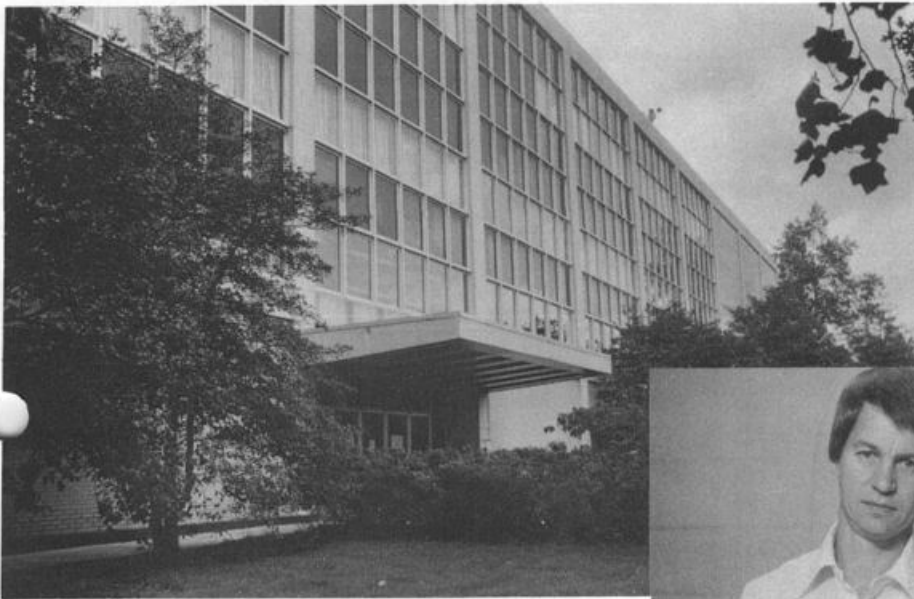


THE POST'S SOUTHEAST PLANT



The Post's Southeast Plant, viewed from Virginia Avenue. The employe entrance is on Second Street SE, around the right hand side of the building.

With the startup of The Post's Southeast Plant on October 1, The Post—which only a year ago produced newspapers at one location—now does so at three.

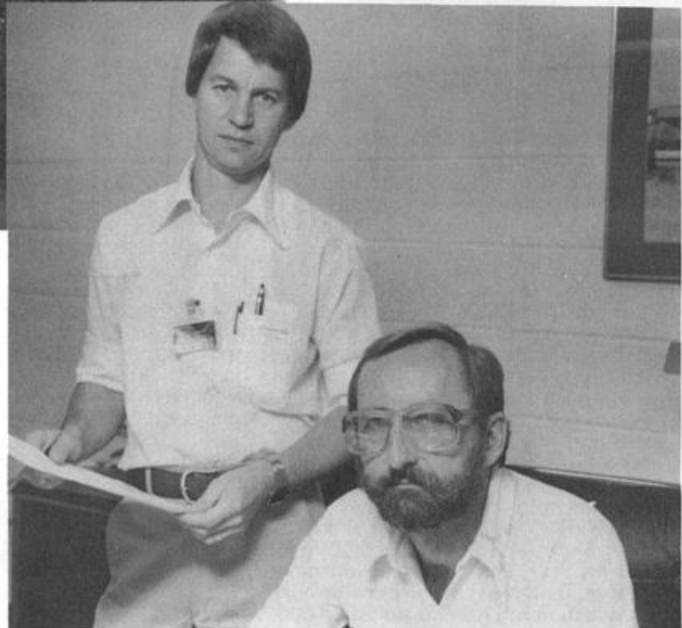
Like the Springfield satellite plant, the new facility was made necessary by the crunch of increased circulation and an anticipated seasonal advertising increase. This year, however, there was an added burden imposed when The Washington Star ceased publication on August 7.

"Simply put," said Vice President/Circulation **JOE HARABURDA**, "we needed the plant because of the additional circulation. We had to find a way to get the papers to our distributors early enough to ensure our home subscribers timely service."

Haraburda estimated that The Post's circulation has swelled "by 170,000 daily and 150,000 Sunday" in the wake of The Star's demise, but cautioned that "This is based on a comparison of September 1980 and September 1981. The Publisher's Statement for the six-month period ending September will show a smaller increase, because it will include the period of time in which The Star was still publishing."

According to assistant president **JACK PATTERSON**, who coordinated the transition in building ownership with Time, Inc., The Post's production capacity at its two ex-

Southeast Plant assistant manager **ANDY HENTMAN**, left, and plant manager **J.R. ROSEBERRY**.



isting plants would have been exceeded "by the end of September." Although the Springfield plant has room for three additional offset presses, he said that "to go that route would be very expensive," citing costs after installation of \$12-13 million per press and a startup date of January 1983 "at the earliest."

Viewed in that light, the 22-year-old former Star building, with a value assessed at \$11.75 million by the D.C. government, represented a bargain. Included in the purchase price, which remains undisclosed, was the five-story

building and lot at 225 Virginia Ave. SE, measuring almost 80,000 square feet, as well as an additional 60,000 square feet of land at Canal and I streets, two warehouses and a small office building.

