

ShopTalk



June 13, 2008, Vol. 34 No. 18

Editor, Mario Iván Oña, x4-6803

Doing More with Less *Public Relations Keep Programs Coming*

Although the Public Relations Department (PR) has seen a 50 percent reduction in full-time equivalent employees over the last three years, it continues to manage, plan

and execute The Post's staple educational and community outreach programs and employee events. In a given year, the five-employee department oversees nearly 120 programs and events, including the Eastern 500 Club, the Agnes Meyer Outstanding Teacher Awards, The Washington Post Music and Dance Educational Awards, the Vincent E. Reed Principals Leadership Institute, 20 Year Club and of course, the all-employee Eugene Meyer Awards.

"Our team is very passionate and extremely committed to always making our newspaper look good in the community," says Public Relations manager **David Jones**. "Most of the pro-



*Eastern High School 500 Club members Milton Meza and Lakia Meritwether perform two numbers on the violin and cello, respectively, accompanied by Ms. Doris Lyles on the piano during the annual senior luncheon on May 15. It's the students' way of thanking Post Co. Chairman **Don Graham** and The Post for providing them with financial backing (\$500 for every semester that they receive all As and Bs) for college. Public Relations manager **David Jones** oversees the program and planned the event.*



*The area's top principals and recipients of the Distinguished Educational Leadership Awards, as selected by their school districts, are recognized during a ceremony at The Post's Northwest Building Auditorium on May 13. Public Relations senior coordinator **Carrie Morse** oversees the program and planned the event.*

Former Eastern 500 Club member and current Post intern **Emil Robinson** at the registration desk during the D.C. High School Baseball Championship and All-Star Games at the new Nationals Park on May 31. The Post was a major sponsor of the event and several members of the Public Relations team were on-hand to assist, including Robinson, **Sydney Glass** and **Junior McLean**.



PHOTO - DAVID JONES

grams we manage send out one simple, but very important message to our community and our readers: We care."

PR has also started working closely with WPNI to set and achieve common goals, as The Post and *washingtonpost.com* seem to be converging. WPNI has assisted The Post in promoting and marketing

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PHOTO - SYDNEY GLASS

Promotions & Transitions

ANNIE BOWMAN (1976), **JEREMY DEMOZ** (2003), **COREY IMES** (2004), **DANIEL POLLARD** (2003), **DEVONNE RUDOLPH** (1996) and **DANNY WILSON** (1980), who started at The Post on the year next to their names, will bring their years of experience in their previous Post jobs to become mailroom foremen at the Springfield Plant. Two additional foremen, new to The Post, also joined and will be featured in an upcoming "New Faces" segment.

DAVID BROOKING, Production, recently became a makeup person in the Makeup Department. He previously worked as the classified pagination coordinator for Advertising Operations. As a member of the pagination team, David was responsible for working with the various Post classified sections. Before that, he was an online Advertising service representative. He joined The Post in 1994 as a copy aide and news aide. David earned his BA in English from Morehouse College (Ga.). He lives in Washington, D.C.

JOE HEIM, News, recently became the Sunday Source deputy editor following Suzanne D'Amato's departure. As the section's assistant editor for three years, he has edited and written "lively, smart and practical pieces for the paper," wrote Sunday Source/TV Week Editor **Debra Leithauser**. Heim started at *washing-*

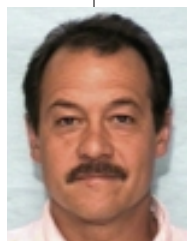
Joe Heim



tonpost.com as the music editor for the Entertainment Guide in late 2000 and five years later joined the Sunday Source. He attended U.C. Berkeley's Graduate School of Journalism. He was born in Morocco and has lived in Kenya and Haiti.

AMY JOYCE, News, will become Weekend's deputy editor. As Weekend assignment editor, she has worked with other reporters and helped generate story ideas. Amy was the workplace columnist for Financial for nearly a decade and wrote the book, "I Went to College for This?" She attended Catholic University and lists her French as "rusty."

TONY MARSHALL, Production, also joined the Makeup Department recently. He was previously a tech leader at the College Park pressroom. He's also worked as a press operator team leader and assistant team leader. He joined The Post as a news aide in 1992 after graduating from Northeast Louisiana University and earning his BA in general studies. Tony lives in Upper Marlboro, Md. with his wife, Mekisha.



Allan Martin

ALLAN MARTIN, Production, returned to the Springfield Mailroom management team as superintendent of ROP (run of paper) and Materials Handling in April. During his extended career at The Post, he has held a variety of positions in the pressroom and

mailroom. In 1997, he accepted the position of operations manager at Comprint Printing, a Post Co. subsidiary, where he eventually became general manager before returning to the College Park Mailroom as superintendent in 2004. As superintendent, he significantly improved customer service, increased productivity and reduced waste.

