

ShopTalk



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Don's 'Hero'

People don't like **Dr. Vincent Reed**. They adore him. That much was clear on June 5, when Benjamin Banneker Academic High School named their auditorium in his honor. Those present at the ceremony hugged him; they kissed his hands and his forehead with the kind of reverence reserved for the head of the family or a spiritual leader. In some ways, he was both.

Everyone from Mayor Adrian Fenty to Post Co. Chairman **Don Graham** to teachers and students were present to celebrate one of D.C. education's true champions.

In an interview a few weeks after the ceremony, Frances Reed, his wife, said, "There's something about him. I've been married to him for 56 years and I'm still amazed at how he can make

people feel so comfortable around him... He just wins everybody over." Throughout the interview and in a very understated way, it became clear that D.C. owes almost as much to the great woman behind the great man.



Dr. Vincent Reed with his wife of 56 years, *Frances*.

Reed, the fourteenth child from a St. Louis family of 17, was a fullback in football and a boxer. After attending West Virginia State, he joined D.C. Schools in 1956 as a shop teacher and worked his way up to principal of Wilson High School and then to a relatively short-lived but impactful tenure as superintendent from 1975 to 1980.

"He's my hero and I'm going to tell you why," Graham said, addressing the Banneker students during the ceremony. "In my lifetime, he is the greatest school superintendent in the history of Washington, D.C., although

Vincent and I would both join in hoping that [D.C. Schools] Chancellor Michelle Rhee turns out to be even greater."

Graham explained that above all, Reed wanted to become a superintendent so that he could do some things. He finally got the nod in 1975. Shortly after, reading and math scores went up and every decision that the school system made was based on how the students would benefit. Understandably, he became one of D.C.'s most popular figures.

"Vincent really believed in the ability of students in the District of Columbia to do college level and pre-college level work," Graham said. "He knew that if a place like Banneker opened their doors, they would get a lot of students." When the school board voted against his proposal for the academic school, he quit and vocalized it to the media. The closest thing to a "spontaneous political uprising" ensued, as Graham put it. The school board led by Carol Schwartz, Reed's only ally, reversed their decision and created Banneker.



Post Co. Chairman **Don Graham** shares a few words about his 'hero,' *Dr. Vincent Reed* at Benjamin Banneker Academic High School.

To use a baseball analogy, Reed had made a sacrifice fly. Though he was out, his quitting enabled Banneker to be built. The school still ranks among the top public schools in the country. But Reed didn't sit in the dugout for long.

The Reagan Administration recruited him in 1981 as the assistant secretary of elementary and secondary education for the Department of Education, but only after he registered as a Republican.

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Meet Marcus Brauchli

“He has a very tight handshake,” someone in the newsroom warns me as I’m walking over to interview The Post’s new executive editor, **Marcus Brauchli**. Then the person shouts out, “But he’s a very nice guy and easy to talk to.”

It’s Sept. 11 and Brauchli has been on the job for four days. After the anticipated firm handshake, I ask him how it’s going so far. He says, “A lot to learn.” For posterity, the news du jour during his first week at the helm: Alaska Gov. Sarah Palin and something about pigs and lipstick.

Brauchli, 47, found his calling at an early age. “I was interested in news pretty much from Watergate onward,” he says. Brauchli—13 when Nixon resigned—worked for newspapers in his hometown of Boulder, Colo. He went on to graduate from Columbia University the same year as Sen. Barack Obama. They didn’t know each other, but they have friends in common. Brauchli then joined the Wall Street Journal, after being a copy boy at the New York Times.

The 1991-92 Nieman Fellow jokes that during his time as a foreign correspondent in Asia and Northern Europe he only picked up one language: English. “I had a version of passable, conversational Chinese,” he says. “I can read French at a slow pace and I learned to read Swedish newspapers badly. But really, I can’t claim to speak any other language.”

Once stateside, Brauchli continued to move up the

ranks at the Journal, becoming national editor, deputy managing editor and then managing editor. Since it was the seventh anniversary of 9-11, I ask him to share his experience as national editor during the tragically monumental news day.

