

ShopTalk

January 9, 2009 Vol. 35 No. 1

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Washington Post Media's Unchanging Commitment 2008 Community Report

Like our country, The Post underwent unprecedented change in 2008. For starters, **Katharine Weymouth** was named publisher of The Washington Post and CEO of Washington Post Media, a new entity cementing the collaborative relationship between the newspaper and the *washington-*



D.C. Schools Chancellor Michelle Rhee addresses principals and other educators during the 11th annual Vincent E. Reed Principals Leadership Institute graduation luncheon. By putting some of the area's best principals back in the learning chair for four sessions filled with discussions, lectures and networking opportunities, Washington Post Media demonstrates its belief that investing in principals is equally important as investing in teachers and students.

they provide the kind of stellar in-depth political coverage that is their bread and butter, but when Post readers formed lines that went around the block the morning after the election to get copies of the historic paper, all departments came



*From left, Publisher **Katharine Weymouth**; Agnes Meyer Outstanding Teacher Award recipient **Michelle Ohanian**, Fairfax County Public Schools; Post Co. Chairman **Don Graham** and Chairman **Bo Jones**. The award publicly recognizes 19 area public school and one local private school teacher for their commitment to education that goes far beyond expectation.*

post.com site. Then, **Marcus Brauchli** was named executive editor. The decision to consolidate printing operations at the Springfield Plant was also made. And over 250 Post employees retired, including several vice presidents. Yet, despite all the change, the paper and the Web site didn't skip a beat on election night. Not only did



Scholarship winner Kimara Gregory Wood from Hayfield Secondary School (Va.) performs a modern dance interpretation of "Ain't No Sunshine" during the seventh annual Washington Post Music and Dance Educational Awards. Apart from awarding 12 artistic and academically outstanding students \$2,000-scholarships each, the event gave all participants the opportunity to showcase their talent at the historic Warner Theatre on Nov. 22.

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PHOTO - DENIZ SEVGILI OÑA

together to print and deliver over a million copies.

But where it mattered most, Washington Post Media stayed the same and continued to be an exemplary community partner in education, community service, the arts and environmental awareness.

Education

Apart from continuing its flagship educational pro-

grams, such as the Vincent E. Reed Principals Leadership Institute, Agnes Meyer Outstanding Teacher Awards, the Distinguished Educational Leadership Awards, the Grants in the Arts/Education, the Eastern 500 Club, Newspaper in Education, Everybody Wins! and the Young Journalists Development Program, Washington Post Media partnered up with the newly renovated Newseum and offered thousands of area students the opportunity to

visit the behemoth interactive news museum for free.

Community Service and Contributions

Additionally, Washington Post Media sponsored over 14 community events including the Komen National Race for the Cure®, All-Met High School Sports Awards luncheon and the Marine Corps Marathon, while its Speakers Bureau had nearly 600 engagements. Through its Matching Gifts

program, Washington Post Media matched its employee donations for a total of \$305,442. Nearly 100 teachers in different schools received funding through the Grants in the Arts and Education programs. The Contributions program donated \$202,675 to 143 nonprofit organizations. And the company, along with its employees, donated a combined total of \$340,175 to the United Way.

Since its re-opening in the heart of Washington, D.C. on Apr. 11, the new 250,000-square foot Newseum has been drawing large crowds regularly. Through a partnership with Washington Post Media, nearly 50,000 area students visited the Newseum for free in 2008.



PHOTO - BILL O'LEARY



Treasury Secretary Henry M. Paulson Jr. addresses and takes questions from D.C. business leaders after being introduced by then Executive Editor **Len Downie** (back, right) during the Post 200 Business Forum. The forum gave the D.C. business community an opportunity to ask Paulson tough questions about the worsening economy nearly six months before the economic bubble burst. Every year, Washington Post Media publishes an annual report with the D.C. area's top 200 businesses and concurrently hosts various panel discussions and lectures with guest speakers like Secretary Paulson and some of The Post's top business writers and editors.



PHOTO - LAUREN BURKE

High school journalists from the area practice their interviewing skills on Del. Eleanor Holmes Norton (D-D.C.) during Washington Post Media's Young Journalist Development Program Urban Journalism Workshop, and the High School Senior Writing Seminar and Scholarship Program. Over 50 student journalists attended the sessions on March 8.



From left, Post Marketing Vice President **Candy Lee**, Washington Post Music and Dance Educational Award winner **Simone Rene Posey** from Suitland High School (Md.), Public Affairs Director **Greg TenEyck** from Safeway and Public Affairs Vice President **Curtis Etherly** from the Coca-Cola Bottling Co. backstage at the Warner Theatre. Posey was one of 12 local high school students to receive a \$2,000 scholarship for artistic and academic excellence.

Arts and Literature

For the seventh straight year, Washington Post Media produced the well-attended Music and Dance Educational Awards at the Warner Theatre and awarded 12 high school students \$2,000 each. Additionally, Washington Post Media sponsored the Capital Book Festival, the National Book Festival, Shakespeare Free for All, Howard County Library's Evening in the Stacks, the

Frederick Festival of the Arts and the Prince George's County Harlem Renaissance Festival. The Post's Book World also hosted various reader-meet-author events.

Environmental Awareness

The Post has been recycling its printing ink, aluminum printing plates, using as much recycled paper as it can obtain and conserving energy long before "going green" became

a trend. In 2008, Washington Post Media continued on its mission of energy conservation and environmental awareness by continuing to run the popular Eco Wise column dedicated to "green news and advice" and hosting the community-wide forum "Black and White and Green All Over," where Post writers and editors discussed environmental issues and energy conservation. All the while, Washington Post Media employees and Building Ser-

vices did their part by practicing good green housekeeping habits like turning off lights at the end of the day, recycling paper, two-sided printing and many other "green" habits.

