

ShopTalk

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Editor Mario Iván Oña, x4-6803
Graphic Designer Vera Thornton

Newsroom Renovation And Reorganization

The once fine-tuned engine—the hard-news floor, the fifth floor of The Post—is a newsroom wasteland. Everyone and everything are gone. All that remains are frayed cables dangling from overhead and remnants of what was once a hustling, bustling newsroom: rusty paper clips, cracking yellow newspapers, hole-punch confetti, coffee-stained disposable cups.

The fifth-floor newsroom is undergoing a massive renovation following the strategic decision to integrate the print and digital newsrooms under one roof. Beyond making space for the folks from Post Digital, at the heart of the renovation is configuring the floor for the newly formed Universal News Desk, led by **Sandy Sugawara**.

In a memo to all newsroom employees, Deputy Managing Editor **Shirley Carswell**, who is overseeing the renovation, wrote: "The Universal News Desk will be the centerpiece, and



The fifth-floor newsroom as it awaits a makeover that will align it with a new organizational and operational structure. The renovation is expected to be complete by Thanksgiving.

will extend over a much larger swath of the fifth floor than the old News Desk did."

To understand the reason for the renovation, it's important to understand the reorganization. The UND is the focal point of the print-digital integration and The Post's shift to a Web-first, 24-hour operation. The UND serves as the newsroom hub where all Post content—print stories, videos, audio slideshows

and so on—is now edited and published. The UND determines how much space to allot to stories and how much play content receives and what is the best vehicle for getting it to readers: the newspaper, the Web site, the mobile site or a synergistic combination.

At a recent town hall meeting, Executive Editor **Marcus Brauchli** said, "The idea behind the Universal Desk is that we need to organize our edit-

ing resources into a single group that's able to handle incoming stories at all times."

By streamlining the editing process, the newsroom leadership is hoping to increase its efficiency, produce more content more quickly and be better synchronized with the Web site's high-traffic hours, which occur earlier in the day.

In a joint memo sent before the integration started, Brauchli and Managing Editors **Liz Spayd** and **Raju Narisetti** further explained the thrust behind the reorganization and the creation of the UND: "Decisions about space and play must happen faster, both in print and online, and in a way that pulls together our now-separate newsrooms. A single editor ultimately ought to be able to oversee all versions of a story, whether it appears in print, online or on a BlackBerry or iPhone. Space in the newspaper and editing firepower in general should be

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allocated based on a day's news priorities."

And essential in determining the day's news priorities is the collaborative effort between the UND's topic editors and their counterparts—the coverage editors—on the newly reorganized National and Local Desks, led by **Kevin Merida** and **Emilio Garcia-Ruiz**, respectively. The UND and National and Local specialized editors from more specific reporting disciplines such as national and local politics, economy and business, and social issues and education confer throughout the day. The coverage editors work closely with reporters and multimedia journalists who are assigned to stories, while topic editors receive the content, edit it and find the proper vehicle to provide it to the reader. To help ready the content for publication, the UND also has a dedicated cadre of online, mobile and copy editors, as well as Web producers.

Though not directly under the big UND tent,

another important, newly formed group is the Presentation Desk—a hub of visual journalists that includes artists, designers, editors, photojournalists, producers, researchers and video reporters. They work closely with the UND and the content-generating desks to produce original content. In the interim, **Bonnie Jo Mount** is leading the group along with Design Director **Dennis Brack**, Web Creative Director **Paul Compton** and Photo-Video-Multimedia Editor **Michel du Cille**.

The recently named Interactivity and Communities Team led by **Hal Straus** is tasked with continuing to find ways to use discussions, live chats and social media networking sites, such as Facebook, YouTube and Twitter, to engage readers in a more robust way.

Finally, news tools and innovation teams are now part of the Technology Team led by **Roger Andelin** to ensure that critical and sufficient technology resources are available for the news teams.

Though the print and digital newsroom integration is at full throttle, the compounding benefit of the integration is not expected until the new content management system, Eidos Media's Méthode (www.eidosmedia.com), comes online the second quarter of 2010. Méthode will better support the integrated, reorganized newsroom by allowing a single editor to simultaneously prepare content for all platforms, among other benefits.

