

# ShoppTalk

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Graphic Designer Vera Thornton

## Town Hall Meeting: 'We Need to be One Company'

**"I**f we're going to win, we need to be one company," said Publisher Katharine Weymouth during the first of four town hall meetings scheduled on Sept. 17 and 18.

Weymouth announced that The Post and Post Digital will integrate and that all employees will become employees of The Washington Post. In a company wide e-mail that was sent out before the first town hall meeting, Weymouth wrote, "Our customers—our readers, users and advertisers—have always thought of us as one organization: The Washington Post. Effective January 1, 2010,

we will become that single organization."

During the meeting, Weymouth clarified that WPNI entities such as Slate, The Root and Foreign Policy magazine would remain separate under the Slate Group. She also reiterated that Washington Post Media is the "umbrella brand" for the properties and separate media platforms—Express, El Tiempo Latino, and The Post newspaper, Web and mobile/emerging platforms—where advertisers can advertise.

As testament to The Post's commitment to its online business, Post Digital General Manager Goli Sheikholeslami will retain her title and continue to drive the business operations

of Post Digital, while reporting to Post Media President and General Manager Steve Hills. Additionally, Sheikholeslami will assume the title of Digital Product Development Vice President and also report to Executive Editor Marcus Brauchli.

The Post also decided that the needs of the business require separate Advertising and Marketing Departments. Consequently, in the new organizational infrastructure, there will be two digitally focused departments: Digital Marketing, led by acting Vice President Lynn Branigan, and Digital Advertising, led by Vice President Steve Stup. Digital Marketing will work closely with Marketing, led by Vice President Candy Lee, and Digital Advertising will work closely with Advertising, led by Vice President Ken Babby. This will help ensure that The Post is "coordinating wherever possible to meet our clients' needs," as Weymouth said.

Finance and Administration Vice President and Chief Financial Officer Usha Chaudhary, Human Resources Vice President Wayne Connell, and Vice President and General Counsel Eric Lieberman will absorb Post Digital's accounting, HR and legal responsibilities, respectively. And from Post Digital, newly named Chief Information Officer and Chief Information Officer

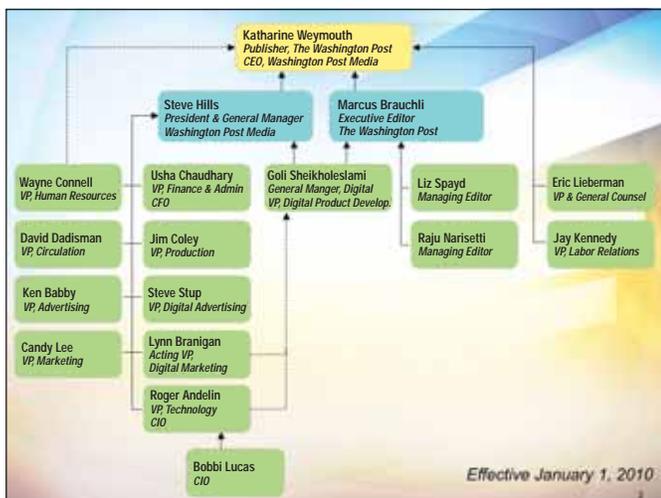
Roger Andelin will oversee IT across the fully integrated company. His predecessor, Bobbi Lucas, who recently retired, is returning for six months to assist with the integration.

Following Weymouth and Hills, Connell discussed the employee integration and the impact it will have on perks, benefits and the employee culture. Although decisions concerning benefits and perks were made very carefully in an effort to preserve the different cultures on both sides of the river, in most cases it came down to one important question: "does it scale up?" In other words, how expensive would it be to make a benefit or perk available to all employees.