MONICA NORTON, News, recently became the technology editor. Her experience in education coverage makes her uniquely qualified for the position, because as Financial Assistant

Managing Editor **Sandy Sugawara** pointed out, "Students are early adopters of technology." Monica was a reporter at *The Evening Sun* and *The Baltimore Sun* and was an editor at *Gannett Suburban Newspapers* in White Plains, N.Y. and *Newsday*. She joined The Post in 2005 and was the education editor on the Maryland desk. As a Baltimore native, she will not



Monica Norton

be rooting for the Redskins any time soon and she hopes to live in Paris as a writer one day.

BOB RUFFLEY, Production, became acting mailroom superintendent at College Park, following Allen Martin's move to Springfield. Bob has a long career at The Post that started in 1975. He has held a number of supervisory positions before becoming a salaried manager in February 1986. In addition to his many leadership roles, Bob helped successfully navigate production out of the Northwest Plant. After it closed, he moved to College Park, where he filled in as acting superintendent following **Phil Kane's** retirement in 2004 and helped improve overall mailroom performance.



Bob Ruffley

events like the Post Hunt and Post200, as well as promoting the recent obesity series beyond the collaborative editorial effort already in place.

PR intends to assist WPNI in community outreach and branding the washingtonpost.com as an integral partner in the community, in the same way as the newspaper.

Here is a summary in photographs of the programs and events that PR has executed in just the last few weeks.



PHOTO - AURORA GONZALEZ

From left, Vice President **Lionel Neptune**, Affiliates and Community Development, with Executive Director Eleni Rossides and Board President Rick Edmunds from the Washington Tennis and Education Foundation—winners of the 2008 Post Award for Excellence in Nonprofit Management. The awards ceremony was organized and executed by Public Relations administrator **Aurora Gonzalez**.



PHOTO - DAVID JONES

E-Streeters President **Al Manola** with Publisher **Katharine Weymouth** during the **E-Streeters Luncheon** on May 12. The **E-Streeters** are longtime **Post** retirees mostly from the newsroom, who worked at **The Post** back in the '50s, when the paper's headquarters were located on **E Street**, thus "**E-Streeters**." Every year, they hold two luncheons to reminisce, mingle and ask the guest speaker (usually a high-level **Post** exec or editor) some questions. The event was organized by Public Relations manager **David Jones**.



PHOTO - ROBERT SVERCIL

Post mascot **Ned the Newshound** (played by Public Relations grants coordinator **Tito Tolentino's** son, **Johnathan**) attends an event he really, really believes in: the 13th Annual Walk for the Animals at **Bluemont Park** in **Arlington, Va.** on May 10. The annual fundraising event organized by the **Animal Welfare League of Arlington** was started by a former **Post** employee. **Ned's** presence is always requested. **Tolentino** coordinated **The Post's** participation and also managed **PostPoints** distribution on site.



PHOTO - PATTY GONZALEZ

Public Relations administrator **Aurora Gonzalez** welcomes over 300 parishioners from **St. Augustine's Roman Catholic Church** with the church's pastor, **Rev. Patrick A. Smith**, standing beside her. **St. Augustine Church**, "the Mother Church of Black Catholics in the Nation's Capital," was once located on 1150 and 15th Street, where **The Post** now stands. To celebrate the church's 150th anniversary, its congregation began a procession after their last mass of the day on Sunday, May 18, walking from their current location on 15th and V Street. **Gonzalez** organized a dessert reception. **Gonzalez's** sisters, **Patty** and **Vanessa**, and **Ceyda Schofield**, **Circulation**, volunteered to help.



PHOTO - EMIL ROBINSON

The fearless and intimidating **Baltimore Black Sox** were on hand to catch a little bit of the **D.C.** high school baseball action. They were forgiven for wearing **Oriole** colors to the **Nationals' new home**.

Two **All-Met** area star athletes receive their awards and are congratulated by **High School Sports Editor Dan Uthman** (left) and **Washington Wizards guard Roger Mason Jr.** during the 24th annual **Post All-Met Luncheon** on June 2 at the **Grand Hyatt Hotel** in downtown **D.C.** The area's top athletes and coaches were recognized. It took a collective **PR** team effort to pull it off.



PHOTO - EMIL ROBINSON



Eastern 500 seniors **Christian Loggins** (front) and **Delonte Moore** present **Post Co. Chairman Don Graham** with a "thank you" gift. **Graham's** relationship with the high school began when he was a **D.C.** police officer assigned to the same **Southeast** neighborhood that school resides in.

