page for dates and the number to call).

“I met David [Jones] through David Remick [executive director of Workforce Organizations for Regional Collaboration—also a Post partner],” said Donny Tieng-tum, director of development

at GDCC. “We talked about goals and there was just a natural synergy there: we could provide an immediate infrastructure of volunteers and nonprofits that already existed and in turn, we could gain incredible visibility through The Post.”

Apart from increasing the amount of nonprofit partners, advertisers and program subscribers, PostPoints will soon start awarding points for visits to washingtonpost.com. There are also efforts underway to create value within specific advertising areas. The program’s primary goal remains retention of all subscribers by rewarding them for their loyalty.

Elizabeth Ruhl, consumer marketing manager for PostPoints, said, “We are looking at keeping our high-risk subscribers and encouraging positive feelings toward The Post.”

Hills concluded, “Early indications show that the program participants are staying longer with the newspaper and are deeply engaged. It is too soon to know the full effect of the program, but early indicators are positive. Our advertisers are seeing results and this increases the value of the newspaper to both subscribers and advertisers.” ■

Partial List of Nonprofit Partners:

- American Red Cross
 - Bluebird Blues Festival
 - Captial Book Festival
 - D.C. CAP
 - D.C. Commission on the Arts and Humanities
 - D.C. Kiwanis Club
 - Duke Ellington Jazz Festival
 - Earthshare
 - Freddie Mac Foundation
 - Greater D.C. Cares
 - Humanities Council of Washington, D.C.
 - Harlem Remembrance Foundation
 - Kid Power D.C.
 - Komen National Race for the Cure
 - Library of Congress
 - Link D.C.
 - Marine Corps Marathon/Healthy Kids Fun Run
 - National Council of Negro Women
 - Sallie Mae
 - United Way
 - Urban Nation Hip-Hop Choir of D.C.
- For a full listing of PostPoints-earning volunteering opportunities and events, visit the PostPoints Web site at washingtonpost.com/postpoints. You don’t need to be a Post subscriber to log on. Once logged on, click on “Helping Your Community” under “Earn Points,” for a detailed list of events.

PostScripts

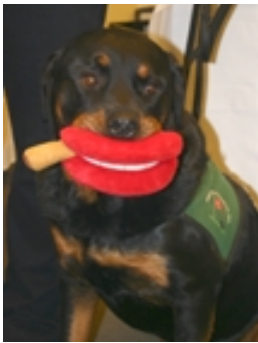
2007 Health, Safety and Fitness Fair



Vice President **Peggy Schiff**, Finance and HR, and President and General Manager **Steve Hills** do the honors to kick off the 2007 Health, Safety and Fitness Fair.



Carl DeSpiegelaere, IT, tries out a Segway in the Northwest Building auditorium during the health fair with the help of **Steve Orr**, general manager of Capital Segway of Washington, D.C. (capitalsegway.com).



"Ben," a Rottweiler representing Fidos for Freedom, Inc., smiles big for the camera. Fidos (fidosforfreedom.org) is an organization that specializes in increasing "the quality of life and provide companionship to people in our local community through specially trained hearing dogs, service dogs and therapy dogs."



Michael Veltri, a fourth-degree black belt and the chief instructor at D.C. Aikido, answers a few questions from **Rebekah Davis**, News. D.C. Aikido (dcaikido.com) was one of several health-promoting vendors that also provided Post employees with a demonstration.

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.

Recognize Your Employees or Colleagues in ShopTalk

ShopTalk can be a tool for any Post manager or supervisor to highlight the achievements of



Events Calendar

October 24, 30: Greater D.C. Cares Volunteer Orientation (contact 202-777-4447)

EDITOR'S NOTE: Required orientation does not earn points, but any volunteering afterwards will.

October 27: Marine Corps Marathon Healthy Kids Fun Run*

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

*Both are PostPoints earning events (25 points for participation)

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



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 onom@washpost.com. Include: person's name, department, job title and what they accomplished.

United Way 2007 Campaign

The annual United Way drive is underway. Contact your chairperson or campaign chair and Vice President **Lionel Neptune**, Affiliates, with any questions or concerns at x4-4228 or neptunel@washpost.com.

Marketplace

FOR SALE: Alexandria 3BR/2.5BA home in Cameron Station. Has country kitchen with granite, 9-ft. center island and stainless appliances: gas range, refrigerator and dishwasher. Custom drapes in living/dining rooms. Crown molding throughout. New carpeting and Malaysian Rosewood floors. Custom designed patio and deck. Gas fireplace. Remodeled bathrooms with Italian tile. Asking \$585,000. Contact Karisue at x4-7209.

FOR RENT: Brazilian vacation beach condo. Spend summer in Brazil during the chilly winter months. Our 2BR/2BA beach condo is steps from the beach and all that Brazilian culture has to offer in Natal, Brazil. Available year-round. Visit www.orlablue.com or contact Art at 301-408-0616 for more information or reservations.

FOR SALE: Cream-colored 2002 Saab sedan with only 37,000 miles (half the average the typical mileage for a 2002 model). Ridiculously fun to drive and reliable. Reasons for selling are not the car's fault. Asking \$12,000. Contact me at haxc@washpost.com or x4-7579.

FOR RENT: Room available in adult household in Alexandria; walking distance to Braddock Road Metro and safe street parking. Fully furnished. Traditional front porch, corner lot, very desirable neighborhood. Current occupants: one big orange cat and two professional women (one CPA and one former reporter). All three are quiet, nonsmoking, and gone more than they are at home. \$800 a month is mildly negotiable, with no minimum stay required. Contact Karisue at x4-7209 or e-mail verenda@aol.com.

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