

ShopTalk

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Editor, Mario Iván Oña, x4-6803

The Post Plays Ball

D.C.'s got a wild case of "New Nationals Ballpark Fever" and it looks like The Post's caught it. From the news side to the business side and every entity in between, The Post is getting in on the action.

Naureen Kamdar, Marketing, is overseeing a project that exemplifies the collective effort. Though it is "Advertising's brainchild," she says, "On opening night [Sunday, Mar. 30], Advertising, Marketing, Production, Circulation and IT will work together to develop a special

first-pitch poster. A non-Post photographer, Stephen R. Brown, will photograph the first pitch at Nationals Park. Then, the photo will be digitally transmitted back to the Northwest Building, paginated and sent to the plant, where 50,000 copies will be printed on newsprint. Finally, the poster will be delivered back to the park and handed out."

"The logistics are complex, but we are confident we can deliver the poster—something of tremendous value to our client [the Nationals organization]," Kamdar adds.

The poster is part of an advertising agreement with the Nationals, who in the weeks leading up to the opening game, for example, to explain the shuttle service to and from the ballpark.

Major Accounts Director **Ken Babby**, Advertising, says, "The opening of the

new park presented a tremendous opportunity for all of us on the business side. Since late 2007, Advertising and Marketing worked hard to help the Nationals with



This advertisement and variations of it, paid by the Nationals, has been running regularly in The Post, washingtonpost.com and Express in the weeks leading up to the Nationals season opener at the new Nationals Ballpark.

their primary goal: selling tickets. The efforts led to sizable gains for The Post, WPNI and the Nationals."

While Kamdar and Babby's efforts are mostly designed to bump advertising revenue, Consumer Promotions Manager **Linda Haskins-Wrenn**, Marketing, is focused on increasing circulation and readership.

Haskins-Wrenn along with the Single Copy Circulation team is overseeing the baseball-themed

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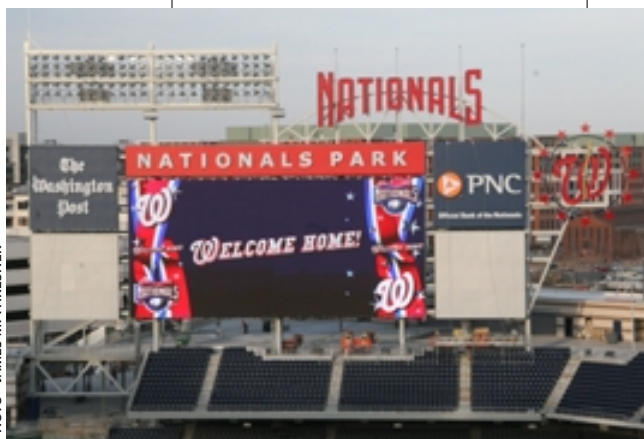


PHOTO - JAMES M. THRESHER

Rich Handloff, director of Consumer Marketing, and Consumer Promotions Manager **Linda Haskins-Wrenn**, were the force behind the massive, blue and white neon "The Washington Post" scoreboard sign.

newspaper racks that will sell the newspaper and be located throughout the stadium, as well as offering the public \$5 off their ticket prices for Wednesday home games, when they bring The Post masthead (with that same Wednesday date on it) to the Nationals box office. They will also oversee many one-time promotions, like another first-pitch poster. The photo will be taken by a Post photographer and will originally run inside the Sports section

as a “doubletruck” the day after the game and then given out as a poster to people who purchase the Sunday, Apr. 6 or 13 single copy editions of The Post.

On the news side and with no other objective than to continue providing quality content and servicing the community, Metro and Sports are providing and will continue to provide in-depth coverage of the Nationals and the new ballpark.

Assistant Managing Editor **Emilio Garcia-Ruiz**, Sports, was quick to explain

that The Post always gives the local sports teams significant coverage through its reporting, photographs, blogs and Web content. But he says, “We will have a 10-page special Stadium section on Mar. 28 that will sort of be a user-friendly user’s guide to help folks navigate through the new stadium.”

“This is just the beginning,” says **Rich Handloff**, director of Consumer Marketing, who along with Haskins-Wrenn were the force behind the prominently placed, nearly 30-square foot, blue

and white neon “The Washington Post” scoreboard sign. “We are very excited about all the opportunities we have of working with the Nationals and we will continue to find fun and exciting ways of doing promotions to increase readership and circulation.” ■

From Math Teacher to Award-Winning Photojournalist

Post photojournalist **Jahi Chikwendiu** went from teaching the Pythagorean theorem to high school students in Kentucky to teaching himself how to find the perfect angle to take a photo for The Post. Born, raised and educated in Kentucky, Chikwendiu earned his BS and masters in mathematics and math education, respectively, from the University of Kentucky. And then he found photography.

“I discovered my passion for photojournalism while earning my undergrad degree,” says Chikwendiu. “Toward the end of my math degree, my class load consisted of a few math classes and a fine arts photo class that I approached with an artsy/photojournalistic

approach.” His new plan became: earn his masters, teach high school math for two years and then see what happens. He only taught math for a year.



