

ShopTalk

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Editor, Mario Iván Oña, x4-6803

Diversity In The Newsroom

Though it is no secret that newsrooms all over the country are facing an uphill challenge in learning how to embrace the new 24-7 electronic medium of news dissemination, it is safe to say that most newsrooms are not in

quencies for any newsroom struggling to keep its readership up, is the diversification of their newsroom.

Deputy Managing Editor **Milton Coleman**, who is also treasurer of the American Society of Newspaper Editors (ASNE), wrote a few years ago: "America's swelling

with a sufficiently broad selection of narrower interest offerings."

It is precisely this challenge that was met head-on when The Post hosted the fifth annual ASNE Diversity Leadership Institute from Oct. 21 through Oct. 24 in the Northwest Building.



Wanda Lloyd, Montgomery Advertiser executive editor and former Post editor weighs in on discussion, as Milton Coleman, deputy managing editor and ASNE treasurer, listens in.

High-ranking editors from all over the country converged to discuss topics such as "How to Talk About Race in Your Newsroom," "New Definition of News" (led by Coleman), "Gender in the Newsroom" and "What Happens to Diversity in Tough Times?"

Several Post editors participated including Downie, Managing Editor **Phil Bennett**, Financial Assistant Managing Editor **Sandy Sugawara** and Training and Career Development Assistant Managing Editor **Peter Perl**.

Coleman, who credits David Yarnold, formerly of the San Jose Mercury News, with conceptualizing the diversity institute, said, "The idea was

to bring newsroom leaders together to train them on how to manage their floors better, particularly when dealing with diversity."

So is The Post practicing what it preaches?

According to Coleman, since 1986, The Post has tried to adhere to a policy where the newsroom ethnic composition reflects the community it serves.

"We're halfway there," said Coleman. "Washington is 46 percent minority, maybe higher, and our newsroom is about 24 percent."



Managing Editor **Phil Bennett** (front right) and Metro Assistant Managing Editor **Bob McCartney** (top right corner of table) partake in a panel discussion titled, "Where to Start When I'm Back in the Newsroom," during the American Society of Newspaper Editors' (ASNE) Diversity Leadership Institute held at The Post this year.

denial. Recently, Executive Editor **Len Downie** declared, "We are now a multimedia newsroom."

An equally pressing challenge, however, and one that if not confronted properly could also have dire conse-

quency is firing back new answers to the old question, "What is news?" It is challenging newspapers to become journalistic melting pots (and quilt works, too) in order to remain sources of credible general information mixed

Thanksgiving

The Great 'Turkey Trot'

Major **Jim Murray**, IT, was mobilized for 15 months, where he spent 12 months in Iraq. He safely returned home to his wife Karen on June 22, 2007. ShopTalk asked him to share a Thanksgiving thought or anecdote:

My wife and I usually spend Thanksgiving with my family and Christmas with hers. Part of our Thanksgiving tradition is running a "Turkey

At FOB Sykes, I found a makeshift running track carved out in a field by the airstrip. So Thanksgiving morning I got up and ran around the track a few times. It was my own version of our traditional Turkey Trot that I'd be missing at home. Later, I met up and had dinner with another transition team from Sinjar that happened to be in Tal Afar for the night.

The Army provided a great Thanksgiving meal, but as good as it was, it didn't make up for being away from home during the holidays. After dinner, I called my family back home. It was still early in the U.S., so their day was just starting.

I'm more thankful than ever to be home for the holidays this year. Karen and I will

celebrate Thanksgiving with my family beginning with—what else—a Turkey Trot on Thanksgiving morning. After the race we'll get home, meet up with family and watch football. It's really good being home.

