

ShopTalk



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Editor, Mario Iván Oña, x4-6803

Washington Post Media's 'Indispensable' Strategy

When **Katharine Weymouth** was named publisher of The Post and CEO of Washington Post Media back in February, there was no doubt in anybody's mind that she faced enormous challenges. But with her selection, came hope at a time in American history when that seems to be the only investment yielding any returns.

Ten months later, despite a teetering economy and the woes of the newspaper industry, there's still a strong sense of optimism latched on Weymouth's leadership. Since her promotion, she has followed her uncle Post Co. Chairman **Don Graham's** advice to a tee. Right before she was named publisher

and CEO, she was told by Graham: "Katharine, you don't need to be the smartest person in the room. You just have to surround yourself with the smartest people in the room."

Shortly after taking the reins, Weymouth took a small team to Harvard University to jump-start the strategy process. She then assembled a formidable brain trust of 40 staff members from every depart-



*Weymouth publicly recognizes Commercial Delivery Manager **Bryant Despeaux**, Circulation, with the Outstanding Contribution Award for negotiating an agreement worth nearly \$1.2 million.*



*Publisher and CEO **Katharine Weymouth** unveils the Washington Post Media strategy to managers, directors, senior editors and vice presidents from The Post and washingtonpost.com at the Expanded Staff Meeting.*

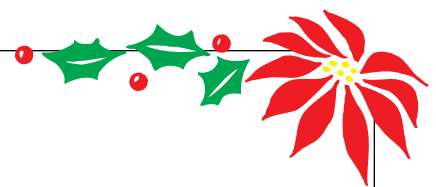
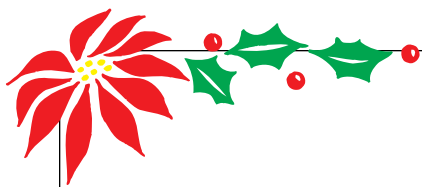
*Post Co. Chairman **Don Graham** addresses a question during the question and answer portion of the meeting. Graham reinforced that The Post and Post Co. are committed to making decisions that will weather the newspaper industry storm.*



ment at The Post and washingtonpost.com to analyze the way business is conducted. Her team evaluated how effectively readers and advertisers are served, how cost effective operations are and where The Post and washingtonpost.com hold a unique advantage over competitors.

During the recent Expanded Staff Meeting on Dec. 10, Weymouth unveiled the resulting Washington Post Media strategic plan. Immediately following the meeting, she also e-mailed all Post and wash-

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Post Holiday Spirit



Public Relations Manager **David Jones** welcomes the crowd and introduces Post writers and editors during the Spirit of the Holidays event.



The Post welcomed the community on Dec. 2 for the second annual PostPoints Spirit of the Holidays celebration. Nearly 800 Post readers had the opportunity to browse through some gift ideas, sample some wine and meet with Post writers and editors.



Post reader Steve Cohen meets and greets (and exchanges cards) with Executive Editor **Marcus Brauchli** at the Spirit of the Holidays event.



Post Cartoonist **Tom Toles** talks to a sample of his fan base—ranging from young to very young—at the Spirit of the Holidays event.



Genisha Saverimuthu, Marketing, gives away a few raffle prizes during the Spirit of the Holidays event.



Post employees select raffle items they hope to win during the annual Cookie and Book Sale. **Aimee Sanders** (right), News, organized the event this year and has participated for about nine years. The sale of donated baked goods, and items given to the Newsroom benefit N Street Village, a nonprofit organization that assists homeless women. The event raised \$11,875.



With the Urban Nation H.I.P. - H.O.P. (Hope, Integrity, Power - Helping Our People) Choir behind her, Judith Hobbins, executive director of Covenant House, thanks The Post for its generosity through the Be An Angel campaign. All items, gift cards and money donations collected during the campaign will benefit Covenant House and Childhelp Children's Center of Northern Virginia.



The Urban Nation H.I.P. - H.O.P. Choir stop by The Post to spread some holiday cheer. They sang Christmas carols, Hanukkah and Kwanzaa songs throughout the building before continuing the celebration in the Multipurpose Room and helping promote the ongoing, annual Be An Angel campaign.



