

ShopTalk

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Post Mobile Site Reaches New Heights

By **Ade Ademisoye**
ShopTalk Staff Writer

The mobile phone has revolutionized the way we communicate, socialize and interact with each other. Today's phone grants us access to that information superhighway more conveniently than ever. It has also redefined how we obtain necessary information instantly, and with that, comes a new stream of potential readers. On July 28, The Post banked on this opportunity by launching its new and revitalized Post Mobile site.

For many years, The Post has combined its award-winning journalism with the latest in technology to extend its reach far beyond its circulation area. The relaunch of the mobile site is a continuation of this trajectory.

In a recent news release, Washington Post Digital General Manager **Goli Sheikholeslami** said, "The newspaper and Web site have long been core to our business, but we are committed to reaching our audience whenever they want news and information, wherever they are. We know real growth is in mobile, and it is a top priority for us, so for the past six months, we've taken dramatic steps to make

our new mobile site even more useful, innovative and compelling than ever. Investing in internal resources and technology, we think we've created something that puts us among the leaders in mobile innovation, and we are thrilled to share this with our readers."

layout that will be managed by two editors dedicated to the mobile site. The site also offers some new features like customizable weather, photo galleries, a scrolling breaking news ticker and one-click links to register for breaking and local news alerts. And of course, it can be downloaded

a new strategy to build and support the site in-house, thereby offering "us incredible flexibility and a number of advantages."

David Rosenbloom, the product team leader, acknowledged some key players: **Ashish Agrawal**, **Gaurang Sathaye**, **Chris Wildes** and **Yadong Zhu** from Tech; **Alan Thompson** and **Don Kresal** from Infrastructure; **Amy Adkins** and **Margaret McElligot** from Editorial; **Tracy Williams** from Marketing; **Bill Hennesey** from Ad Sales; **Bob Greiner** from the Tools Team; **Cary Savage** from Ad Innovations; **Renee Zhu** from Ad Operations; **Chris Buddie** and **Jeremy Norman** from Design; and **Guy Vidra**, head of Business Development and Emerging Media, who "put the whole thing in motion and was the mastermind of the project."

With this firm foundation now in place, the mobile site has nowhere to go but up. With new features like integrated Google Maps, GPS navigational system, one-click purchasing, stock quotes, video, a high-powered search engine and sharing article files via Facebook, MySpace and Twitter in the near future, The Post will only increase its popularity among the finger-happy mobile users.



The Post Mobile site recently got a snazzy makeover.

The mobile site caters to on-the-go mobile users who crave breaking news, sports results and weather updates. It is made up of five main sections: Politics, Metro, Business, Arts & Living and Sports. The site has a new easier-to-navigate

as an iPhone app.

In the competitive and ever-evolving world of media, the mobile relaunch team had to move quickly. And it did. Sheikholeslami said that it took the team only six months to map out

New Faces

By **Ade Ademisoye**
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ANDREW HIGGINS, News, is a new senior editor on the Foreign desk and will be heading to China after being accredited. He has been a foreign correspondent for Reuters, the Independent, the Guardian and, before coming to The Post, the Wall Street Journal. He learned Chinese at Cambridge University in England and then at Shandong University in China. Andrew also speaks Russian and French, and has studied Arabic and Cantonese. His wife, Martha, is a writer and China scholar.

ARTHUR HOYT, Advertising, recently joined as the National Accounts manager. He previously worked as a sales director for the New York



Andrew Higgins



Arthur Hoyt



Douglas Jehl



Ned Martel



Jamie Robertson

Enterprise Report. Before obtaining 20 years of sales and marketing experience in the financial services industry, he earned a degree in business administration from the City University of New York-Baruch College. On his downtime, Arthur enjoys reading, sailing and fishing, but his hook, line and sinker is spending quality time with his two sons Malcolm, 13, and Oliver, 10.