He explains that following the 1993 World Trade Center bombing, the Journal, whose headquarters were literally across the street from one of the twin towers, set up a backup office in South Brunswick, N.J., outside of Princeton, as part of its contingency plan.

“I was at home in Brooklyn Heights when the plane struck—just a couple of miles from the World Trade Center,” he says. “In fact, the video that was widely shown on CNN of the second plane hitting the building was actually shot by my upstairs neighbor from the roof of our house. I first tried to go back into Manhattan and got most of the way across the Brooklyn Bridge by foot against traffic. When the tower that was closer to our office collapsed, the editor I was traveling with and I decided to return to Brooklyn and organize coverage from my apartment.”

With senior editors dispersed all over, Brauchli and a few other editors kept it together from remote locations, while their colleagues who could get to South Brunswick put out the paper on deadline. The Journal earned the Pulitzer Prize for

Breaking News Reporting “for its comprehensive and insightful coverage, executed under the most difficult circumstances,” as the citation states.

One of the big draws for Brauchli in his decision to join The Post was getting to work “alongside many journalists I have admired for as long as I’ve been in journalism.” But there were other factors: an alignment with



Executive Editor
Marcus Brauchli

The Post’s belief that journalism has a key role in society, partaking in redefining the way journalism is practiced and working for Publisher **Katharine Weymouth**. “She’s committed to finding that pathway and preserving all that makes The Post a beacon of great journalism,” he says.

Brauchli believes The Post should not only keep readers informed, but it should help them “navigate through Washington, whether that means explaining a complex policy matter or finding and booking a restaurant.” He continues, “We need to be equally effective and compelling in all media, including video and online. What defines The Post is not the medium, it is its approach, its sensibility, its dependability, its authoritativeness, its fairness, its insightfulness. We can deliver those defining qualities in any medium, on any platform.”

He is once quoted as saying that “diversity of background brings diversity of ideas brings diversity of coverage.” Among one of his pri-

orities as executive editor will be hiring journalists from different backgrounds and ensuring diversity up and down the food chain.

As for the future of The Post, Brauchli points out that Weymouth and President and General Manager **Steve Hills** have been “giving this a great deal of productive thought” and then says that The Post has the largest audience its ever had and cites a story on Palin that was viewed one million times in a single day. “That’s tremendous reach... Where there is an audience, there is a future,” he says.

Brauchli and his wife, journalist Maggie Farley, and their two daughters have settled in Bethesda. When he isn’t hunkered down in the newsroom, he dedicates most of his time off to his two girls, Aria, 8, and Zoe, nearly 7. “We’ve had a great time discovering Bethesda: the girls are playing soccer, we’ve been ice skating and they’ve found a nearby stream to play in, which is very different from their life in Brooklyn,” he says.

But notwithstanding experience, running across bridges and fatherhood they say you can tell a lot from what’s jamming on a person’s iPod. Eva Cassidy: Live at Blues Alley, Prokofiev, Tchaikovsky’s violin concert, Beethoven concertos, the Verdi and Mozart requiems, Blonde Redhead, Green Day, the Red Hot Chili Peppers, Soliders of Jah Army, a Chinese torch singer named Coco Zhao and Chet Baker all have a residence in Brauchli’s eclectic taste. ■

His wife joked that since Reed, a registered independent, always voted for the person and not the party, she considered him a “closet Republican.”

The job only lasted a year on account that it was too political. Mrs. Reed explained that two of the American hostages, who had been released from Iran, had their eyes set on working at the Department of Education. “Vince said that they weren’t qualified worth a hoot, but they wanted him to take them. Vince has always been the kind that if you’re qualified you can get the job... but when you try to push someone off on him who is not qualified, he has a big problem with that,” Mrs. Reed said.

Not long after his stint, The Post hired him as vice president of Communications in

1982. Mrs. Reed said, “After he got there, he said, ‘My goodness, I should have done this years ago,’ since Don had been trying to get him to come over. At The Post, he didn’t have so many people going at him like he did when he was a superintendent. At The Post, he had more allies. Plus, his salary was better.”