Jahi Chikwendiu

PHOTO: BILL O'LEARY

Knowing he'd be in the Baltimore area during his first spring break off as a teacher, he made a “blind call” to The Post. None other than current Assistant Managing Editor **Michel du Cille**, Photo, picked up.

Du Cille agreed to see him.

“I couldn't reach him once I got there, so a friend dropped me off on the corner of 15th and L, where I made my way into the lobby of The Post,” says Chikwendiu. “I remember asking just anybody I made eye contact with, how I could go up to see Michel du Cille. All I got were shrugs and crooked looks.

Finally, security called him and remembering my unusual name, Michel invited me up. When the elevator doors opened, du Cille was waiting for me and said, ‘Five minutes,’ and turned to lead me into the newsroom. I followed along like a baby duckling. ‘Five minutes is all I need,’ I told him. I guess the work I showed him made a favorable impression because our five-minute meeting turned into an hour and a half of being introduced and shown around in the Photo department.” Though du Cille recognized his potential—according to Chikwendiu—du Cille seemed dismayed by Chikwendiu’s “complete lack of newspaper experience.”

Chikwendiu took du Cille's advice as marching orders and started freelancing at his local newspaper, the Lexington Herald-Ledger, once he returned and school broke for

the summer. By the end of summer, he was offered a full-time position and within a few months, he was named 1998 Kentucky newspaper photographer of the year. He kept in touch with du Cille and eventually got “the call” while on assignment. He started at The Post in January 2001.

As reported in a recent ShopTalk, Chikwendiu was named the 2008 White House Newspaper Photographers Association Photographer of the Year recently for his stunning photos covering Sudanese immigrants in Egypt and the effect of cluster bombs on Lebanese civilians. Among other assignments, he's also covered the genocide in Darfur, the “U.S. invasion of Iraq” and poverty and AIDS in Kenya. ■

YJDP at NCAA

Six high school students in The Post's Young Journalists Development Program were selected to attend Media Day for the eight teams competing in the NCAA's men's basketball first and second rounds at the Verizon Center. The students worked closely with professional journalists and attended press conferences and team practices. Their articles will appear in their respective school newspapers.

The six students were selected based on their essay submissions on why they would like to attend the NCAA Media Day event.

YJDP Director **Athelia Knight** says that one student, Danny Fersh from Walter Johnson High School (Md.),

asked a question during the press conference with University of Georgia guard Sundiata Gaines and center Dave Bliss. Knight explains, "Although NCAA officials and I had agreed that the students would not ask questions during the press conferences, an NCAA official called on Danny for his question. Danny asked them to talk about a turning point during the season when they realized they had the potential to make it to the NCAA tournament."

Theodore Roosevelt High School newspaper adviser Maurice Butler, who was also present at the event, took various photos. His photo appears on this page. ■



PHOTO - MAURICE BUTLER

Young Journalists Development Program Director **Athelia Knight** (standing, second from the left) and the six high school students who were selected to attend the NCAA Media Day for the eight teams competing in the men's first and second round basketball tournament are on the same stage where players and coaches answered questions. (Left to right, sitting) Tyneshia McCray, Suitland High School (Md.); Jasmine Jones, Gaithersburg High School (Md.) and Lindsey Hardenbergh, Robinson Secondary School (Va.). (Left to right, standing) Danny Fersh, Walter Johnson High School (Md.); Knight; Thomas Chalmers, Rockville High School (Md.) and Darnell Lee, Theodore Roosevelt High School (D.C.).

Washington Post Live Turns One

Washington Post Live, the daily sports roundtable interactive show that debuted on Comcast SportsNet (CSN) on March 19, 2007, recently celebrated its first year anniversary. The hour-long, high-energy TV talk show, hosted by CSN anchor Russ Thaler, invited Redskins Quarterback Jason Campbell and The Post's **Tom Boswell**, **Mike Wise** and **Dan Steinberg** to close out its first year and kick-off its second.

In the past year, the show, which airs Monday through Friday from 5 p.m. until 6 p.m. (re-airs at 11 p.m.) and is broadcast simultaneously on



washingtonpost.com, has welcomed nationally-known and locally loved figures like Baltimore Orioles Hall of Famer Cal Ripken Jr., Washington Nationals Manager Manny Acta, Washington Wizards All-Star Caron Butler, D.C. United soccer star Ben Olsen, Washington Capitals All-Star Alex Ovechkin and football Hall of Famer and Naval Academy star Roger Staubach.

But perhaps its most notable, albeit somber moment, was when the show

covered Washington Redskins' All-Star safety Sean Taylor's murder. Only a few days following Taylor's tragic death, the late player's father, Pedro Taylor, accepted an invitation to be on the show and provided the kind of heartfelt insight and eulogy that seemed appropriate and necessary, particularly for a local community that grieved the loss of a hero—a proven star athlete whose troubled personal life was also starting to show great promise. The two-hour special that covered the murder investigation also received national praise and high ratings.