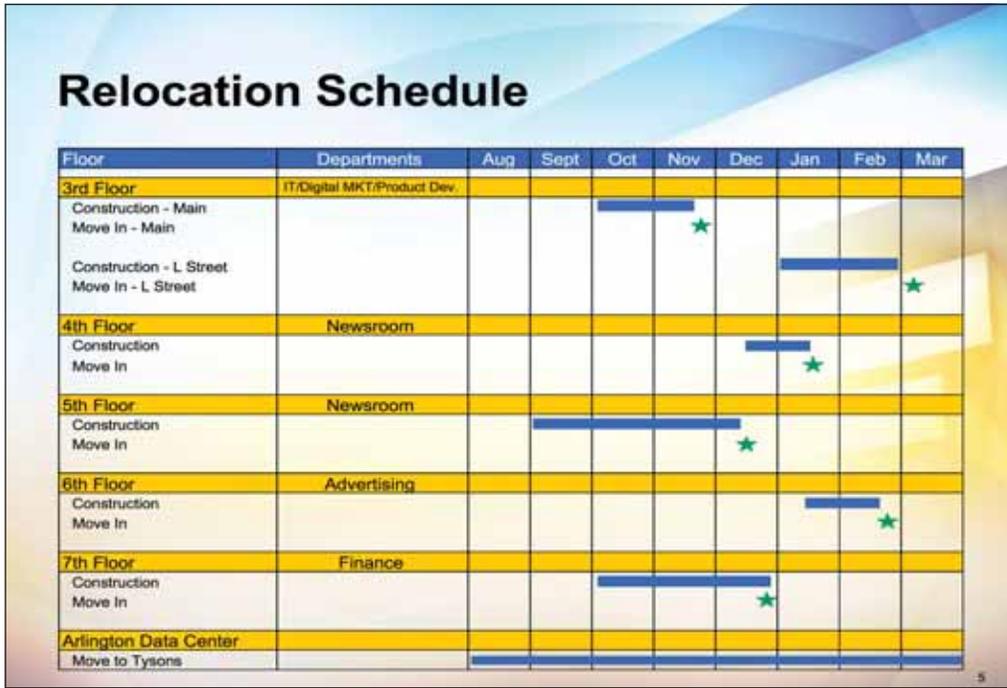
For a comprehensive guide of perks, policies and practices, employees can now visit WPOnet (WPOnet/Policy Guide).

Connell also explained that there would be resources and activities such as more town hall meetings, a newly formed Cultural Committee headed up by Peter Joseph, tours of The Post headed up by Tracey Coronado and David Jones, and a newly launched employee Wiki site to assist employees with the transition.

Within the new Wiki site, <http://postpedia.washpost.com>, there is a section titled the "Digital Integration Center,"



The new leadership structure that will be effective on Jan. 1, 2010.



A snapshot of the construction that will take place throughout the building in the next year and a half. This graphic, construction updates and floor plans are available on <http://postpedia.washpost.com> (you have to be on the network to access).

where information about where people are sitting, timelines for construction, floor plans and notes from the publisher are available.

Before the town hall was opened to questions, Chaudhary gave a snapshot of the physical integration. The fifth floor renovation could be complete as early as Thanksgiving. The third and seventh floors are being prepared for construction. The fourth floor will begin construction once the fifth floor is complete. The sixth floor construction will start at the beginning of 2010. El Tiempo Latino will be moving into the building, as Express did earlier this year.

ShopTalk has also set up a drop box in the cafeteria for employees to submit questions, in case they did not have the opportunity to ask them during the town halls. ShopTalk will submit questions to management for consideration and will publish answers in ShopTalk or in the FAQs section of the new postpedia site.

# Finding New Ways to Give Back

By Ade Ademisoje  
ShopTalk Staff Writer

The Post is gearing up for its charity season, which begins Oct. 1 and ends Jan. 31. In the past, The Post has participated primarily in the United Way drive. This year, it will offer employees the opportunity to channel their generosity in two ways: the United Way and the soon-to-be-launched Post Charities. Money donated to the United Way is eligible for a 50 percent match from corporate, while Post Charities donations are eligible for a 50 percent match from the McCormick Foundation.

The United Way provides human services and creates opportunities for better lives by focusing on the three key building blocks: education, income and health.

Money collected through Post Charities will fund nonprofits that support education in the region.

Marketing Vice President Candy Lee is the chair for both campaigns, and Community Relations Manager David Jones is vice-chair.

Lee says, "Giving back to the community has been an integral part of The Washington Post's

culture, and the employees' Fall giving campaign exemplifies this spirit of outreach. This year we are aiming for 100 percent participation, as every dollar is appreciated and is subject to the 50 percent match. We are hoping that this generous match will encourage us all to give at a time when community and education help are so badly needed."

The campaigns will launch on Sept. 24 at the Springfield Plant and on Sept. 28 at the Auditorium downtown. Four events will take place in the coming months. There will be a dessert bake sale,

a Halloween contest, a potluck and an employee yard sale. All proceeds from the events will be split between the United Way and Post Charities (see box for more information on events).

"We are very excited about this year's charity season because beyond giving back to the community," Jones says, "I think the activities we have planned will help promote camaraderie, build morale, assist in welcoming our colleagues from Digital and usher in some fun."

To help ensure maximum participation, teams and campaign

captains throughout the company have helped develop engaging activities and will be available to answer any questions or assist anyone within their departments.