Reed started some of the most innovative educational programs on behalf of The Post. All of them still stand and are managed by the Public Relations Department. The Distinguished Educational Leadership Awards and the Vincent E. Reed Principals Leadership Institute recognize and train the area’s top principals. The Agnes Meyer Outstanding Teacher Award and the Grants in the Arts/Education benefit teachers, while the Eastern 500 Club helps out high school students.

In 1992, Reed suffered his

first of five strokes while recovering from hip replacement surgery. After intense physical therapy, he returned to The Post eight months later. While driving to The Post in 1996 and only a few blocks from his home, he suffered a more serious stroke that left him unable to speak or read. Though that ended his career, his struggle with health problems was just beginning. He had three more minor strokes to add to his diabetes. He then developed a chronic infection, which causes his temperature to get dangerously high. But just as he was in public life, he continues to be perseverant and resilient.

“I think if I would have had all these problems, I would have given up,” Mrs. Reed said. “But he hasn’t given up. He’s hanging in there. He does get a little frustrated because he’s trying so hard to get back to walking, since he was just

walking this past February.”

Mrs. Reed said, “I have hypertension and arthritis, but thank goodness the good Lord has kept me on my feet to help him. I am thankful for that.”

Not only is Mrs. Reed’s dedication to her husband inspiring, but she also seems to be a remarkably effective custodian of her husband’s legacy. And her level of intellect, optimism, class, poise and articulation leaves you imagining how sophisticated a simple conversation between this husband and wife probably was.

“I know Vincent’s made me a better person—just being around him,” she said. And when I thank her for her time, she concludes, “I’m always happy to talk about my husband! Crazy ‘bout him from the first day I met him when I was 17 years old and he was 21!” ■

Speakers Bureau Continues to Thrive

Without much pomp or celebration, the Speakers Bureau recently had its 2000th speaking engagement since the program’s overhaul and re-launch in 2005. Whether its **Steven Pearlstein** moderating a national panel on employment or a Post volunteer going out to a nearby elementary school to talk about KidsPost, the Speakers Bureau oversees any instance where a Post employee is connecting with the community as a speaker or moderator. The program will launch a speakers series at the Newseum on October 13.

“Speakers Bureau shares with our community the knowl-



edge and experiences of Washington Post journalists. It gives our readers the opportunity to meet our journalists as people, personalizing what can otherwise seem to be an intimidating, large local institution. Our journalists benefit by meeting our readers and hearing their questions and interests, which makes our journalism better informed and better targeted to

our readers’ needs.”

—Vice President at Large **Len Downie**

“I have enjoyed speaking to various groups on behalf of the Speakers Bureau, especially because it has exposed me to a diverse assortment of readers, views and local communities. All of them have had one important thing in common, which is that they follow the paper closely and often critically, and they are genuinely interested in how we report and write the news. By reaching out to them, I think we are reinforcing that interest among the reading public at a crucial time for our

profession, and allowing people to identify more with us as individual journalists, thus perhaps helping to dispel whatever myths they may have about newspapers and the press in general.”

—Reporter **Pam Constable**

“Participating in the Speakers Bureau provides two major benefits: it provides occasional story leads and gives me a sense of what readers think of the paper. I spend a great deal of time speaking to scientists, as well as government employees, and many folks are more comfortable giving story ideas to a reporter once they’ve met the person.”

—Reporter **Julie Eilperin**

Congratulations to the 20 Year Club Class of 2008

William Allis	Carol Guzy	Gayle Pegg
Gary Scott Amos	Sandra Hayes	Stephen Poole
Randy Bell	Alan Holmes	Roxanne Roberts
Nora Boustany	Andrew Hood	Howard Schneider
Shirley Carswell	Donald Lee Jackson	Michael Seeman
Janet Chamblee	Monique Johnson	Mike Shepard
Michel du Cille	Rupert Jones	Robert Smalls
Paul Farhi	Yvette Jones	Elizabeth Smith
Russell Ferguson	Quinton Jones	Valerie Strauss
George Francis	Jeanne Koch	Robert Sundstrom
David Fuhs	Terry Lando	Mary Fleming
Mark Gross	Tom Lansworth	Svensson
	Mattie Lockhart	Floyd Swanson
	Timothy Mangum	Michael Sweatt
	Dan Martin	Robert Thomson
	Mark Maske	Nen Van Tran
	John McArdle	Thoi Tran
	Gordon Mehlman	Margaret Walker-
	Dave Ness	Bruce
	Steven Pearlstein	Willie Williams