DOUGLAS JEHL, News, is the new Foreign editor. He was previously employed by the New York Times as the deputy Washington bureau

chief. Doug also worked at the Los Angeles Times for seven years. He earned his BA in history from Stanford University and received his Masters in international relations from Oxford University. Doug is married to Lisa Truitt, president of cinema ventures for National Geographic. They have two children, Nicole, 9, and Trevor, 6.

NED MARTEL, News, recently became one of two deputy editors for Style. He was previously a deputy editor at Men's Vogue. Ned has acquired over 20 years of

experience as an editor and writer, spending the last 13 years in New York. He graduated with a BA in English from the University of North Carolina. He once took a 10-week, cross-country road trip from New York to Los Angeles. Ned also enjoys collecting vintage Americana menswear and all things related to the bicentennial.

JAMIE ROBERTSON, Advertising, was hired as a new accounts manager. He was previously a sales representative for Vector Marketing. His other work experience includes working for Robertson Company Custom Builders. Jamie earned a BA in marketing from James Madison University. He loves all-things-sports, especially the oh-so-relaxing game of golf.

Post Alumni Happy Hour

By **Ade Ademisoye**
ShopTalk Staff Writer

On July 24, the first-ever Post Alumni Happy Hour was held. Laughter, joy and memories filled the air and gave true meaning to the term "Happy Hour." Retired and former Post employees gathered in the Auditorium to reminisce and enjoy a special presentation held in their honor. Post Co. Chairman **Don Graham** stopped by to catch up with former Posties. Graham, along with Community Relations Manager **David Jones**, raffled off some prizes for the alumni.

Marty Kady, who retired from The Post last year and decided to start up The Post Alumni Group, said, "The best part about the Alumni Happy Hour was how great it was to see 80-plus former employees return to The Post—in some cases, for the first time in as much



Community Relations Manager **David Jones** and Post Co. Chairman **Don Graham** raffle off a few prizes during the first-ever Post Alumni Happy Hour.

as 20 years."

"I think it shows that if you present an opportunity and a place to gather with old Post friends," Kady continued, "people will respond."

Kady started small by creating a group on Facebook and inviting a few retirees. The word began to spread, and today nearly 400 members have joined the



Post Alumni **Jenny Hall**, formerly of Advertising, and **Jeff Giuffrida**, formerly of Marketing, catch up.

group from as far away as Hawaii. Kady then enlisted the help of alumni **Laura Black** and **Al Wenzel** to build the alumni site, <http://www.twp-alumninews.org>. Apart from posting ShopTalk and the annual Post "In the Community" report, the Alumni also post recent and historic photos.

The event demonstrated the well-known reputation that The Post has for keeping strong ties with its employees—past and present. "Not to be too corny, but I think it's safe to say for many of us that you may leave The Washington Post, but it never leaves you," concluded Kady.

To join the alumni, you don't need to be retired from The Post, you simply have to be a former Post employee who would like to maintain a connection with your former employer. To join, contact Kady at wva1945@yahoo.com or 202-390-3648.

Carolyn Monroe Wins Astonishing 11th Publisher's Award

If money talks, then Advertising's **Carolyn Monroe** has been doing a whole lot of talking. Since starting at The Post on Sept. 4, 1979, she has brought in close to half a billion—yes, billion, with a “b”—dollars in revenue.

“I would estimate that Carolyn has averaged \$15,000,000 annually and given her nearly 30 years here, that would add up to about \$450 million in her career,” says National Retail Senior Sales Manager **Kevin Hancock**, who manages Monroe.

It shouldn't come as a surprise then, that during the quarterly Advertising awards ceremony on July 29, Monroe earned her 11th Publisher's Award. The award—started in 1982—is given annually to Advertising sales folks whose efforts and revenue results far exceed expectation. Monroe won her first award back in June 1983, and—to date—no one has won more awards than she has.

At the ceremony, Advertising Vice President **Ken Babby** presented the award to Monroe and talked about her superb work with a national supermarket chain. In summary, the chain spent 100 percent more advertising dollars with The Post in 2009 than it did in 2008—and that's despite the bad economy. And perhaps equally important, the supermarket saw a return on investment, which has only prompted its



National retailers account manager **Carolyn Monroe** receives a standing ovation time during the quarterly Advertising awards ceremony for earning her 11th Publisher's Award.