EDITOR'S NOTE: This issue of ShopTalk provides a summary of Washington Post Media's community involvement in 2008. A more comprehensive annual community report will be available in the next few weeks.



Post Co. Chairman **Don Graham**, who along with former Vice President **Dr. Vincent E. Reed**, started the Eastern 500 Club, serves up some lemonade for his table. The partnership between the newspaper and the District's Eastern High School provides \$500 in college scholarship money per semester to Eastern students who earn all As and Bs. Additionally, participating students are required to attend various Washington Post Media-sponsored workshops aimed at preparing them for life after high school. Students are also paired up with Post employee volunteers who agree to mentor the students. In Eastern 500's 22 years, nearly \$2.5 million have been awarded in scholarship money.



Nigerian novelist **Dr. Chinua Achebe** is escorted by his son and chief executive officer of the Achebe Foundation, **Dr. Ikechukwu Achebe**. The Post's Book World invited the elder Achebe to celebrate the 50th anniversary of his literary masterpiece "Things Fall Apart" on March 24. Members of the community had the opportunity to ask questions, listen to Achebe and other literary scholars discuss the book and even get their copies of the book autographed by Achebe.



During a press conference for the D.C. High School Baseball Championship Weekend sponsored by Washington Post Media and held on May 31, then Vice President **Lionel Neptune** discusses Washington Post Media's commitment to the community, particularly to education and the youth, as D.C. Mayor **Adrian Fenty** and various other representatives from other sponsoring organizations look on.



Community Relations senior coordinator and cancer survivor **Carrie Morse** (right), with her parents, **Pete and Patty Morse** during the annual Susan G. Komen Race for the Cure on June 7. Washington Post Media sponsored the race and a team of over 50 Post employees and their families participated in the race on the National Mall.



Aurora Gonzalez, Community Relations, introduces Richmond's **Bio Ritmo**, during the free Weekend's Weekends "Latin Night" at the Carter Barron Amphitheatre. For over 30 years, The Post has provided free music concerts during the summer for the Greater Washington community.



The 2008 Post Distinguished Educational Leadership Award winners. For a few days in July, Washington Post Media honors the area's brightest principals for the stars that they are. If people's salaries were commensurate with the importance of the work that they do, it'd be principals and teachers who would be signing the million dollar contracts. For the last 20 years, The Post has done its part in recalibrating this fundamentally flawed reality by rolling out the red carpet for twenty local area principals and hosting them at a seminar and retreat outside of Washington.

David Jones, Community Relations, introduces one of the two panels of Post writers and editors during the "Black and White and Green All Over" PostPoints event on Sept. 12. From left, **Marc Kaufman**, **Jura Koncius**, **Joe Yonan** and **Rob Pegoraro** discuss the implications of "going green" and also answer questions from members of the community, as part of Washington Post Media's continued commitment to environmental awareness.



PHOTO - CHRISTINE TOLENTINO



Assistant Grants Coordinator **Darrick Hansen**, Community Relations, with D.C. Public Schools' **Patricia Vest**, director of Math Programs, and **Sally Schwartz** (right), director of Global Initiatives, during the Grants Reception on Apr. 22. Washington Post Media's Grants in the Education (GIE) and Grants in the Arts (GIA) are designed to provide a source of funding for creative and innovative ideas that can enrich the standard teaching curriculum. Full-time teachers from the 19 local public school systems are eligible to apply for grants up to \$500. On average, Washington Post Media provides \$40,000 in grant money per year. In GIE's 25 years, over a million dollars have been allocated while close to half a million dollars have been disbursed in GIA's 11 years.



From left, **Michael Ludgardo**, former Post columnist **Tony Kornheiser**, **Tiffany Shaw**, **Terrill Dongmo** and Sports columnist **Michael Wilbon** during the sixth annual Kornheiser-Wilbon Celebrity Golf Classic. The tournament was held at Lansdowne Resort Golf Club in Virginia on Oct. 15. It featured 150 golfers and 35 celebrities, and it raised funds for the D.C. College Access Program (CAP). Ludgardo, Shaw and Dongmo are past D.C. CAP scholarship recipients. To date, the tournament has raised approximately \$1.25 million to help students in the D.C. area attend college.



Post employees select raffle items they hope to win during the annual Cookie and Book Sale. **Aimee Sanders**, 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.

From left: **Ariana Brunori** (James Madison High School-Va.), **Tabitha Peyton Wood** (Washington International School -D.C.) and **Corinna Pan** (Thomas Jefferson High School for Science and Technology -Va.) learn how to tell a news story using photos, audio and video during Washington Post's annual Summer High School Online Journalism Workshop.



PHOTO - WHITNEY SHEPTE

Marketplace

FOR SALE: Nationals season ticket holder is eager to find partner(s) to purchase shares of a full season two-seat ticket plan. Especially interested in fans who want to buy Saturday and Sunday games, but will consider all offers, except Giants' games. Preference given to shareholders interested in a multi-year commitment, but will consider partners for 2009 season only. Great seats located on the aisle, section 135L, row P, seats 1 and 2, \$45 each in 2008, reduced to \$30 in 2009. Check the website (<http://washington.nationals.mlb.com>) then contact Valerie at x6-2409 or email kenyonv@washpost.com.

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