

# ShopTalk



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Editor, Mario I. Oña, x4-6803

## Young Journalists At It Again

By Sydney Glass  
ShopTalk Staff Writer

The Young Journalists Development Program (YJDP) kicked off its 10th year with the High School Advising Seminar. The seminar, held on Oct. 4 in the Northwest Building auditorium, is an annual event and a time for the high school newspaper advisers from the Washington, D.C. metropolitan area to participate in workshops and learn new journalism tools to become more effective.

Traditionally, the seminar has been for faculty only; however, this year the advisers were able to bring their



PHOTO - KEVIN CLARK

Post quality assurance manager **Kevin Conner**, Production, leads a session on digital photography and newspaper production.

top three student editors. Young journalists were then able to share ideas with each other and the advisers were able to learn from the students.

YJDP Director **Athelia Knight** thought the structural change made a sig-

nificant difference in this year's seminar. "I was very pleased. We had the largest turnout in our 10 years of putting on the seminar. I think the students enjoyed and learned

from the sessions as much as the teachers did," said Knight.

Ninety-nine students and teachers from 28 high schools participated in discussions about libel and the rights and responsibilities of the press and reporters. They also received advice on managing and organizing a newspaper staff, digital photography and paper production. Post and WPNI staff led most of the sessions.

**Kevin Conner**, Post quality assurance manager, offered tips on how to avoid murky photographs on print. **Liz Heron** and **Amy Kovac**, program coordinators for the new high school newspaper section that premiered on

washingtonpost.com in February, showed teachers how to post their students' journalism online. Media lawyer Betsy Koch from a private law firm discussed and answered questions about libel.

The young journalists will be able to take the skills they learn from YJDP back to their respective schools and improve their student newspapers.

Ashley McBride, newspaper editor at McKinley Technology High School, said, "I



PHOTO - KEVIN CLARK

Jarred Alston, editor of the paper at Wise High School in Prince George's County pick up tips on how to manage and organize his newspaper staff.

really enjoyed going to this seminar because I learned something new. By going there, I'm now able to better

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The High School News section premiered in washingtonpost.com in February and provides another vehicle for high school journalists to publish their work. To visit go to: [blog.washingtonpost.com/hs/](http://blog.washingtonpost.com/hs/).

# Actions Speak Louder Than Words

If actions speak louder than words, then **Aurora Gonzalez**, Public Relations, is screaming. With a desire to take her faith beyond the comforts of her home and church, she used up two weeks of vacation time and headed to El Salvador on a self-financed good will trip.



COURTESY OF AURORA GONZALEZ

**Aurora Gonzalez**, Public Relations, holds a baby girl from a poverty-stricken region in Cangrejera, El Salvador during her recent missionary trip.

Danny Martínez, whom Gonzalez met at their Assemblies of God denominational church, Iglesia Roca de La Eternidad, had done previous missionary work in his native El Salvador and invited Gonzalez to come along.

Although El Salvador has some ritzy nightlife spots, plush resorts and pristine beaches, Gonzalez and Martínez spent the majority of their time in the most poverty-stricken areas in the Central American country.

“The purpose of my trip was three-fold,” said Gonzalez, who is also the youth group director at her church. “First, I went to do missionary and evangelical work with



COURTESY OF AURORA GONZALEZ

*Aurora Gonzalez (top, middle) and her friend from her church, Danny Martínez (bottom, right), who invited her on the missionary trip, are surrounded by children from one of the poor villages they visited.*

a non-denominational church called Cristo Viene. We provided basic needs in some poor areas in El Salvador.

“Second,” she continued, “I went as an observer: I went on a camping trip with Iglesia Monte Carmelo, so I could glean some concepts and programs to take back to my youth group. Their ministry is big in numbers and they had members ranging from former street kids and ex-gang members to kids from well-to-do families.

“Third, I was also there to witness the good work of Salvadoreños Asociados de Maryland (SAMD)—an organization started after El Salvador’s devastating earthquake [2001] that provides educational supplies to schools. I attended three computer lab inaugurations.”