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A 'Legendary Smile'

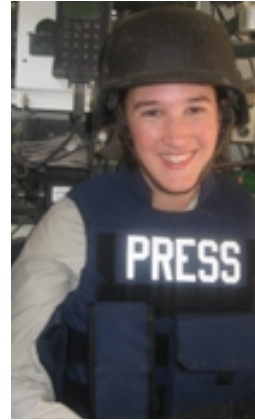
Charles County reporter **Megan Greenwell**, News, who said that she "jumped at the chance to be on the front lines of a war whose reverberations will be felt for years to come," returned from Iraq in late September after an 11-week assignment. She was welcomed back with a banner (made by fellow reporter

Jenna Johnson), flowers and balloons. Greenwell also shared what she's thankful for, but she also provided ShopTalk with a copy of her speech during **Salih Saif Aldin's** memorial service here at The Post. She "got to know Salih very well" and was asked to say a few words.

Here are some excerpts:

I think the most important thing to know about Salih is how intensely loyal he was. He loved The Post so deeply—he wore that neon green Washington Post T-shirt almost every other day. He asked me about what the newsroom looked like and who was who. I promised him I'd send him pictures when I got back.

His legendary smile was never bigger than when he was proclaiming that he had an important story. But Salih also had an infectious sense of fun, and we knew him as the joker of the office. I think what I remember first about Salih is the sight of a shiny bald head sticking out from a mound of blankets in the living room [in the Baghdad bureau house]... I tried to be as quiet as possible, but I managed to trip over a chair. The head popped up and Salih's huge smile spread across his face. "Hi Megan! Welcome to my room!" he exclaimed cheerfully. I laughed and laughed, and Salih just kept grinning.



COURTESY OF MEGAN GREENWELL

Megan Greenwell, News, on a Blackhawk helicopter heading to Diyala Province, north of Baghdad.

My other favorite memory of Salih's smile is from the second night of Ramadan last month, when a spontaneous dance party broke out in the kitchen after our breakfast. As usual, Salih was the star, regaling everyone with his fluid Tikriti dance

moves while a group of our co-workers sang and clapped. I was pulled into the center of the kitchen, with Salih grinning widely and chanting my name... That night is my favorite memory from Baghdad.

Greenwell then wrote to ShopTalk:

I had a wonderful experience in Iraq, and The Post continues to do admirable work there. I'm thankful for all the people in the Post's Baghdad bureau—both Americans and Iraqis—who put their life on the line to tell this story. It was really inspirational to work with such talented, dedicated journalists. I'm especially thankful for the work Salih Saif Aldin did before his death in the line of duty.

A memorial fund has been set up to benefit primarily, Aldin's daughter Fatima. Checks should be made to "Salih Saif Aldin Memorial Fund" and dropped off or mailed to **Rebekah Davis** (x4-4486) by the end of November.



COURTESY OF JIM MURRAY

The good Majors: Major Ezerdine, battalion executive officer, and Major **Jim Murray**, IT (right). Murray's transition team was attached to Ezerdine's battalion.

Trot" on the morning of—a 5K or 10K race seems to justify over-indulging later. After arguing whose "great" idea it was to wake up early on a day off, we head to the race site. When the race is over, we go home and watch football until Thanksgiving dinner is ready.

For Thanksgiving 2006, I was on FOB Sykes in Tal Afar, Iraq. Mission restrictions kept me and our ten-man military transition team from making it to our "new home" in Sinjar, Iraq in time for Thanksgiving following a mission in Al Kisik.

Personnel composition, however, is only half the story. Content-wise, Coleman said, "Our coverage is getting better. Last year's 'Being a Black Man Series' was a remarkable effort, not only in coverage, but volume also. And I'm proud to say that I stayed in the sidelines and let the next generation—folks like **Kevin**

Merida and **Marcia Davis**—lead it up, with Phil Bennett taking them under his wing. It's a good thing I stayed back. I couldn't have done it as well."

"The volume of coverage we have given to immigration is pretty high, although slightly skewed towards Latinos," Coleman said. "We also have large Asian, African and European immigrant communities to serve."