The purchase also included a fleet of 260 delivery trucks and other vehicles, as well as the contents of the building. The Star's Logicon typesetting equipment, however, was not included.

"We bought the building for the press and production capacity; everything else was in-

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(SOUTHEAST, from page 1)

cidental," commented Vice President/Administration **MADELEINE JARDIM**, who headed the team which double-checked a six-inch thick inventory list of equipment included in the purchase.

Before the agreement could be made final and production could begin, there was much to be done. Patterson, Jardim and assistant to the vice president/Operations **MIKE CLURMAN** began meeting with top management and key production and Circulation personnel to determine staffing, supply and production requirements.

"The plant, unfortunately, didn't come with an instruction manual," grinned Clurman. "So what we had to do was go through systematically, from department to department, all the way through the production process. We had to determine first, what our volume would be, then order materials needed to operate the equipment, and last, learn what buttons to push."

Until the settlement papers were signed, no power could be applied to operate presses,



In the plant's Engraving Department, engraver **MARTIN OBERMAN** readies a negative for exposure by placing it on a sheet of glass. The glass is then placed over the plate, and liquid polymer is poured between the two.

mailroom, or platemaking equipment, but there was plenty else to do. Presses were cleaned, ink and newsprint was ordered, repairs were made to the plant's rollhandling system, and locker facilities were expanded.

After the final settlement on September 25, the first press crew—headed by crew chief **PAT McKENNA**, could begin getting acquainted with the equipment.

On Tuesday, September 29, a live press run gave the crews a chance to adjust the press and test platemaking and mailroom equipment. And the next evening, the plant produced 20,000 copies of the Late City edition for delivery to subscribers in the District.

A week later, a second press was brought into operation, the press order was boosted from 30,000 to 53,000, and production of the Capital edition began with an order of 5,000 papers for New York, Philadelphia, Wilmington and Trenton. By the end of the plant's second week, production had risen to almost 70,000 copies per night.

"The startup has been better than most people expected," said plant manager **J.R. ROSEBERRY**. "Mostly, it's just a matter of everybody getting used to the equipment."

Planned production figures for the two-press operation will be about 100,000 copies through year's end.

Nightly production begins about 6 p.m. when the first page negatives for the Capital edition are made by camera operators at the 15th Street Engraving Department, processed, and hustled to the L Street entrance. There, the negatives are handed

Southeast Plant Press room foreman **JIM LOGAN** locks the final plate on press before starting the presses.



In the Letterflex process used at the Southeast Plant, there is no direct contact between negative and plate during exposure. Uncoated aluminum plates are mechanically conveyed to an exposure frame, and the negative is placed over a sheet of glass which rests just fractions of an inch over the plate. A photosensitive liquid polymer is poured in mechanically atop the plate; then the plate is exposed for 50 seconds, a blast of air removes and recycles excess polymer, and the plate is blotted by rollers to remove excess moisture. After another exposure to ultraviolet light to harden the plate, a conveyor carries it from the fourth floor to the first-floor Pressroom, where it is punched and trimmed by press operators.

From negative to finished plate, the Letterflex process takes about 10 minutes, only slightly longer than the NAPP process, "and with no discernible difference in quality," according to Pressroom foreman **JIM LOGAN**. But the time required to shuttle the negatives to the plant, and punch and trim them after processing, means a press start approximately 30 minutes behind the downtown plant—10:45 p.m. for the Capital edition and 12:45 a.m. for the Late City.

It will probably be a temporary inconvenience. Plans call for the installation of EOCOM units, as soon as a way can be found to transmit microwave signals from 15th Street to the plant. Vice president/Operations **DON RICE** and director of communications **DON TILL** are investigating alternative ways of transmitting the signal, either in a straight line or, if necessary, bouncing the signal off a second repeater at Skyline Towers

Press operator **TONY MATTHES** marks plate numbers on a chalkboard as they are clamped on press cylinders.



which already transmits EOCOM signals to Springfield.

The plant's Pressroom features five Goss Mark I presses, each of which is capable of printing 128-page newspapers at a speed of 50,000 impressions per hour. "This is probably the first time we've actually had more capacity than we need," noted Roseberry. "It's always seemed (in earlier expansions) that as soon as we expand, we're right back to capacity again!"

The extra presses, according to assistant president Patterson, will enable The Post to shut down presses at 15th Street "on a rotating basis" for improvements.

During the first two weeks of operation, the Mailroom has been staffed with 12 temporary mailers and helpers, under the direction of Mailroom foreman **LESLIE MARTIN**. A permanent, full-time staff will be assigned by

month's end.

In addition to five stacking and tying lines—one for each press—the mailroom contains three Harris/Sheridan inserting machines for supplements and preprinted advertising. Plans for regularly scheduled inserting operations, however, are indefinite.

Currently, about 25 trucks pick up Posts at the fully-enclosed Circulation dispatch area; all but one service the D.C. home delivery area.

The decision to restrict the Southeast Plant to D.C. home delivery was made to streamline Circulation's operation, according to Haraburda. "As we increase the complexity of zoning that we do—delivering inserts and the Saturday high school sports, for instance, to a specific delivery area—it will help us segregate our D.C. operation in an orderly way. Drivers won't have to go to more than one

plant to pick up their papers."

