

A CONVERSATION WITH THE PUBLISHER

DON GRAHAM has been the publisher of The Post for almost a year and a half now, and that time has been marked by a steady growth for the newspaper—growth in circulation, a new plant to contend with the increase in circulation, and new, modern equipment being installed for the changeover to cold type.

In recent years, Graham said, "One of the most unusual things about The Post has been our circulation growth. We have gained daily and Sunday circulation four years in a row, and not many newspapers can make that claim."

These gains, he said, are the result of the efforts by everyone at The Post. "We've got a good newspaper, a good circulation department and a production department that usually gets the paper out on time. We've got 2,500 people here who care to make this the best newspaper they can. It's the special nature of Washington to be a town that loves a good newspaper, and we do our best to give them one."

Graham believes that the Springfield satellite plant, whose three offset presses are scheduled to begin producing newspapers by September, plus the changeover to cold type, will help give readers an even better newspaper.

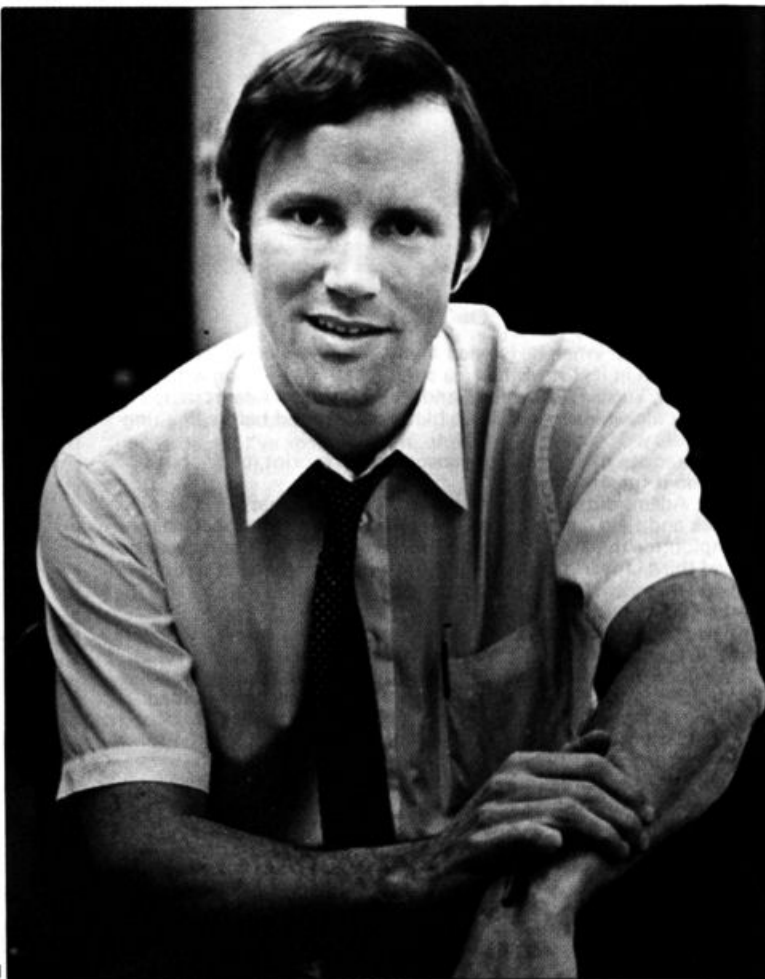
"In Springfield we've got a lot of equipment, the most modern of its kind. The plant will enable us to produce more, better looking papers, and we'll be able to give more, later news to our readers. It ought to help us build circulation throughout this area."

"The Raytheon system in the Newsroom will be a powerful tool for The Post; it also will let us do a better job for our readers."

Graham is concerned about doing a good job for The Post's readers because he says they expect more from the paper every year. "I'm amazed at how much readers expect from us. They expect the world to be explained more clearly. Perhaps the problems that the United States faces now are more complicated, so readers expect more in-depth coverage. Whether it be inflation or the financing of Metro, people expect more details. Twenty years ago one wouldn't have turned to a newspaper for this kind of information."