Advertising Vice President **Ken Babby** presents the Publisher's Award to **Carolyn Monroe**.

executives to purchase more ads.

But Monroe takes it all in stride and plays down her achievement. A few days later, when asked to recall one of her most challeng-

ing sales pitches, she says, “It shouldn't be a challenge when you remember what a great newspaper product we have. But in difficult financial times—when you combine customers and

advertisers cutting back on spending with a decline in circulation—the story of ‘Why The Post?’ becomes more complicated. It requires a better understanding of the industry, the competition—theirs and ours, the value of The Washington Post and the fact that The Post still has one of the highest household penetration levels in the country, among major newspapers.”

Beyond understanding the industry and competition, Monroe is a natural saleswoman. During a recent pitch, Monroe teamed up with Marketing's **Julie Perlstein**. Their objective was to get a company to sponsor the first Paint the Town Pink promotion in support of the annual Komen Race for the Cure. Before Monroe could even finish her presentation, the client was sold. “I kept asking her to wait—I had more,” Monroe recalls. The client heard her out and then invited Monroe back to brief other managers at the company.

Hancock thinks Monroe's success can be attributed to something simpler: passion. He concludes, “Carolyn's success is due to the passion that she brings to everything she does. She is passionate about The Post, about her advertisers, about getting things done correctly. She pushes to do her best at all times. Her advertisers see and feel this, and they react accordingly.”

Second Quarter 2009 Advertising Awards

Sales Achievement

Margie Meak
Lacy Byrnes
Mark Gross
Nancy Parke
Alaina Stahl
Lindsay Sherry
Dennis Olney
Ann Tran
Diane DuBois

Sales Excellence

Kim Faulkner
Carlos Silva
David Fields
Anne Tourtillott
Meghan Hatchett

Service Excellence

Ben Ross
Michelle Ferranta

Cherneil Brown

Express/MVP Award

Ellen Gerhard
Vicky Fleming

Eagle Awards

Group 1 – Major Accounts
Unit – Tech/Entertainment
Group 2 – Regional Service
Unit – Regional Travel

and Ed.

Group 3 – Jobs – Tactical
Team

VP Club Winners

Alaina Stahl
Nancy Parke

Publisher's Award

Carolyn Monroe

eMentoring

Interested in mentoring elementary school students from the convenience of your own computer? The In2Books national campaign pairs up adult pen pals with third, fourth and fifth-graders in under-resourced environments. To find out more information visit: www.in2books.com or contact onam@washpost.com.

Correction

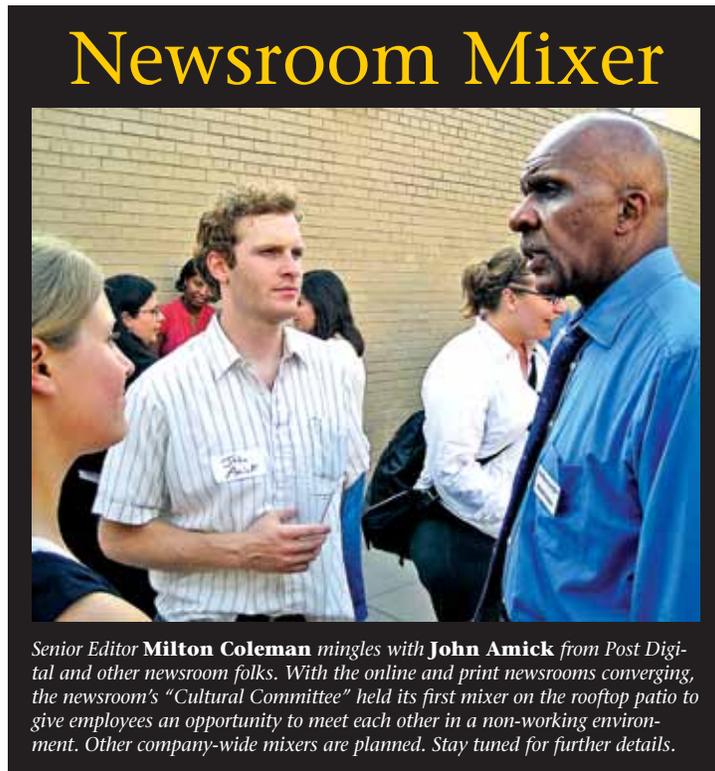
In the last ShopTalk, photos of Nora Roberts should have been credited to **Nakeva Corothers**, IT. To view more photos taken by Corothers of Roberts' visit to The Post, visit <http://tinyurl.com/kkl7x9>.