Advertising  
David De Jesus,  
Laura Lawson  
Marketing/CR  
David Jones

News  
Liz Whyte, Vanena Ralay

Finance  
Angela Somers,  
John Wong

IT  
Arthur Fuller  
Corporate  
Anika Harden

Digital  
Jessica Plevy  
HR/Legal/Writers' Group  
Charmieca Pinkney

Production  
Veronica Bragg,  
Roddy MacPherson

Circulation  
Ceyda Schofield, Michael Heid

Administration  
Tammy Johnson

Alumni/Retirees  
Vonda Coulbourn

## United Way and Post Charities Events Information

Event	Date
Charities Launch (Springfield)	10 a.m., Sept. 24
Charities Launch	Noon, Sept. 28
Dessert Bake Sale	Noon, Oct. 6
Halloween Contest	Noon, Oct. 30
Potluck	Noon, Nov. 3
Employee Yard Sale	Noon, Nov. 20

More details about the events will be sent out via e-mail and appear in ShopTalk in the coming weeks.

# Employees to Walk In Memory of Colleagues

By Ade Ademisoje  
ShopTalk Staff Writer

The Post will sponsor and participate in this year's annual American Heart Association's Start! Heart Walk. The 2.9-mile walk, which will take place on Saturday, Nov. 14, is a signature fundraising event that promotes physical activity and heart-healthy living. Over 1 million walkers participate and raise funds for the research of cardiovascular diseases.

In an e-mail to team captains, event leader Aurora Gonzalez wrote, "We want our employees to walk themselves to healthier lifestyles." A company-wide e-mail is forthcoming about the events.

Although The Post and its employees have sponsored and participated in the similar annual Race for the Cure, which focuses

on breast cancer, this is the first time The Post is participating in the Start! Heart Walk.

The impetus to participate came after Community Relations Grants Coordinator Tito Tolentino unexpectedly died of a stroke in May. "Following Mr. Tito's untimely passing, Community Relations concluded that participating in the Start! Heart Walk was not only a nice way of honoring him as well as other fellow Posties who may have died of a stroke or heart disease, but it is a great way to raise awareness about these two killers. Heart disease is the number one killer in this country, and stroke is the number three."

The Post is one of the many companies that will have teams participating in the walk. For the past

several months, The Post has been building teams. And it currently has 11 teams participating. The company goal is to have a minimum of 100 walkers and to raise \$12,000.

Food Service Manager Ken Kievit, who is one of the 11 team captains, says, "My father had quadruple bypass surgery, and one of my nieces passed away a few days after birth due to heart issues. I'm doing this because I hope to raise a decent amount of money for research."

Registering for the walk is free, and fundraising is highly encouraged but not required. To join a team, donate or register, visit <http://www.startgreaterwashington.org/washpost>.

The morning of the walk, The Post team will meet at The Post for a breakfast at 7 a.m., and then take a team

photo at 8 a.m., followed by a short program, before heading down to the Mall for the walk. All team members will receive a Post T-shirt to wear on the day of the walk.

The team captains are: Lisa Bolton, Maurenia Clark, Aurora Gonzalez, Marty Kady, Ken Kievit, Laura Lawson, Nicole Marshall, Carlethia Pratt, Ceyda Schofield, Angela Somers and Nagita Sykes.

If you have any questions, contact Aurora Gonzalez at x4-7973.

The banner features a green background with various health-related words in different sizes and colors (white, green, red). The words include "start!", "active", "lifestyle", "exercise", "reduce", "fun", "move", "stay", "happy", "lose", "enjoy", "life", "exercise", "weight", "reduce", "fun", "move", "stay", "active", "smile", "lose", "happy", "enjoy", "life", "exercise". In the top right corner, there is the American Heart Association logo with the text "American Heart Association" and "Learn and Live". Below that, the text "HEART WALK" is written in large, bold, white letters. In the center, the text "Take the First Step to a Heart-Healthy Community" is written in white. At the bottom, the text "Start! Greater Washington Region Heart Walk" is written in red and white.

start! American Heart Association Learn and Live HEART WALK Take the First Step to a Heart-Healthy Community Start! Greater Washington Region Heart Walk

## Help Post Co. Exec Make a Difference in Rwanda

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. Now you have the opportunity to help Halota make a difference. On Oct. 17 at 6:30 p.m., 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 followed by dinner and entertainment. Tickets to the event are \$90 per person or \$850 for a table of 10. To register, visit: [www.oneliferwanda.com](http://www.oneliferwanda.com).



## News From News

Graham Eng-Wilmot will be working on the National home page on days, and Lynn Olson and Rob Stewart will be working nights. Caroline Hauser is joining the home page night team. Carlos Lozada will become the Outlook editor. Nancy Kerr was named Features Innovations editor. Weekend Editor Tracy Grant will oversee Weekend and Going Out Guide.