And it is with this reorganization in mind that the fifth-floor renovation is taking place. The UND will be centrally located on the fifth floor and surrounded by the news coverage groups. A new video editing and studio facility also will be built along the east side of the newsroom, beginning in the area formerly occupied by News Personnel.

Construction is expected to be complete by Thanksgiving. And since The Post can't simply turn off the news machine, the

fifth-floor employees are working throughout the building with the UND temporarily set up on the fourth floor. See the box below for a listing of temporary accommodations and swing spaces. Of note, most employees have kept their phone numbers.

The Newsroom Integration Project Team members charged with the challenge of moving people and equipment around with little to no impact on newsroom operations and product quality are: **Shirley Carswell**, **Claudia Townsend**, **Lisa Heidemann**, **Melissa McCullough**, **Tan Ly**, **Renae Merle**, **Scott Butterworth**, **Dennis Brack**, **Anton Ramkissoon**, **Chet Rhodes**, **Dave Baker**, **Scott Vance**, **Vanena Ralay**, **Trey Johnson**, **Jeff Cox**, **Anne Ferguson-Rohrer** and **Jill Bartscht**.

Who's Where?

While the fifth floor undergoes renovation, this is where some of the main newsroom groups are temporarily relocated:

The Newsroom leadership is mostly on the fourth floor along the wall facing 15th street.

Universal News Desk, including topic editors, Web editors and producers, and copy editors, is centrally located on the fourth floor.

National Economy and Business reporters and editors are on the sixth floor of the Lennox Building, while other National reporters and editors are on the third floor of the Lennox Building.

Local reporters and editors are in meeting rooms six and seven outside the Auditorium.

The News Service staff is on the first floor of the Lennox Building.

Foreign is in the Communications Center outside the first floor near the L Street entrance (opposite the door to the men's locker room).

Editor's Note: For the whereabouts of any specific newsroom employee currently located on the fourth floor, visit the Source newsroom intranet site and click on the "4th Floor Map" hyperlink at the top of the page (<http://toolbox/staffdir/4thfloormap.cfm>). You can run the cursor over any office or cubicle to see the name of the person occupying it. For all other employees, your best bet is to call, as most fifth-floor employees have kept their numbers.

Who's Who in the New Newsroom Zoo?

Main Newsroom Numbers

News: x4-6777
Homepage: x4-5252
Universal Desk (24 hours): x4-7495

NEWS ADMIN

Executive Editor
Marcus Brauchli x4-7161
Managing Editor
Liz Spayd x4-5402
Managing Editor
Raju Narisetti x4-7265
Deputy Managing Editor
Shirley Carswell x4-4472
Senior Editor
Milton Coleman x4-6224
Personnel Asst. Managing Editor Peter Perl x4-6188
Newsroom Ops. Director
Claudia Townsend x4-7317
Newsroom Projects Editor
Ed Thiede x4-5161

UNIVERSAL NEWS DESK

UND Editor
Sandy Sugawara x4-4588
UND Deputy Editor
R.B. Brenner x4-7461
UND News Editor
Scott Vance x4-5515
UND Day Editor
Sara Goo x4-5509
UND Night Editor
Vince Bzdek x4-5430

Topic Editors

Natl. Politics and Govt.
Editor Tim Curran x4-7393
Natl. Security and Foreign
Editor Jason Ukman x4-7290
Economy/Business/Health
Editor Dan Beyers x4-7249
Local Politics/Govt./Courts/
Police Editor
Vanessa Williams x4-6922
Social Issues and Education
Editor Steve Reiss x4-6038

Homepage X4-5252

Homepage Day Editor
Kenisha Malcolm x4-7553

Homepage Nigh Editor
Trey Johnson x4-5252
Mobile Deputy Editor
Margaret McElligott x4-5245

Copy Desk

A-Section/National Copy
Chief Bill Walsh x4-7896
Metro/Local Copy Chief
Anne Ferguson-Rohrer x4-7311
Features Copy Chief
Doug Norwood x4-5011

Web Editors/Producers

National Producer
John Amick x4-5206
Local Producer
Mike McPhate x4-5220

NATIONAL DESK X4-7410

Natl. Editor Kevin Merida x4-7213

Coverage Editors

Natl. Politics and Govt.
Editor Marilyn Thompson x4-7496
Natl. Economy and Business
Editor Greg Schneider x4-4445
Natl. Security Editor
Cameron Barr x4-7959
Natl. Enterprise Editor
David Finkel x4-5272
Health, Envt. and Science
Editor Frances Sellers x4-6029

