

# ShopTalk



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Editor, Mario Iván Oña, x4-6803

## ‘Fashion and Washington Together at Last’ Sales Launch of New Post Fashion Washington

“**A** toast... To fashion and Washington being together at last,” said Publisher **Katharine Weymouth** holding up a flute of pink champagne during the sales



Cover of what the new Fashion Washington will look like.

launch of Fashion Washington publication on Apr. 21.

Though FW will not be landing on the nicely manicured lawns of the area’s wealthiest subscribers until

September 2008, the red carpet soiree marked the start of the advertising sales push. Sales account managers, category managers and directors will be working diligently to get high-end retailers and businesses on board. Jimmy Choo, Bloomingdale’s, Macy’s and nine other advertisers are already signed up to advertise in FW.

The multi-page broadsheet product will have a circulation of 100,000, with 96,500 to be home-delivered—on top of the Wednesday paper—to subscribers with the highest average household income in the region. It will also be distributed to 3,500 luxury hotels, salons and boutiques. Others can request it for a fee. FW will first publish in September and November 2008, before becoming a monthly publication in 2009.

During the launch in the ninth floor conference room in the Northwest Building, FW Publisher **Jenny Abramson** introduced FW

Editor **Jennifer Barger**, who said that she looked forward to the challenge.

FW General Manager **Julie Gunderson**, Advertising, explained that the FW initiative was based on the success of similar advertising platforms in other markets, like Dallas, which launched FD Luxe in September 2004, and



Publisher **Katharine Weymouth** (right) with FW Editor **Jennifer Barger**. Weymouth greeted folks and took photos with them during the FW red carpet sales launch.



FW General Manager **Julie Gunderson** shows the FW prototype to automotive account manager **Christine Roy**, who sells advertising to high-end auto manufacturers.

Boston, which launched FB in May 2007.

Gunderson also said that FW could allow The Post to “capture local advertising dollars” typically spent in other publications by “extremely high-end advertisers” that do not place significant business in existing Post products. “We’ll be creating a new advertising environment,” Gunderson said.

According to a 2006 Scarborough study referenced in a presentation created by

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# In Celebration of Jack F. Patterson

Excerpts from **Matt Schudel's** obituary published in The Post on Apr. 13, 2008:

**Jack F. Patterson**, a hard-nosed newspaper executive who guided The Washington Post to unprecedented circulation growth from the 1950s to the 1980s and who mentored generations of the paper's top administrators, died April 9 of melanoma at his home in Bethesda. He was 93.

Mr. Patterson, a pioneer of home delivery on the West Coast, joined The Post as assistant circulation director in 1952 when it was one of four daily papers in the capital and had a circulation of about 200,000. He improved the paper's delivery through a



Jack F. Patterson

tightly managed system of independent distributors that he supervised down to the last detail.

Mr. Patterson became The Post's circulation director in 1956 and later

held the titles of vice president and assistant president.

"Jack was one of the great circulation executives in the history of the newspaper business," Post Chairman **Donald E. Graham** said. "Katharine Graham would have said that no business executive was more important in building The Washington Post during the time she worked there. He knew every inch of the circulation operations and assembled a circulation team which just

couldn't be beat."

...During the pressmen's strike of 1975 and 1976, Mr. Patterson urged then-Post Chairman Katharine Graham to continue publishing the paper, insisting that he would find a way to get the paper to its readers, despite threats of violence and sabotage.

... He was hired by Post Chairman **Philip L. Graham**, who became a close friend.

Mr. Patterson retired in 1984 but maintained an office at The Post for the rest of his life, offering counsel to the paper's executives and staff.

"At 92," his son [James J. Patterson] said, "he was driving to the paper every day till the first of the year."

His wife of 52 years, Dorothy Rose Patterson, died in 1995.

In addition to his son, of Bethesda, survivors include

two other children, Jackie Patterson of Arlington County and John F. Patterson of Toronto; and a grandson.