ShopTalk Survey

An important ShopTalk readership survey was distributed via e-mail on Thursday. Please take the time to fill it out. It should only take a couple of minutes.

Post Gift Items For Sale

In August, the Purchasing Department will be liquidating selected Post and Post Media logo-embellished promotional items. This is an opportunity to purchase gifts and giveaway items at half-price, while supplies last. Cost center codes, personal checks and



Senior Editor **Milton Coleman** mingles with **John Amick** from Post Digital and other newsroom folks. With the online and print newsrooms converging, the newsroom's "Cultural Committee" held its first mixer on the rooftop patio to give employees an opportunity to meet each other in a non-working environment. Other company-wide mixers are planned. Stay tuned for further details.

exact change for all purchases will be accepted. All sales are final—no refunds, exchanges or returns. Sale hours are from 9 a.m. to 12 p.m. daily, while supplies last. Contact Tammy at johnsontt@washpost.com with any questions.

Donate Blood for Ice Cream

August is a slow month for blood donations, so if you donate any time in August you will receive a coupon for a free pint of Ben and Jerry's Ice Cream. Contact 1-800-448-3543 to schedule a donation and to see if your area is eligible for the promotion.

Note to All Post Employees

It is imperative that all Post employees contact **Monica Williams** at the switchboard at x4-6000 or **Mary Robinson** x4-7880 to ensure that their contact information is up to date. If you are new at The Post, you absolutely need to call and provide your contact information. The information is used to reach you in an emergency, a crisis or if someone is trying to contact you from outside the building.

In the Green Corner

FACT:

The Post has installed motion activated sensors on lights throughout the building to cut electricity costs.

GREEN TIP:

National Geographic's thegreenguide.com reports that reducing your speed from 70 m.p.h. to 55 m.p.h. could reduce your fuel efficiency by 23 percent. (<http://tinyurl.com/nkg4s2>)



News From News

Weekday forecast "straight to your e-mail box" brought to you by The Post's Capital Weather Gang bloggers. To sample the information, visit <http://tinyurl.com/pslvc8>. To sign up, visit: <http://washingtonpost.com/weatheralert>.

Marketplace

FOR SALE: Segway I2 Commuter 1 year old, 332 miles, kickstand and accessory bar. \$4300. Contact Keith Jones x4-6709.

FOR RENT: Timeshare rent/sale in Colonial Crossings in Williamsburg, Va. 12-13 weeks available every year. 2 BR with fireplace, washer/dryer, full

amenities, grill, pool, close to Busch Gardens. Contact Veronica at 571-292-6524 (after 5:30 p.m.)

FOR RENT: 3 BR, 2.5 BA, brick townhouse on Bradley Blvd in Bethesda. Rent would be \$866 per month plus utilities (landlord pays water). 10-min. safe walk

to Bethesda Metro. Walking distance to Bethesda downtown shops, restaurants and bars. Good size kitchen, living room, dining room and porch. It's an end unit, so more windows to bring in natural sunlight. Contact Jessica at 443-992-3504 or jessicaorenick@gmail.com

MARKETPLACE DEADLINE: Close of business on Fridays. Please include your name, extension and phone number. Ads are for Post Media and Digital employees. E-mail ads to shoptalk@washpost.com or onam@washpost.com. Ads will run for two issues unless otherwise requested. ShopTalk reserves the right to publish and edit all ads.