Columnist **Eugene Robinson** and other folks from the Newsroom stopped worrying about deadlines, the economic crisis and shoes being hurled at President Bush just long enough to enjoy a couple of holiday songs from the Urban Nation H.I.P. - H.O.P. Choir led by Urban Nation President and CEO Rickey Payton Sr.

ingtonpost.com employees a memo outlining the plan.

Here are some excerpts from her memo:

The purpose of our strategy review was not to answer with great precision how to “fix” our business model overnight—there is no quick, easy response to the sea changes already disrupting our industry before the financial meltdown this fall. Our goal was to propose an integrated set of choices that will allow us to preserve our commitment to journalistic excellence while also positioning the company to generate strong financial returns over the long run. By setting forth a common framework for decision-making, we hope we are providing your departments with the tools for prioritizing what we do as an organization, so that we focus our increasingly scarce resources on things that will make us

indispensable to our customers, and thus create value for our business, while eliminating efforts that no longer make a difference to our readers.

*At the heart of our strategy is the fact that our home market is, not only an affluent, highly educated, growing market, but that it is, of course, uniquely the nation’s capital and the seat of government. More than ever, The Washington Post must be the **indispensable guide** to Washington. In the capital and beyond the Beltway, The Washington Post delivers news and understanding about the politics, policies, personalities and institutions that make Washington the world’s seat of power. For people in the metropolitan area, The Post must also inform, engage, entertain and facilitate their handling of practical, everyday problem solving.*

The three pillars of our



Publisher and CEO **Katharine Weymouth** tells the leadership of The Post and washingtonpost.com that The Post must be the “indispensable guide to Washington.”

our cost structure must be done in a way that protects our brand and lays the foundation for future growth.

One thing this strategy does not change is our bedrock principles.

We will always be

strategy are:

- *Being about Washington, for Washingtonians, and those affected by it*
- *Providing utility, engagement, and convenience for our local readers*
- *Extending our brand with new products and new platforms*

Weymouth went on to write:

To achieve the goals outlined above, we must make fundamental changes to our business culture. We must create a nimble, high-performance culture. And we must realign our cost structure to match this strategy. Cutting

committed to producing great journalism, building a strong business, serving our readers, being an exceptional place to work and a responsible member of our community. To be faithful to these principles at a time of great change, we will need to be creative, adaptive and resourceful in the way we position our business going forward. I know of no better group to meet these challenges than our team today, and I couldn’t be more excited about working with you to forge this future

If you have any questions or comments for the publisher, send them to shoptalk@washpost.com. ■

Accounting Tips To Save Your Life (Almost)

Accounting put together this list of tips and contacts for you.

Payroll

1. Avoid W-2 reissues after year-end. Verify your address, Federal and State tax withholding and other critical information on WPONET before year-end.
2. When changing your address to another state, submit a new state tax withholding form, obtained through the Payroll Department.
3. Verify your Social Security

Number after receiving your W-2.

Contact: **Janet Turim** at x4-4699 or your designated Payroll associate.

iExpense

4. Submit individual expense reports for separate business trips. Tape receipts on regular paper individually. Do not staple together.
5. For iExpense reimbursements, do not include charges that The Post or another company paid, such as travel, car rental or lodging. Include the item,

but enter zero on that line.

6. Supervisors: Please approve promptly.

Contact: **Nadeem Awan** at x4-7812.

Vendor Invoices

7. Make sure ALL payments have the 12-digit distribution code and appropriate signature authorization (authorization cards must be on file).
8. When using products/services from a vendor, list your name/phone number as point of contact.
9. Provide tax ID for all new

vendors, including ALL freelancers and consultants.

10. A/P direct deposits (EFTs) take 3 business days to hit bank (once processed).

Contact: **Sheila Velazques** at x4-6044.