You will all be honored during a luncheon on Oct. 14 at noon.
For more information contact **Carrie Morse** at x4-7972.
If you are not on the list contact **Maura Donohue** at x4-6489.

Win Tickets to Redskins Game

Thought that would get your attention! With football season in full swing and coming off a big win against the Saints, there's no better time to catch the Skins. You can enter to win two tickets every time you get a friend to subscribe to The Post from now until Oct. 12. Pick up subscription forms from HR*, print your name on the appropriate line and hand them out. The more people you sign up, the better your chances! The drawing will take place on Oct. 13 for the Oct. 19 home game against the Browns. If you have any questions, please contact **Kate Hall** in Consumer Marketing at hallkd@washpost.com. To participate without selling a subscription: print your name, e-mail and phone number on

a 3-by-5 index card and inter-office mail it to Kate Hall, Consumer Marketing, 7th floor, NW.

*For Springfield employees, please see **Jennifer Gertenbach** for the order forms. For College Park employees, please see **Carol Miller** for the order forms.

Body Composition Profile Testing on Sept. 23

The Body Composition Profile Test is a method of measuring fat-free mass, body fat and total body water. It is a simple, painless and non-invasive procedure done by lying down for 10 minutes while attached to an electrode on a hand and another on a foot, similar to that of an EKG machine. A printout will be given to you detailing your measurements as they relate to age-related target numbers.

It will take place on Tuesday, Sept. 23 from 8:00 a.m. until 5:00 p.m. by appointment in the Health Center. Please call x4-7192 to schedule your test.

Express Web Site Relaunch

Express daily tabloid paper relaunched its Web site on July 22 under the name: expressnightout.com to reflect its emphasis on local events and nightlife. Check it out!

PostPoints Feedback

Do you have any suggestions on how to make the PostPoints program even better? Simply e-mail shoptalk@washpost.com.

In the Green Corner

FACT: The Post is replacing tissue and paper towels with 100 percent recycled paper products in all restrooms.

GREEN TIP: Make sure your automobile tires are properly inflated, particularly on a long road trip.



eMentoring

Interested in mentoring elementary school students from the convenience of your own computer? The In2Books national campaign kicks off this month. To find out more information visit: www.in2books.com or contact shoptalk@washpost.com.

Marketplace

FOR SALE: 1985 Stamas Family Cruiser boat. 26-ft., fiberglass, 265 hp inboard/outboard, electronics, good condition, well maintained, kept in covered slip in Deltaville, Va. No trailer. \$2,700 obo. Call 703-323-1390.

FOR SALE: Crate & Barrel 1999, olive drab sofa in terrific shape. Accommodates three people sitting down or one dude laying down watching football. It's not a sleeper. There are no stains, rips or tears. Asking \$450. Contact Frank at x4-5158.

FOR SALE: Two items: B40 Yamaha Electone Organ—in great condition with instructions. Asking \$400.00 obo. BMW car cover with brand new lock for 3 series for \$75.00. Contact Rita at copelandvb@washpost.com or 301-499-8921 before 11:00 a.m. or after 8:30 p.m.

FOR SALE: All-in-One Printer. This HP C5180 printer-scanner-copier prints gorgeous photos, scans well and does the usual printer duty. It's got a sleek white finish and is in mint condition. I've owned it less than a year, but we just got a new printer as a present, so I'm selling this one. I have the original installation CDs for Mac and PC and the instruction booklet. \$95 (goes for more than \$200 new). Contact Theola at x4-5191 or labbet@washpost.com.

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.