## Questions and Comments for Post Leadership?

ShopTalk has installed a dropbox in the downtown and Springfield cafeterias for you to submit questions and suggestions. All submissions will be read, and every effort will be made to respond to most questions or suggestions during town hall meetings, the new postpedia Wiki site (FAQs), ShopTalk or whatever platform is deemed most appropriate.

## Fifth Floor is Off-Limits

The fifth floor is now considered a restricted space and for safety reasons, no one is allowed to enter unless they are directly involved with the construction project. There are some employees who will continue to work on the fifth floor during this project, but special consideration and precautions have been taken to safeguard their particular work area. All others are asked to please refrain from coming on to the floor.

## H1N1 or Swine Flu Virus

As the weather begins to get colder, the Center for Disease and Control anticipates H1N1 influenza or Swine Flu virus to be more widespread. To minimize the spread, employees are being asked to wash their hands more frequently and to cover their mouths when coughing or sneezing. Employees who have flu-like symptoms should stay home until they are at least 24 hours free of fever. The CDC also recommends being vaccinated for seasonal flu, which The Post will be providing to all

Post employees. Arrangements are being made for employees working in Arlington. Below are the dates and time:

Northwest Wellness Office  
Call x4-7192 for appointment  
Oct. 1, 8 a.m. to 2:30 p.m.  
Oct. 19, 2 p.m. to 7 p.m.  
Springfield Health Center  
Call x6-2240 for appointment  
Oct. 6, 8:30 p.m. to 10:30 p.m.  
Oct. 7, 2 p.m. to 4 p.m.  
Oct. 8, 1 p.m. to 3 p.m.,  
7 p.m. to 9 p.m.  
Oct. 10, 10 a.m. to 11 a.m.

For more information visit: <http://www.cd.c.gov/H1N1flu/qa.htm>. Contact Jeff Cox at x4-4017 with any questions.

## To All Post Digital Employees

It is imperative that Post Digital employees contact Mary Robinson x4-7880 or Monica Williams or any operator at the switchboard at x4-6000 and provide their contact information. Your contact information will be put in the data base in case someone is trying to contact you.

## 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](http://www.in2books.com) or contact [onom@washpost.com](mailto:onom@washpost.com).

## Post Archives

If you need a Post event photographed for archiving purposes or need archived photos or old ShopTalks,

## In the Green Corner



### FACT:

Film used to make negatives in Post printing operations is recycled to recover the silver from photo emulsion.

### GREEN TIP:

The Daily Green recommends using heat-resistant glass or ceramic containers for use in microwaves, because it's healthier and greener. Plastic containers can release chemicals called plasticizers into your food. And using glass or ceramic reduces trash and reliance on plastics, which give off carbon dioxide during production <http://tinyurl.com/5sumye>.

contact ShopTalk Editor and Archiver Mario Iván Oña at x4-6803 or [onom@washpost.com](mailto:onom@washpost.com).

## Use ShopTalk to Communicate Internally

Communicating new initiatives and programs through ShopTalk can assist employees at the paper and Web site in working together more efficiently. It can also empower employees to become word-of-mouth advocates. Finally, ShopTalk can also be used to publicly recognize outstanding colleagues. Contact ShopTalk Editor and Archiver Mario Iván Oña at x4-6803 or [onom@washpost.com](mailto:onom@washpost.com) with any tips or suggestions.

# Marketplace

ISO: Unwanted used vehicles. Willing to pay for them. Contact Perry at 301-775-3881.

FOR SALE: Parking for Redskins games. Looking for an inexpensive, convenient and secure place to park where you don't have to worry about getting ticketed or towed? Only \$20 per vehicle. Located on Central Avenue, one mile from FedEx field. Available two hours before game time. Shuttle service available before game. Contact Frank at 301-728-7512.

FOR SALE: Fresh large brown eggs from free range, healthy chickens. \$3.00 a

dozen. Contact Donna at x4-6437.

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 Metro. Great amenities like 24-hour security, rooftop pool with nearby showers and steam rooms, underground parking. Great location with restaurants, wild nightlife, a 24-hour CVS, a farmers market on Sundays and the Dupont Circle itself. \$2,000 includes all utilities (except TV and internet). Contact Casey at 703-469-2526 or 301-266-7445.

### 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](mailto:shoptalk@washpost.com) or [onom@washpost.com](mailto:onom@washpost.com). Ads will run for two issues unless otherwise requested. ShopTalk reserves the right to publish and edit all ads.