The special sections and pages The Post has initiated in the last four or five years,

**DÓN
GRAHAM**



Graham believes, have helped to give readers more detailed information. "The Weeklies give readers news of their own communities, and the sections have helped give smaller advertisers a chance to try Post advertising. Weekend has been an extraordinarily popular addition. It's been a big, pleasant surprise for us in the past couple of years. Washington Business shows all the signs of being a success. Style Plus is a special place for dealing with people's daily problems, with their concerns. With the TV magazine we made a mistake the first time, gave it a second try, and now it's one of the most widely read parts of the newspaper."

He said he has a "fair amount of coincidental contact with readers," and tries to go out into the community as often as he can. "I am surprised at how much they care about The Post. Most people who work here know that you're in for a lively conversation whenever people know you're with The Post, and

I've had my share of lively conversations."

As for changes at The Post itself, Graham said a number of improvements have been made since the attitude survey was conducted in November 1977. "There's a much greater emphasis on filling jobs here from inside the organization. We've tried to increase the number of employees promoted from within by one-third, and I think, since the survey, we've done a much better job filling positions within our own ranks."

"In some departments there were specific complaints about working conditions, and there have been pronounced changes in these areas. In other departments there were major internal issues that the department heads were unaware of, and were glad to hear about."

"I think we all feel that the newspaper is something special," he continued, "and I think we hold ourselves to pretty high standards here as well as in the paper we put on the doorsteps."

RUNNING RIGHT UP THERE WITH THE BEST OF THEM

It takes almost as much self-confidence as it does skill to be a good athlete, and Display Advertising's RAYNAH ADAMS has a good supply of both. When he learned that Washingtonian Magazine had included him in its list of the area's top 50 athletes—along with Joe Theismann, Sugar Ray Leonard and Kevin Grevey—Adams said, "Hey, it's nice. What can I say? I knew I was good before Washingtonian."

"I appreciate the acknowledgement from the print media, but I didn't do it for the clipping."

What Adams did was become the 1977 national masters champion in track and field competition. In 1977 he was the national masters champion for the 200, 400 and 800 meter races. That same year he placed third in world competition for the 200 meters and sixth in the 400 meters. He successfully defended his national title in 1978 in the 400 meters.

In the early spring of 1977, Adams, then 39, was training with the D.C. Striders, an American Athletic Union-sponsored running club. "This club had Olympic-caliber runners," Adams said. "In fact, a lot of them had been preparing for the 1980 Olympics. I trained with the club, and was outrunning guys 20 years younger. My coach told me I was going to peak that summer, so I decided to train for the national competition."

Winning consistently in local and regional competitions gave Adams the confidence to go to the national competition in Chicago that summer.

"There were 400 athletes out there, and they didn't know I was someone to reckon with. I hadn't been running that long and I didn't have a reputation. But I was the only guy to win three national competitions that year, and it hasn't been done since."