Chicago Bureau Chief
Peter Slevin 312-938-5507
Los Angeles Bureau Chief
Karl Vick 310-586-2252
New York Bureau Chief
Keith Richburg 212-445-5298

Natl. Digital Editor
Paul Volpe x4-6281

LOCAL DESK X4-7300

Local Editor
Emilio Garcia-Ruiz x4-5134
Local News Editor
Monica Norton x4-7820

Coverage Editors

Local Politics and Govt.
Editor Steven Ginsberg x4-6410

Cops and Courts Editor
Mike Semel x4-4402
Development and Transportation
Editor Michael Bolden x4-6189
Education Editor
Craig Timberg x4-6564
Enterprise Editor
Marc Fisher x4-7563
Obituaries Editor
Adam Bernstein x4-7307
Social Issues Editor
Lynda Robinson x4-4491
Local Living Editor
Liz Seymour x4-5039

Annapolis Bureau Office Manager
Carrie Donovan 410-626-2804
Arlington/Alexandria Bureau Office Manager
Ria Manglapus 703-518-3016
Fairfax Bureau
Jacqui Salmon 703-838-5112
Loudoun Bureau Office Manager
Sandra Mauck 703-443-6844
Montgomery County Bureau Office Manager
Lisa Bolton 301-738-1562
Prince George's Bureau Office Manager
Jillian Sowah 301-618-1721
Prince William Extra Editor
Joyce Jones 703-392-1402
Richmond Bureau Office Manager
Sue Noftsinger 804-775-2920
Southern Maryland Office Manager
Bonnie Smith 301-392-5400

Local Innovations Editor
Jonathan Krim 703-469-2518

PRESENTATION DESK

Interim Presentation Desk Leader
Bonnie Jo Mount x4-7425
Design Director
Dennis Brack x4-6012

Web Creative Director
Paul Compton 703-469-2617
Photo/Media/Multimedia Director
Michel du Cille x4-7376

CONTENT CREATORS

Sports Editor
Matt Vita x4-7350
Style Editors
Ned Martel, Lynn Medford x4-7535

Foreign Editor
Doug Jehl x4-7400
Investigative Editor
Jeff Leen x4-6179

Food and Travel Editor
Joe Yonan x4-7575
Book World Editor
Rachel Shea x4-7882

Magazine Editor
Debra Leithauser x4-7585
Weekend Editor
Tracy Grant x4-6808
Polling Director
Jon Cohen x4-7331
Editorial Editor
Fred Hiatt x4-7471

INTERACTIVITY

Interactivity and Communities Editor
Hal Straus 703-469-2503

TECHNOLOGY GROUP

Technology Group Leader
Roger Andelin 703-469-2858

NEWS SERVICE

News Service Managing Editor
Kate Carlisle x4-7666

NATIONAL WEEKLY

National Weekly Editor
Sharon Scott x4-4462

Editor's Note: This list is designed to reach key people in the various departments within the newsroom and therefore not exhaustive. But if there's an obvious omission e-mail ShopTalk at onam@washpost.com. We will be updating this list and republishing it at a later time.

Post Co. Executive Volunteers in Rwanda

COURTESY OF STACEY HALOTA



Post Co. Information Security and Privacy Vice President Stacey Halota and her sponsored children. From left, Aloys Ntirenganya, Jay (friend of Halota's sponsored children, last name not known), Celestin Mucyo, Theonest Nshimirimana, Jean Marie Vianney Turambe and Charles Semanzi.

Post Co. Information Security and Privacy Vice President **Stacey Halota** sponsors 18 children in Rwanda with the help of The Post Co.'s Matching Gifts program. She has been sponsoring the children for six years, and for the past three years, Halota has traveled to the African nation to serve as a volunteer at the Sonrise School – a school that educates and houses many orphan students. She has met all her sponsored children, which she had only known through letters. During one of her trips, Halota surveyed the students and was astonished to find that, as a consequence of the 1994 genocide and the AIDS epidemic, only two out of the 41 ninth graders had both parents still living.