Mr. Patterson's memorial service was held on Apr. 21 at the Shrine of the Most Blessed Sacrament in Washington, D.C., where Vice President at Large **Ben Bradlee**, Post Company Chairman Don Graham and son James J. Patterson spoke. Entombment took place on Apr. 22 at the Gate of Heaven Cemetery in Silver Spring, Md. Philip L. Graham was designated as an "honorary ball bearer in memoriam." ■

## The Post Sponsors D.C. High School Baseball Championship Weekend

Vice President **Lionel Neptune**, Affiliates and Community Development, visited the new Nationals Ball Park on Apr. 8, representing The Post—a sponsor of the upcoming D.C. High School Baseball Championship Weekend on May 31. Along with D.C. Mayor Adrian Fenty and various other representatives from other sponsoring organizations, Neptune shared a few words about The Post's commitment to the community, particularly to education and the youth dur-

ing a press conference.

Neptune then recorded a condensed version of his remarks for a minute-long spot that will be broadcast on the Jumbotron and throughout the new Nationals stadium during a tournament that will bring the best baseball teams from public and private high schools in the area.

Tickets to the tournament are only \$5. Tours of the stadium will be available and the batting cages will be open before the tournament begins. Contact **Sydney Glass**, Public

Relations, at x4-6420 or [glasss@washpost.com](mailto:glasss@washpost.com) for more information. ■



Mayor Adrian Fenty, along with sponsoring representatives of the D.C. High School Baseball Championship Weekend, including Vice President **Lionel Neptune**, Affiliates and Community Development (second from left), hold a press conference at the new Nationals Ball Park, where the tournament will be played.

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Gunderson, "Washingtonians are willing to spend big bucks on quality items," which arms Advertising sales people with more ammunition, as

they try to entice new upscale advertisers.

Gunderson also recognized the help of account manager specialists **Anne Tackabery** and **Diane DuBois**, sales champion manager

**Brian Gilman**, sales champions **Sheila Daw** and **Gayle Pegg**, and the FW editorial staff: senior advisor **Dan Caccavaro**, production coordinator **Jackie Ellis**, photographer **Marge Ely**, art director

**Alyce Jones** and creative director **Scott McCarthy**. **Linda Baquet** helped put the event together. ■

# Washington Post Employee\* Golf Tournament

**WHERE:** Augustine Golf Club\*\*

Monument Drive, Stafford, Virginia (540) 720-7374

From I-95 South, take Exit 140 Stafford, 630 West – Courthouse Road.

Go 3.5 miles and turn left at light onto Monument Drive. Augustine Golf Club on left.

\*\*Softspike, facility, Proper golf attire required

**WHEN:** Monday, Jun. 9, 2008

**TIME:** 7:30 a.m. Registration

8:30 a.m. Shotgun start

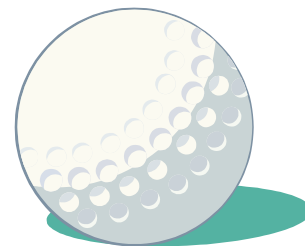
**COST:** \$85 per person

Includes: Breakfast, greens fee, cart, practice facilities, lunch and player's gift.

**FORMAT:** Four Person Captain's Choice - Each player tees off and the captain chooses the best shot. From that position, each player then hits the second shot and continues until the hole is finished.

**PRIZES:**

- First Place Team
- Second Place Team
- Third Place Team
- Men's Longest Drive and Closest to the Pin
- Ladies' Longest Drive and Closest to the Pin
- Door Prizes



Please sign-up as a foursome and return this form and your entrance fee to the contacts listed below by **May 23**. Checks should be made payable to The Washington Post. If you don't have a foursome, sign-up and you will be matched with other players.

**NAME**

**DEPARTMENT**

**PHONE NUMBER**

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Please fill out this form and return via interoffice mail or call:

**Rich Martin**, IT  
ext. 4-7531

**Bill Rhodes**, Springfield  
ext. x6-1943

**Sherry Gryder**, College Park  
ext. x6-1115

\*The tournament is open to employees, employee family members, retirees and TWP vendor employees.

## Springfield Blood Drive



From left: **Vanaida Holder**, Health Center manager; **Alan Madison**, mailer; **Veronica Bragg**, administrative assistant; **Sam Dorick**, press operator, and **Bill Hyland**, acting plant manager.