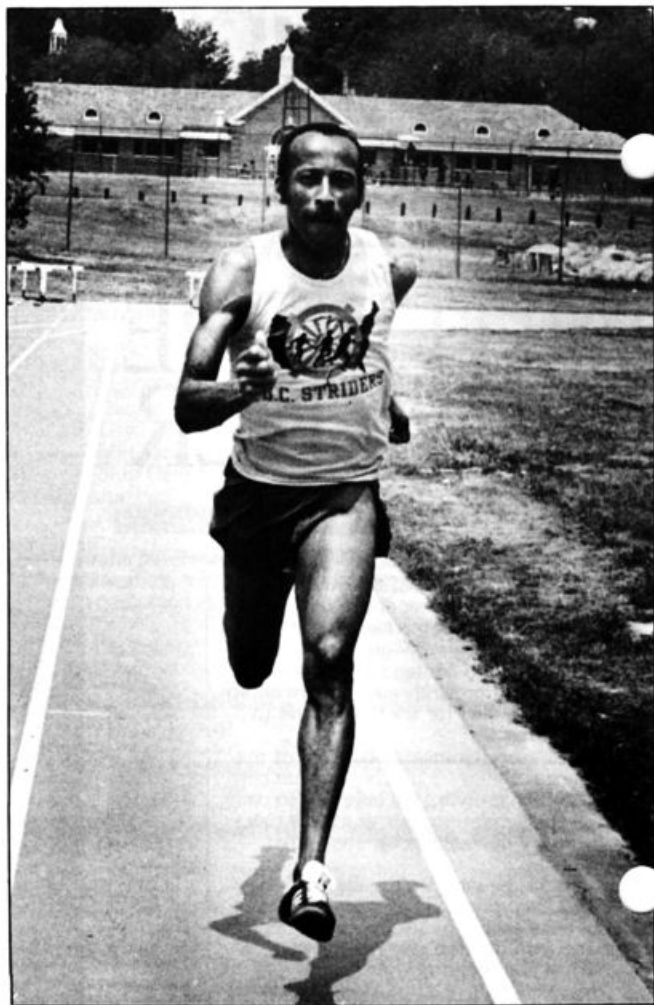
From Chicago Adams went to Sweden in August of 1977. There were 2,000 athletes competing there for the world titles. Adams placed third in the 200 meter race, and sixth in the 400 meters. "The world title is the only thing that has eluded me," he said, "but still, I was number three in the world!"

Some of his stiffest competition, though, came in 1978 when he was trying to defend his national title in Atlanta. "The best runners in the country were competing in 1978. A few of them implied that if they had run in Chicago the year before, things might have been different. I had never raced the very best Americans, so I knew I had to run faster in 1978 than I ever had before. All who counted were there."

The day of the 400 meter race, Adams said, he was "ready for combat. I was short with everybody that day. I was so wound up anything could have set me off."

When he broke that tape on the finish line, though, he said, "I had everybody I wanted to see me win there, and all the rest who counted were behind me. I said, 'This is it.' I had accomplished what I wanted to."

Since then he's run in only one race, the Penn Relays. He still runs for fun, and is toying with the idea of going to the world competitions. "It's the only thing I haven't won, and I'd still like to try to get it."



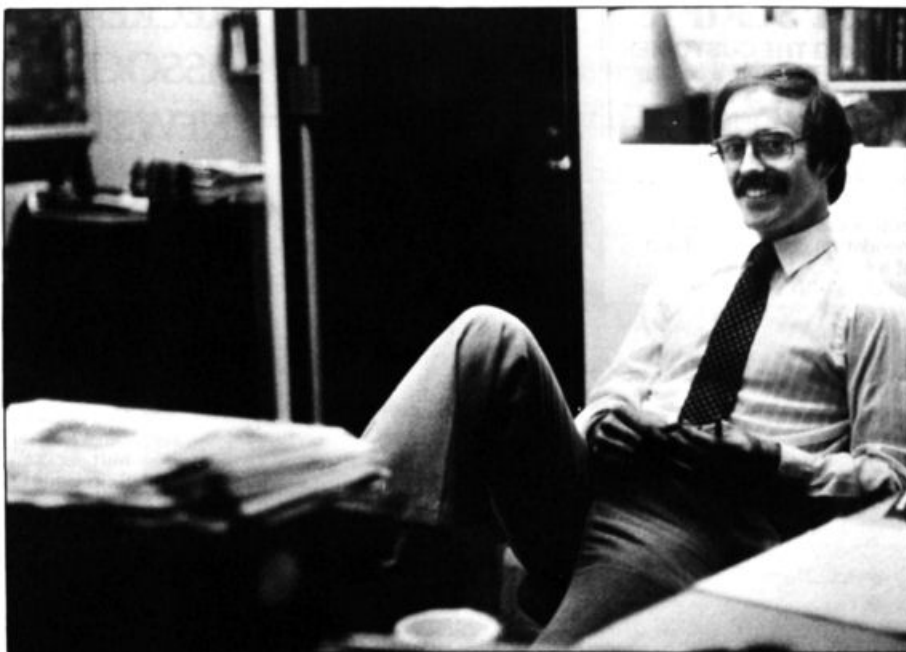
Adams was the 1977 national masters champion in three track and field competitions.