He then said, "One of the places we're lacking is in covering the different Latino communities. I want to stress that they are not one community. We need to provide a more balanced picture, not just stories about MS-13 or how non-Latinos feel about immigration. The other thing we can do is incorporate more minorities into mainstream stories. If we do a

story for Mother's Day, we don't want to disproportionately suggest that it's a mostly white world. There's Latino and Black moms, too."

Coleman concluded, "If you believe the numbers in D.C., when you walk out the door, you ought to bump into people of color—black, brown, yellow, whatever. So this ought to show in the newspaper." ■

Third-Quarter Award Recipients



Kevin Hancock, Advertising, presents a "Sales Excellence" award to **Ed Aduss**, Advertising.

Ann Tran
Eric Martin
Kim Sulio
Meghan Hatchett
John Bollinger
Ahilan Easwarachandran
Teicha Harris

Weekend Trip Winners

Bob Vitriol
Ahilan Easwarachandran

Eagle Awards

Whitney Patton
Wendy Evans
Diane Hickman

Publisher's Award

Mark Gross

Sales Achievement

Ellen Gerhard
John Richmond
Hubert Telesford
Donald Washington
Ann Tran
Larry Calvert
Dianne Shelton

Sales Excellence

Ed Aduss
David DeJesus
Susan Sheats
Barbara Shaw
Lois Segel
Ann Tran
Anne Tourtillott
Larry Calvert
Kim Faulkner
Sheila Daw
Carolyn Monroe

Service Excellence

Catharine Hackett
Lisa Durkin
Gerelle Dodson
Krystal Klingenberg

Pre-Call Planning Award

John Richmond

Third-Quarter VP Club Winners

Bob Vitriol
Christopher Mackey
Sheila Wulf
Ellen Gerhard
Rita Coopersmith
Teri Parker
Lois Segel
Anne Tourtillot
Judy Wise-Olsen

Second-Quarter Marketing Excellence



(Left to right) Marketing Excellence Award recipients **Heather Harris**, **Gary Palmatier** and **Kathryn Johansen**.

PHOTO - MIKE SHENK

PostScripts

Healthy Kids Fun Run



PHOTO - TITO TOLENTINO

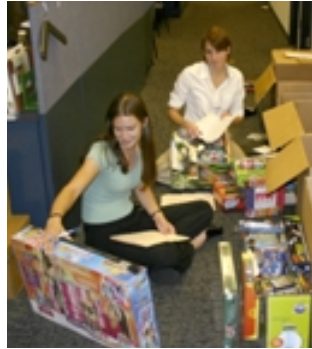
Carrie Morse, Public Relations (on right), who manages The Post partnership with the Healthy Kids Fun Run organizers, would like to thank this year's Post volunteers: **Delton Allen, Chris Brooks, Jihad Bruce, Nicole Harris, Lisa Heidemann, Karen Hill, Ceyda Schofield, Aurora Gonzalez and Tito Tolentino**, Public Relations, also helped.

Save The Date: Eugene Meyer Awards On Dec. 10

All Post employees are invited to assist in honoring this year's winners, **Warren Brown, Grace Carter and Mike Rowle**, as well as Post reporters and photographers who have worked in Iraq and Afghanistan since 2002. The annual reception, which brings together Post employees from

all departments, will begin at 5:30 p.m. in the auditorium.

Toys For Testing



No not Santa's helpers. Amy Orendorff and Moira McLaughlin sort through toys to be "tested" by students from local elementary schools. The students are then given a questionnaire. "We let the kids tell us what they like and don't like," said Marylou Tousignant, KidsPost editor. KidsPost will run its annual holiday toy story on Nov. 20.

Food Drives

The Springfield Security and Administration are sponsoring a food drive at the plant from Nov. 12-16 to benefit the Capital Area Food Bank. Contact **Charles Pfefferle** at x6-2628 or **Roddy MacPherson**

at x6-2470.