Springfield Plant recently held a blood drive, where 31 employees signed up to donate. **Roni Bragg, Alan Madison** and **Sam Dorick** won "Hair Spray" and Nationals tickets during a drawing for employees who "generously gave the vital gift of blood," as **Vanaida Holder**, Springfield Health Center said. Holder also reported that one of the donating winners appreciated being able to let his wife and daughter go see "Hair Spray" and hopes he can encourage other co-workers to participate in the next blood drive, because apart from the great prizes, everyone has a responsibility to help others.

## The Post Green Campaign

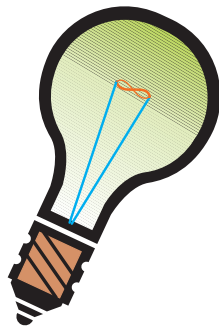
In the next few weeks, Public Relations, in conjunction with other departments will be putting together a going green informational campaign to let the community and employees know what The Post is doing to stay green and become more green. New initiatives will be announced. Anyone with any ideas, sug-

gestions or interest in participating or volunteering in any green initiatives, can contact [shoptalk@washpost.com](mailto:shoptalk@washpost.com).

## Post Green Facts:

The Post has reduced energy consumption at the Northwest Building during the first three months of 2008 by 132,309 kilowatt hours

- The Post only uses fluorescent bulbs for replacements, no incandescent ones
- The Post has installed automated light switches that turn off lights automatically in unused areas and will be expanding the use of these switches in 2008



- The Post has eliminated old exterior and interior lighting fixtures and replaced them with new more energy-efficient fixtures
- The Post has turned off all vending machine lighting to reduce electricity consumption
- The Post and its employees have an ongoing electricity reduction campaign. Among other things, they are asked to treat their workspace as they would their home by:
  - Turning off lights when leaving their office for extended periods
  - Turning off lights in

unused conference, copying and storage rooms

- Turning off cube lights and lamps when not in use or at end of the day
- Turning off unused fans, heaters, radios, and any other electrical devices
- Turning off monitors and printers when not in use (IT asks that your computer remain on for overnight updates)
- Use recycling bins in building for plastic bottles, aluminum cans and white paper
- Turn off sink faucets and report defective or leaking faucets to x4-7148.

If you or a colleague are doing something not listed here or have any suggestions, let us know. Write to [shoptalk@washpost.com](mailto:shoptalk@washpost.com).

## Join the Race for the Cure Post Team

The 2008 Komen National Race for the Cure is on Saturday, June 7. Once again, The Post will have a team.



Employees and their friends and family can join The Post team. All Post team participants receive a team shirt and are invited to a pre-race breakfast at The Post on race day. **Alexandra McNair**, Advertising, is the new team captain and can be contacted at x4-7045 or [mcnaira@washpost.com](mailto:mcnaira@washpost.com) for more information about joining team.

## Marketplace

**FOR RENT:** Spacious bedroom in NE D.C. with a closed back porch. \$900 per month, plus utilities. Located inside a four-unit apartment building on second floor. Hardwood floors and lots of original charm! Walking distance to Gallaudet University and conveniently located near the New York Avenue-Florida Avenue-Gallaudet University Metro stop. On bus line (D3,4,6). Centrally located and close to Maryland, shopping and grocery store. Private backyard. Revitalized neighborhood. Credit check, security deposit and application fee required. HCVP (formerly Section 8) welcome to apply. Available for immediate occupancy. Please call Mrs. Johnson for more details and showing times at 301-793-8282.

**FOR RENT:** Ocean City, 3-BR, 2-BA condo on 139 Street on the bayside. Full use of pool and tennis court. Sleeps eight. Only \$1,100 per week. Contact Joe at 410-451-0756 or x6-1932.

**LOST DOG:** Our dog "Storm" a white (with a little bit of beige and black nose) German Shepherd, age five, has been lost since Jan. 27. He's slender and sometimes his right ear is down. We've had several traces and sightings, but unfortunately all lead to nothing. We are grateful to everyone who has helped, so far and we hope you continue to help us look for him. He is scared of people and won't come to you if you move toward him. It's best to call us, if you see him. Please help us if you live in the neighborhoods between the Capital Beltway and Telegraph Road. Please contact Leslie at 703-965-2138 or 703-922-1774.

**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.