RAYNAH ADAMS, a sales representative in Display Advertising, was included in Washingtonian Magazine's May issue as one of the top 50 area athletes.

GEOFF COE

SHOP TALK'S NEW EDITOR



GEOFF COE, who has been a clerk in Advertising Supplements for the past year, will be taking over Shop Talk as of the May 29th issue. Since he's been at The Post, he's written and photographed for a number of special advertising supplements, including the Car Care and Fitness sections. He also photographs for Advertising's Real Estate Buyers Guides, as well as for some Post advertisers. Before coming to The Post, he wrote numerous medical and scientific articles for various publications and associations, and was a free-lance photographer for two years.

For the two years that I've been writing Shop Talk, I've enjoyed the support, cooperation and help of so many people and departments here. I've appreciated it, and I know you'll show Geoff the same consideration. The input of your story ideas and suggestions is tremendously important to the success of Shop Talk.

—Camille Recchia

THE INQUIRING PHOTOGRAPHER ASKS, "PARDON ME, BUT..."

"What's your favorite way to spend money foolishly?"



ALTON BIGELOW—Accounting
"I usually waste money on something to eat; I go out for pizza a lot."



LINDA GORECKI—Promotion
"I go out and buy clothes when I don't really need them. I've already got enough clothes for 10 people."



MARLA BARKLEY—Classified
"I really don't waste money. If I did it would probably be on clothes."



JIM TAYLOR—Advertising Administration
"My favorite way is to have an absolutely outrageously expensive dinner for myself and my wife, at a restaurant which is far beyond my means. Usually included in the dinner is a bottle of champagne that should be only be consumed at weddings and deaths."



WALTER ROBERTSON—Pressroom General Worker
"I pay bills, which to me is spending money foolishly."



SHARON FANNING—Production Administration
"On food; I eat a lot of steamed crabs. I'd like to spend money on clothes, but I don't have the money for that."

Do you have a question you'd like the inquiring photographer to ask? Jot it down and send it to Geoff Coe, sixth floor.

POST SCRIPTS

KEEPING THE CUSTOMER SATISFIED — In a department that deals daily with questions and complaints from Post advertisers, Customer Relations' **LARRY HAGENAH** felt especially good to get a commendation from a customer. The commendation came in the form of a surprise bouquet of balloons. "It's not very often we get calls for doing something nice," said Hagenah, whose job consists of straightening out complaints from advertisers. But one customer, the owner of Balloon Bouquets, Inc., appreciated Hagenah's help and sent over the balloons, along with a note that thanked him for his "prompt and courteous service."



LARRY HAGENAH



DONNA WAHL
and two-month old Norrell.

APRIL SHOWERS THAT CAME IN MAY — **DONNA WAHL's** friends in Classified had an April baby shower all prepared for her, but since Wahl's third child, Norrell, was born a month early, even the two-month-old guest of honor was able to attend the postponed shower. An abundance of presents, from a play pen to dresses, were given to Wahl at the shower, held last Wednesday on the ninth floor.

RECREATION ASSOCIATION NEWS

THE REC ASSOCIATION'S GOT THE BLUES

— The Recreation Association is offering its members discount tickets to Blues Alley, the Georgetown jazz club. By purchasing tickets from the association, members receive 50 percent off the cover charge for the following shows:

		Regular price
May 26	Doc Dikeman's Big Band 86	\$5.00
May 28	George Shearing	\$8.00
June 2	Dave Burrell (piano)	\$5.00
June 11	Milt Jackson Quartet	\$8.00
June 16	Skip Gails Quartet	\$5.00
June 18	Joe Pass	\$7.00
June 25	Jackie Gain & Roy Kral	\$7.00



Tickets can be purchased from **GERRI PAN-COAST**, Classified, x7022. Discounted tickets cannot be purchased at Blues Alley.