College Park Celebrates 10 Years



PHOTO - JOHN MANDISH

College Park celebrated its "10 Years of Excellence" in early May on two separate occasions to ensure all employees on all shifts had the opportunity to partake. The first paper printed at College Park was on May 7, 1998.

Discount Tickets to Area Stage for Post Employees

Arena Stage is once again offering its corporate special discount promotion to Post employees for tickets to "The Mystery of Irma Vep." The production will run from June 6 to June 13 at Arena Stage in Crystal City and the following dates and times are available for the promotion, where tickets are only \$20 (limited to four tickets per employee and subject to availability):

Fri., June 6 at 8:00 pm

Tues., June 10 at 7:30 pm

Wed., June 11 at 7:30 pm

Charles Ludlam's Obie Award-winning comedy satirizes everything from Hitchcock's "Rebecca" and Victorian melodrama to "The Mummy's Curse." Arena Stage is located in Crystal City at 1800 South Bell Street, Arlington, Va. 22202, below street level near the Crystal City Marriot. To get tickets call Arena Stage box office at 202-488-3300 and tell the sales agent you are an employee of The Post and would like to

take advantage of the \$20 ticket offer for "The Mystery of Irma Vep." Contact ShopTalk with any questions: shoptalk@washpost.com

Northwest Blood Drive on June 24

The next Northwest Blood Drive is on Tuesday, June 24, from 8 a.m. to 2 p.m. in the Multipurpose Room. Recently, the supply for O Positive blood was 1.1 days, O Negative 1.2 days and B Negative 1.6 days. A safe desired blood supply is 5-7 days. Contact the Northwest Health Center on x4-7192 to schedule an appointment to donate.

Discount Tickets to Wolf Trap for Post Employees

Post employees can receive a 10 percent discount on selected shows at Wolf Trap's Filene Center. To access the program and see what shows are available, visit: wolftrap.org and search for "employee discount." Click on the first item under "Site Search" on right: "Wolf Trap Foundation for the Performing Arts/ Employee Discount

Program." If you click on "Wolf Trap Employee Discount Program," you will need to enter this password: 08*15*27 to find a listing of the eligible events and purchase tickets at the discount price. This password is strictly for Post employees. Discount is available on up to ten tickets per show, in-house seats only (lawn tickets are excluded). You will need to pick up your tickets at will call and show your Post identification. Contact ShopTalk with any questions: shoptalk@washpost.com

Note to Departing Post Employees

Centrex Department is requesting that Post employees or supervisors of departing employees contact **Monica Williams** or **Mary Robinson** at x4-6000 or at robinsonmm@washpost.com and provide the following information: departmental changes, extension numbers, home and cell phone numbers to update the Centrex database.

Marketplace

FOR RENT: Fully furnished three-bedroom, three-bath condominium in Kissimmee, Fla., just minutes from Disney attractions. Modern unit easily accommodates up to six people. Complex includes pool, hot tub, tennis court and a clubhouse with a game room and newly equipped exercise room. Weekly rentals from \$500 to \$600 a week (varies with the time of year). Contact: Morgan McElroy at morgan@coopersmithvacations.com or 321-689-3369.

FOR RENT: Lovely, small, fully furnished house in Chevy Chase, D.C. Two blocks from Rock Creek Park and a 10-minute walk to Lafayette Elementary. Two-bedroom, 1.5-bath, sun-filled Cape Cod cottage-style home is perfect for a couple, a couple with a young child, or a single. Two stories, brick, built in 1935. It's just under 1,100 square feet, not including unfinished basement. Contact Erica at 202-364-4513 or 8-3017.

FOR SALE: New toddler's Nike Air Jordans for \$25. Still in original box, toddler size 9, black and red. Paid \$43 price tag still on shoebox. Picture available upon request. Contact Shawantae at x4-4284.

FOR RENT: House in N.W. D.C. (Barnaby Woods/Chevy Chase). 3 BR, 2.5 BA, A/C. Fireplace. Near good schools. Deep lot. \$3,000 per month. Available in July. Contact Bob at x4-7479 or 202-244-3380.

FOR RENT: Glover Park townhouse. 3-4 BRs. CAC, ww carpets, garage, room for 3 cars to park in back, window covers in place, 2.5 baths, backs onto park, 1 block from bus, 2116 Huidekoper Pl. N.W. Available either July 5 or August 8. Contact Pat Priest at 703-916-2240 (work) or 703-323-0794 (home).

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.