*As our customer,s we want your interactions with us to be memorable for the right reasons. Our goal is to provide you with timely and accurate information that allows you to do your job efficiently. If you have any suggestions or concerns, contact **Mark Ross** at x4-5367. ■*

Post United Way Team



PHOTO - DAVID JONES

The United Way Post Campaign collected an estimated \$60,000 this year. From left, Department Chairpersons **Elizabeth Whyte**, News; **Michael Taylor**, News; **Patricia Jacob**, Advertising; **Tammy Johnson**, Administration; Campaign Coordinator **Vonda Coulbourn**, HR; Campaign Vendor Coordinator **Angela Somers**, Accounting; **Nicole Morton-McFadden**, Accounting; **Laura Lawson**, Advertising; **David DeJesus**, Advertising, and **Charmieca Pinkney**, HR. Chairpersons not pictured: **John Wong**, Accounting; **Anika Harden**, Corporate; **Tarikh Gaines**, Marketing; **Dolphine Williams**, Advertising; **Veronica Bragg**, Production (Springfield); **Marilyn Williams**, Production (College Park), and **Claudia Mendez**, Writers Group; **Carrie Morse**, Public Relations; **Aurora Gonzales**, Public Relations and Vice President **Lionel Neptune**, who was chair for 13 years.

2008 Expense Deadlines

Delinquent expense reports:
past due

Final current expense reports
(dated after Dec. 1): **Dec. 22**

Accounts payable vouchers:
past due

Accrual worksheets:
Jan. 1 (noon)

Submit expense reports immediately following travel; they are delinquent if submitted more than a week after the expenditure was incurred. December 2008 expenses must be received by Jan. 9, 2009 or they will also be returned unpaid.

December expenses received after Dec. 17 and before Jan. 9, 2009 will appear as expenses for 2009. If you have any questions, contact **Nadeem Awan**, Financial Accounting supervisor, at x4-7812.

Children's Hospital Campaign

Columnist **John Kelly** is back at it. As the inheritor and custodian of the annual Children's Hospital Campaign, Kelly uses his popular column, John Kelly's Washington, to promote the fundraiser, much like his predecessors **Bob Levey** and **Bill Gold** did for over 60 years. The campaign runs through Jan. 9, 2009. The goal is \$500,000 for the hospital's "uncompensated care" fund, which pays the bills of kids without insurance.

Post employees can donate by check or money order, payable to "Children's Hospital" and can send it via interoffice mail to "John Kelly/Newsroom" or via regular mail to Washington Post Campaign, P.O. Box 17390, Baltimore, Md. 21297-1390. To pay by credit card, visit [*shospital*. And to pay by phone, call x4-5100 and follow the instructions on the recording. If you're an eligible Post employee, be sure to fill out a matching gifts form, so that The Post can match your donation.](http://washingtonpost.com/children-</p>
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SARs Now Available on WPOnet

The Employee Retirement Income Security Act of 1974 ("ERISA") requires employers to file annual returns with the Internal Revenue Service and the U.S. Department of Labor on the status of their various employee benefit plans.

Employers are also required to distribute the Summary Annual Reports (SARs) derived from data filed on the annual return. The SARs are designed to make information about a plan's annual financial status available to all plan participants. The 2008 SARs are now available on WPOnet.com. If you have any problems accessing WPOnet.com, contact the HelpDesk. Between 8 a.m. and 8 p.m., Monday through Friday, you can call 1-877-WPONENT4 (1-877-976-6384) or x4-6606. To obtain a paper copy of these reports, contact the Benefits Team at x4-7171.

Employee Discount

Foreign Policy magazine, the Post Company's newest acquisition, is offering an employee subscription discount. Instead of paying \$24.95, you save 60 percent and pay only \$10 per subscription. Contact **Kate Black** at kate.black@foreignpolicy.com with any subscription questions.

In the Green Corner

FACT: The Post recycles its printing ink to make black ink.

GREEN TIP: Save gas and headaches by shopping at these five "planet-friendly gift" sites: Etsy.com, shopping.discovery.com, gaiam.com, nature.org and organicbouquet.com, (source: **Eviana Hartman**, Eco Wise, Dec. 7, 2008).



Pillow Drive

Christine Haynes, Advertising, is helping her eight-year-old daughter with a pillow/blanket/teddy bear drive for My Sister's Place—a shelter for battered women and children. You can either donate \$3 toward the purchase of pillows, blankets or teddy bears, or you can donate the items yourself. The items must be new, unisex and blankets should be twin or double. Contact Haynes at x4-4053.

Calendars

The annual Post calendars are available at the front counter of Printing Services for \$4.00 each. Packs of 25 calendars for \$100 are also on sale and can be ordered by emailing printshop@washpost.com. Be sure to include your name, department, extension, quantity and distribution code in your e-mail.