DIPS SOCCER — The New York Cosmos will be in town on June 1 to take on the Washington Diplomats. Game time is 2 p.m. at RFK Stadium. The first 5,000 children attending will receive a free Adidas soccer ball. Deadline for tickets is May 27. Contact **VERA MATTHEWS**, Accounting, x7814.

T-SHIRT SALES — Every Wednesday, from 12:30 p.m. to 2:30 p.m., the Recreation Association has Post t-shirts, sweatshirts, books, tote bags and other merchandise on sale. The sale is located in the seventh-floor stockroom, near Personnel and across from the coffee lounge.

WHITE WATER RAFT TRIP — The Recreation Association is sponsoring a white water raft trip on the Shenandoah River. The trip begins in Charlestown, W. Va. at 2:15 p.m. on Saturday, June 28. Cost per person is \$22. For details contact **Linda Gorecki**, Promotion, x7737.

AIR CONDITIONER — J. C. Penney's, 18,000 BTU window unit. 220 volts. Call Charlie at x7685 after 10 p.m.

ANKLE/WRIST WEIGHTS — \$10. **METAL SERVING TRAYS** (2) \$5 ea. Restaurant size. Call x7737.

FIRST AID CLASSES — Free first-aid classes sponsored by The Post. If interested, call Ulysses Smith, Security, x7874, from 4-11 p.m., or leave name with the Security Center.

MOPED HELMET — \$20. Was \$38. **AM/FM** Transistor radio — \$5. Call x7737.

KEMPER OPEN TICKETS — One clubhouse and grounds ticket and one grounds ticket. Good for the entire tournament. Reasonable. Call x7802.

KITTENS — Free. Four females, one male, assorted colors. Call Al at x7933.

FOR RENT — Beautiful, sunny room in fashionable Adams — Morgan. Share kitchen and use of rest of large six-room apartment. \$150. Call x6311.

MARKETPLACE

WINDOWS — Replacement windows for houses. Call Ann Thomas at x7043.

FOR RENT — Four-bedroom house in Dennis, Mass. — Cape Cod — on Bass River. Five minutes from bay and ocean beaches. Patio, fireplace, quiet neighborhood. June, \$225 per week; July, \$325. Call x7545 or 337-1962.

SPRING FEVER — Rent a lovely three-bedroom cottage on the St. Lawrence River in the Thousand Islands region of upstate New York, available early May. Directly on the water for swimming, boating, fishing. Some weeks in June, July and September still available. \$175 per week. Call Phil McCombs at x7427.

TUPPERWARE — Anyone interested in purchasing Tupperware products call Penny Telesford at 568-6307 after 5:30 p.m.

SEWING MACHINE — Zig zag model, with table. \$45. **VACUUM** — Hoover upright, with attachments. \$35. Call x7737.

CARPOOL — Would like to join carpool from Severna Park, Md. to The Post and return. Work 9 a.m. to 5:30 p.m. Call Peggy at x6443.

HOUSE TO SHARE — Capitol Hill. June 1 occupancy. Prefer female. Near Metro. Call 727-3915 days or 546-2866 evenings; ask for Karen.

PUPPIES — Two red female Doberman pups for sale. Cheap. Call Ashley at x7172.

PRINTING — Business cards, letterheads, envelope business forms, flyers and brochures. The finest selection of thermographed or engraved invitations and announcements to choose from. All at a discount to Post employees and their families. Call Erwin Sessler daily at 262-9430; Monday-Friday, 6-7 p.m. at x7788.

What would you like to read about in Shop Talk? Your suggestions and ideas are always welcome. Editor Geoff Coe, x6803