Gonzalez concluded, “It was very humbling to know how truly

blessed I am. I found myself thanking God for having a front door, a flushing toilet and available water—although El Salvador’s water is remarkably clean, access to it is not consistent. If the Good Lord never gave me anything more until I die, I will have lived a very blessed woman.”

Anyone interested in finding out more about her trip, the organizations she worked with or donating resources, contact Aurora Gonzalez at x4-7973 or [gonzalal@washpost.com](mailto:gonzalal@washpost.com). ■



COURTESY OF AURORA GONZALEZ

*A makeshift “kitchen” like this one was commonplace in one of the villages Aurora Gonzalez visited.*

help my staff at school. I have learned some ways to get the reporters excited and eager to write articles."

The young journalists and their high school advisers provided positive feedback not only on the presentations, but even the food.

"One of the best profes-

sional development days I've attended, especially for the amount of time," wrote one participant. "This is a great program. Thank you so much! I learned so much and I will

never forget this," wrote another participant. ■

## Eastern 500 Club's New Friend

The Eastern 500 Club has a new friend: Eastern High School Principal Monica Taylor. Only a few months into her tenure, she held a Washington Post Eastern 500 Club Assembly and Open House on Oct. 10, where nearly 100 stu-

at Eastern."

Williams has taken over for Diane Prentiss, an energetic and charismatic counselor who oversaw the program for most of its 20 years.

Chairman **Don Graham**, who served as a patrolman with the Washington Metropolitan Police's Ninth Precinct shortly after returning from Vietnam, formed a bond with the Northeastern D.C. community he served, including Eastern High School. Eventually, that bond and **Vincent**

**E. Reed's** vision forged the 500 Club partnership.

Apart from scholarship money, the program also holds various workshops and pairs students with Post volunteer mentors.

To date nearly \$2.5 million have been awarded in scholarship money to Eastern students. Anyone interested in becoming a mentor or volunteering in the various workshops throughout the year, please contact: [onom@washpost.com](mailto:onom@washpost.com).

Save the dates:  
Nov. 27 (first luncheon),  
Dec. 14 (financial skills workshop). ■



Eastern 500 students and mentors participate in a team building exercise put on by **B.J. Johnston**, Human Resources, in the spring.

dents were present.

The event was designed to encourage returning Eastern 500 Club members to continue getting the As and Bs that the program requires, but more importantly to inform other students about the club and its benefits, such as earning \$500 for every semester that they keep the grades up.

"This is the first assembly we've done in five years," noted Eastern 500 Club program manager **David Jones**, Public Relations. "Principal Taylor seems to really be a strong proponent of the program, as does Ms. Marilyn Williams, the new program administrator and counselor

## DC Scout Reaches 25,000

The DC Scout fashion bi-weekly e-mail newsletter recently celebrated having 25,000 subscribers. **Zoey Rawlins**, WPNI retail products manager, said that although it is a WPNI product, it's designed to also promote The Post's Sunday Source section, Express and [washingtonpost.com](http://washingtonpost.com).

"We source TWP content every week and it's become a regular forum to promote **Suzanne D'Amato**, the deputy editor of Sunday Source, in her fashion chats," said Rawlins. "Express, Sunday Source and [washingtonpost.com](http://washingtonpost.com) have great fashion and style content and DC Scout brings it all together in a fresh, hip product that speaks to women 21-44. DC Scout is beginning to change readers' minds about what The Washington Post and WPNI can offer the local, stylish shopper."

D'Amato says that although her involvement with DC Scout is limited, they circulate stories from Sunday Source and Style's Shopper and her stories get pulled from time to time.

Rawlins also said that DC Scout is part of a bigger campaign designed to market [washingtonpost.com](http://washingtonpost.com) beyond



**Zoey Rawlins**, WPNI retail products manager (in black), and **Laura Milner**, WPNI commercial producer/ad words manager (in lavender), answer questions at their DC Scout table during the recent shopping extravaganza, *Shecky's Girls Night Out*.

its "strong brand... of hard news and politics" and "convey to the local audience that we have softer content, especially fashion, beauty and style content."