Oakridge Elementary is collecting dry cereal or oatmeal for the Arlington Food Assistance Center through Nov. 19. To donate, contact **Anton Ramkissoon** at ramkissoona@washpost.com or x4-6306.

Cookie and Books Galore

Mark your calendars: the Cookie and Cook Book Sale will be held in the Northwest Multipurpose Room on Dec. 5 from 1 to 4 p.m. All proceeds will go to N Street Village. Remember: cash only, no checks or credit cards and no large trash bags or carts. The newsroom is looking for bakers to donate goodies. Anyone interested in donating can contact **Aimee Sanders** at x4-6748. Contact **Jill Grisco** at x4-7516 with any other questions or concerns.

NO SHOPTALK
NEXT WEEK -
Thanksgiving



COURTESY OF ROBERT KLINE

'The Underdogs'

(Left to right) Springfield press-room's **Dennis Daniel, Lac Chanh, Bob Kline and Willie Taylor** (not pictured) shot an impressive 10 under par during the annual U.S. Ink Golf Tournament in Lutherville, Md. on Oct. 18. A second team made up by **Jeff Lizama, Ed Raynor, Kevin Hood and Rick Jones** finished with a respectable 8 under par.

Do You Want To Catch A Star?

You can now purchase tickets for the annual Washington Post Music and Dance Scholarship Awards on Nov. 17 and watch some of the area's most talented singers, dancers and musicians perform at the Warner Theatre. Purchase tickets through ticketmaster.com or call 1-800-551-SEAT.

Marketplace

FOR SALE: Give the book "I Have Risen" as a holiday gift this season. All proceeds of the book, featuring essays by young African Americans, will benefit the Ron Brown Scholar Program, a nonprofit organization, which provides full collegiate scholarships to graduating minority high school students. The essays, written by Ron Brown Scholars, offer insight into the struggles they have faced and overcome. Contact Kimberly x4-7727 to purchase a copy.

FOR SALE: Purse for sale! Lucky Brand patchwork "mailbag" style purse. Gently used. Retail for \$165, selling for \$75. Coach lilac large hobo-style purse. Carried once, looks brand new. Coach dust-bag included. Retail price: \$268, selling for \$150. Contact Carrie at x4-7972 or morsecm@washpost.com.

FOR SALE: Whirlpool Gold washer and dryer set (eggshell white) for \$350.00 (2 years old); Tappan upright freezer for \$250.00 (5 years old). Contact (301)856-5374 or (301)466-6128.

FOR SALE: Three tickets to Dec. 2 Redskins against Bills game, parking included for \$202. Contact Diane at x4-5224 or 703-620-2448.

FOR RENT: Disney Beach Club Villa at EPCOT Center available from Dec. 21-28, 2007. Unit includes queen bed, pull-out sofa, full bathroom and kitchenette. Directly located on Disney property at EPCOT Center. \$1,200 includes all taxes and fees. This unit normally rents for \$475 per night during that week. Contact Kevin at dammeyerk@washpost.com or at x4-7786.

FOR FREE: Beautiful piano. Key needs repairing, tuning. Henry G. Miller light-colored wood spinet style with hinged key cover, hinged music stand and hand embroidered. Covered, hinged storage bench. Wheeled with wooden handles inside back for easier loading and hauling. Moving from Annapolis. Contact craine@washpost.com.

FOR SALE: 1970 Rainbow sailboat. New main and jib 2005, less than 20 hours on new engine. Barely used spinnaker, barely there extra jib, barely required 150-genoa. Custom sailcovers, cockpit cover. New bottom paint 2006. Berthed at Washington Sailing Marina near National Airport, slip paid until April. Subprime loan crisis forces sale: \$3,000. Contact Scott at x2-1402 or pattons@washpost.com.

ISO: Short-term D.C. housing for Ph.D. candidate (Cal-Berkeley) during summer of 2008. Must be Metro/public transportation-accessible to GWU, Library of Congress and city museums. Contact Sherri at ellerbees@washpost.com or x4-7076.

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.