To mitigate the crisis of parentless children and "prevent the loss of an entire generation," as Halota put it, Bishop John Rucyahana founded the Sonrise Primary School in 2001. The school started with only 200

students. Each year he added a grade to accommodate more students. When Rucyahana realized that his graduating students had nowhere to go, he started up a secondary (high) school. Today, the school has over 900 students that live on campus during the school year. The school is supported by donations.

On Oct. 17 at 6:30 p.m., Post employees will have the opportunity to help Halota make a difference without having to leave the building. The One Life Rwanda Gala will take place in The Post Auditorium and will feature Newsweek's Ellis Close as the keynote speaker. There will be a Rwandan Bazaar and a cocktail reception at 6:30 p.m., followed by dinner and entertainment at 7:30 p.m. Tickets to the event are \$90 per person or \$850 for a table of 10. To register, visit: www.oneliferwanda.com. The event is sponsored by the Land of a Thousand Hills Coffee (www.landof1000hills.com).

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 jessicaroenick@gmail.com

FOR RENT: Fully furnished apartment near "U Street Corridor" on 14th and W. A few blocks from Green Line Metro

stop on 13th and U. 700-sq. ft. apartment with living room, bedroom, kitchen and bathroom. Plenty of closet space. Central air conditioning and heating. Washer and dryer in basement of building. \$1,550 per month (includes utilities). Available October 10. Contact Rima Calderon at 301-996-6350.

FOR RENT: Dupont Circle one-bedroom spacious apartment with balcony near Dupont Circle. Recently renovated with new wood floors in living room, new slate floors in kitchen, new dishwasher, new lighting fixture and fresh paint. Two blocks from

Town Hall Meetings

Publisher **Katharine Weymouth**, along with Post President and General Manager **Steve Hills**, Post Digital General Manager **Goli Sheikholeslami** and Executive **Editor Marcus Brauchli** will host a series of town hall meetings to update employees on the relocation of the digital operation and other ongoing initiatives. They will also take questions. Please note the change of location in red. If you would like to submit any questions for consideration, e-mail your questions to onam@washpost.com or drop your questions off in the ShopTalk dropbox located in the Northwest cafeteria.

Thursday, Sept. 17

11:00 a.m. to 1:00 p.m.
Auditorium downtown

2:30 p.m. to 4:30 p.m.
The AMC Theater
in Arlington

Friday, Sept. 18

10:30 a.m. to 12:30 p.m.
The AMC Theater
in Arlington

2:30 p.m. to 4:30 p.m.
Auditorium downtown

Corrections

In the Aug. 28 "News from News" ShopTalk segment, the letter "t" in Chris Stanford's last name was omitted.

9/11 National Day Of Service And Remembrance

Post community partner Greater D.C. Cares—the largest coordinator of volunteerism in the region—is inaugurating the 9/11 National Day of Service tomorrow, Sept. 11. Volunteer projects will occur throughout the day and will last approximately two to four hours. Greater D.C. Cares partners up with hundreds of local organizations and will have a wide array of volunteering opportunities.

In the Green Corner

FACT:

The Post uses soy oil-based inks in its printing operation.

GREEN TIP:

As temperatures begin to drop, the U.S. Department of Energy has a few winter tips, including this one: "Weatherize your home—caulk and weatherstrip any doors and windows that leak air." This will save you money on your heating bill.

<http://www.energy.gov/winter.htm>



News From News

The new Education page launched just in time for the new school year. Help spread the word among parents, teachers, principals and students. Visit www.washingtonpost.com/education. Post it on Facebook or share it on a listserv.

Graham Eng-Wilmot will be working on the National home page on days, and **Lynn Olson** and **Rob Stewart** will be working nights.

To register, visit <http://greaterdc911.kintera.org>. The \$25 registration fee will offset the cost of this event and support service across the region. If you have any questions, contact Billy Fettweis at wfettweis@greaterdc911.org or volunteer@greaterdc911.org.

Marketplace

Thursday, Sept. 17 at 8 p.m. Orchestra 6, Row XX, Seats 601-602. \$215.25 (this is what I paid). Bought tickets for both nights, but only need tickets for one night. Contact Ellen at 212-445-5328.

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