Of note, **Laura Milner**, WPNI commercial producer/ad words manager, who recently helped promote DC Scout with Rawlins at a booth at the shopping extravaganza, *Sheky's Girls Night Out*, said that [washingtonpost.com](http://washingtonpost.com) also launched its new "hyper-local" site [Loudounextra.com](http://Loudounextra.com) in July. She said that [Fairfaxextra.com](http://Fairfaxextra.com) will be the next hyper local site to launch, with other Virginia and Maryland counties slated for the long term.

To sign up or visit both sites go to: [www.washingtonpost.com/dcscout](http://www.washingtonpost.com/dcscout) or [loudounextra.com](http://loudounextra.com). ■

## Memorial Fund For Salih Saif Aldin

A memorial fund has been established to benefit the surviving family members of correspondent **Salih Saif Aldin**, who was killed in his native Iraq, while on assignment. He is survived by his six-year-old daughter Fatima. Checks should be made payable to "Salih Saif Aldin Memorial Fund" and dropped off or mailed to **Rebekah Davis** at the Foreign Desk. Cash is not accepted. Mail to: The Washington Post—Salih Saif Aldin Memorial Fund, c/o Foreign Desk, 1150 15th St N.W., Washington, D.C. 20071. For any questions, please contact Rebekah Davis at x4-4486.



PHOTO - KARIN BRULLIARD

*Post special correspondent Salih Saif Aldin, 32, was fatally shot on Oct. 14 while reporting in one of Baghdad's most dangerous neighborhoods.*

## The Crustanos Are Coming!



*Danny Dernetz, Brock executive chef (right) and Ken Kievit, Brock Northwest cafeteria manager, stand next to a banner advertising the introduction of Crustano sandwiches to the menu. The cafeteria will begin offering the new sandwich menu on Nov. 5. Brock plans to have giveaways provided by Tyson Foods, who sponsor the Crustano sandwich concept. All the sandwiches can be placed in the panini press, if desired.*

## Contacting Post Employees By Phone

To find the most current phone numbers of fellow Post employees, you can look up numbers on Intranet's People Finder (you need to log on to *Intranet* to have access) or

dial the Post operator at "0" (inside the building) or 202-334-6000. To assist in keeping your phone number current, notify **Margo Hartso** immediately after changing numbers, moving to another department or having a change in status.

## 2007 20 Year Club Inductees

Congratulations to this year's 20 Year Club inductees! Rather than trying to appropriately capture and honor your collective 980 years of working at The Post in a few hundred words, ShopTalk would like to give you the opportunity to share an anecdote, a fond memory, a story about how things have changed in 20 years or perhaps a photo with a caption or explanation. Please send anything you have no later than Monday, Oct. 29. You can mail it, e-mail it or send it via inter-office mail.

## 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](mailto:neptunel@washpost.com).

## Do You Want To Catch A Star?

You can now purchase tickets for the annual Washington Post Music and Dance Scholarship Awards and watch some of the area's most talented singers, dancers and musicians perform at the Warner Theatre. Purchase tickets through [ticketmaster.com](http://ticketmaster.com) or call 1-800-551-SEAT.

## 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](mailto:kkievit@washpost.com).

## No ShopTalk Next Week

ShopTalk will return on | Nov. 9, where it will feature 2007's 20 Year Club inductees.

## Marketplace

**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](mailto:verenda@aol.com).

**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](http://www.orlablue.com) or contact Art at 301-408-0616 for more information or reservations.

**FOR SALE:** 1997 SAAB 900 convertible for sale, \$4,000 (price negotiable). This sporty, fun car has only 67,500 miles, is in good condition and is well-maintained. Five-speed manual transmission, multi-disc CD player, AC, leather interior, dark green exterior. Photos available. Contact 202-669-1216.

**ISO:** Treadmill. Doesn't matter if it's new or used, as long as it works fine. Contact Ceyda (pronounced Jay-dah) at [schofieldc@washpost.com](mailto:schofieldc@washpost.com) or at x4-6115.

**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](mailto:shoptalk@washpost.com) or [onom@washpost.com](mailto:onom@washpost.com). Ads run for two issues unless otherwise requested. ShopTalk reserves the right to publish and edit all ads.