In a press release sent out

by Comcast SportsNet, Rebecca Schulte, senior vice president and general manager of the channel, said, "Partnering with The Washington Post has given Comcast SportsNet significant resources to create this live production. We look forward to working with The Post to give sports fans unique segments and guests as we continue to bring viewers the best live roundtable sports show in the region."

The press release also states that Comcast SportsNet and The Post have agreed to a two-year continuation of the show. ■

Become A Post Hunt Volunteer

WHAT: The Post Hunt is a huge mutant brainteaser—a kind of urban safari, where participants will be hunting for the answers to silly puzzles woven into the



streetscape of Washington's eclectic neighborhood of Chinatown/Penn Quarter. The three, who are sorta the Socrates, Plato and Aristotle of humor journalism (Post columnist **Gene Weingarten** hired syndicated columnist Dave Barry, who Post Magazine Editor **Tom Shroder** then edited) came up with and refined the famous Tropic Hunt (now known as the Herald Hunt)—a city-wide contest started in Miami, where contestants solve puzzles that lead to more puzzles for the chance to score some sweet prizes. Now, they're bringing their shenanigans to D.C.

WHEN: Sunday, May 18 from noon to 5:00 p.m.

WHERE: City Center Lot A (Old Convention Center site) Near Chinatown/Penn Quarter

WHAT (Part 2): Any Post employee interested in volunteering at this event and attending the volunteer after party can contact **Carla Taylor** at taylorcy@washpost.com or at x4-6494.

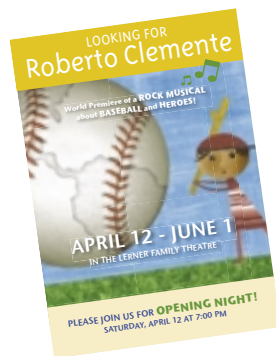
YUMMY: Mark Your Calendars for the Post Hunt Volun-

teer Orientation Pizza Party on Thursday, Apr. 17 at noon in the Northwest Building auditorium. Shroder will give an overview of the Hunt and volunteer roles will be discussed.

Check out upcoming ShopTalk issues for more information and updates!

Imagination Stage

Mark your calendars: the opening night for "Looking for Roberto Clemente" is April 12 at 7 p.m. at the Lerner Family Theater in Bethesda, Md. While tickets are being distributed on a first come-first serve basis, some consideration will be given to ensure employees who have not had a chance to attend in the past, will have a chance this year. Please contact **Aurora Gonzalez**, Public Relations, at x4-7973 to submit your request for tickets.



EAP Tip

Whether conflict occurs in our personal life or in the workplace, it typically conjures up unfavorable thoughts of hurt feelings, disappointment, anger and tension. As part of APS Healthcare's continuing effort to promote the Employee Assistance Program (EAP), a tip sheet on "Understanding Workplace Conflict" is now available near the Health Center or by

contacting ShopTalk (onom@washpost.com). Remember: EAP is committed to being "Healthy Together" and is available 24 hours a day, seven days a week at 1-800-765-0770 or at www.aphshelpink.com. Just enter company code: Post.

Dream Job Auction

The Workforce Organizations for Regional Collaboration's or WORC's third annual, Post-sponsored Dream Job Auction will take place on May 1 at the Four Seasons Hotel in Georgetown (D.C.). All proceeds will go toward fulfilling WORC's mission of "providing the chance for thousands of people in the Greater Washington region to have access to jobs, ultimately allowing them to create a better life for themselves and their families."

Among the "dream jobs" (for a day) up for grabs: producing ABC 7 Evening News, covering national politics with NPR White House correspondent David Greene, flying a

fighter jet, managing the Washington Nationals and commanding a riverboat, among many others. To read more about the event, go to: www.DreamJobAuction.org.

Dry Cleaning Service At The Post

Bergmann's Dry Cleaning is offering their services to Post employees at a 20 percent discount. The best part is that the drop-off and pick-up points are conveniently at The Post. Employees are able to sign up by providing a credit card number. They will be issued a dry cleaning bag that's assigned to their credit card on file. Bergmann's picks up and drops off on the first floor L Street entrance within the security center on Mondays and Thursdays between 11 a.m. and 1 p.m. Of note, Bergmann's customer service handles any discrepancies, not The Post. Contact **Tammy Johnson**, Purchasing, at x4-7111 with any questions.

Marketplace

FOR RENT: House apartment in Crofton, Md./Room in Bowie, Md. Rent a two-bedroom, one-bathroom house apartment with washer and dryer, all new appliances, new carpet, new paint, one-car garage, fenced patio, nice walking area and pond (in development). Available immediately for \$1,200 per month and one-month deposit. Also available: One room for rent with private entrance and private bathroom in Bowie, Md. (Glen Dale border line) for \$400 per month with one-month deposit. Available on April 1. Contact Angelo at x6-1416 or 301-464-5184 or at valeraa@washpost.com.

FOR HIRE: Personal gourmet catering service at reasonable prices and the food is fantastic. Kids cooking classes also available. Visit: acquiredtastecatering.com. Contact Robert at 202-359-9895.

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.