With Rock Creek Parkway, a major artery into upper Northwest Washington, less than five minutes away via I-395, "distributors should find Southeast as convenient as the downtown plant, especially at the hour of morning they'll be on the road," Haraburda said.

He added that there are "no plans to produce a Final edition in the immediate future" at the plant.

Virtually all of the support facilities required for the planned staff of 127 employees will be in operation within the next few weeks, according to vice president/Administration Jardim.

Already on 24-hour duty, surveying the building and the 75-car parking lot across from the 2nd Street employe entrance, is a six-man security staff headed by former Star security chief **MATTHEW JONES**. Electricians, machinists and engineers, under the direction of plant maintenance manager **GARY LUCKE**, have also been hired.

Until the fifth-floor cafeteria is relocated on a lower floor, meals are being delivered to workers by courier from the 15th Street cafeteria.

Telephone lines will be linked to The Post's Centrex system by C&P by November 1. And a staff of part-time/on-call nurses is already on duty in the health clinic.

The task of selling surplus equipment, furniture, and materials included in the purchase—including the circulation trucks, which were deemed too small for use by Post distributors—is still continuing.

Office space formerly used by The Star's business and administrative staff will most likely be renovated and rented, Jardim said.



D.C. Home Delivery manager **HOWARD BOWLES**, vice president/Circulation **JOE HARABURDA** and night plant circulation manager **JOHN LYONS** get ready to dispatch the first truck.

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

"Do you like entering contests?"



ROB CLELAND—Advertising Services

"I don't believe in losing my money. The costs outweigh the benefits!"



STEVE MALIK—Machine Shop

"No. I never win!"



MIRIAM GRANT—Promotion

"Only the creative, challenging ones! Like, in 25 words or less, 'Why I Think Stella D'Orio Cookies are Like a Trip to Paris.'"



IRIS MORTON—Accounting

"No. I've lost \$17 in a football pool, and I never win at all."



MARCIA WITHERSPOON—Purchasing

"If money's involved, the odds are too great. If it's free, I'll enter—what can I lose?"



LAWRENCE MINOR—Circulation

"For charity, I will—but with my luck, it's more a donation than a contest."

Do you have a question you'd like the Inquiring Photographer to ask? Jot it down and send it to Geoff Coe, x6803.

POST SCRIPTS

RINGING SALUTE—"This," said night editor **JOE BOUCHARD**, with an arm around the tiny, white-haired woman at his side, "is the little lady that got me up for years! Every night she'd call around midnight and say, "'Get up, Joe, it's time to go to work!' I'll miss her."

Bouchard isn't the only one who will miss night telephone operator **BERNICE ABBOTT**, who retired last week after 27 years and seven months at The Post's switchboard. On hand in the ninth floor community room to honor her was a contingent from Building Services, on whose behalf **JOYCE TAYLOR** gave a polka-dot scarf and a cash gift; her fellow operators, who gave her a pearl necklace, chief operator **BARBARA BURNSIDE**, who presented Abbott with a travel book, her predecessor, **CLEO BERGLING**, who gave her crystal, and Director of Administrative Services **AL OTTO**, who gave her a small box, after which Bouchard quipped, "If that's an earphone, Bernie, give it back to 'em!"

It wasn't—the box contained a Seiko watch. But Abbott may yet have occasional need for her old set of earphones; she'll remain at The Post on on-call status for a while longer.



BERNICE ABBOTT and chief operator **BARBARA BURNSIDE** inspect her new Seiko watch.

CLARIFICATION—CompuServe does not contain a long-term data base, as a quote in last week's article on The Post's electronic news experiments implied. Movie reviews, articles on such topics as entertainment, health and gardening and certain cultural reviews are retained in the data base for a maximum of three to four months. All other data is purged from the data base after several days.

WRITERS GROUP RECORD—The Washington Post Writers Group in August recorded the largest one-month sale of syndicated features in its eight-year history, selling 63 features to newspapers around the country. Sales leaders were Boston Globe columnist Ellen Goodman, tv critic **TOM SHALES**, and columnists **DAVID BRODER** and George Will. Sales and profits are running at record levels for the year.

The Washington Post Writers Group

A syndicated service from The Washington Post

RECREATION ASSOCIATION NEWS

WASHINGTON
capitals

CAPS HOCKEY—The Washington Capitals take on the New York Islanders at the Capital Center next Friday, October 23 and the New York Rangers on Saturday, November 7. Come see rookie sensation Rob Carpenter and the rest of the Caps at rock-bottom prices: \$4.50 for your choice of center-ice or goalie's-eye-view seats (regular price, \$9). For details and information, call **GERRI PANCOAST**, x1034216.

MORE MOVIE DISCOUNTS—The Showcase and Circle theatres have joined the list of area chains offering discounts to Recreation Association members. Passes are \$3 for Showcase and Circle theatres and \$2.50 for Roth and K-B movie houses. They're good for all shows for a one-year period from date of purchase. To get yours, call **GERRI PANCOAST**, x1034216, or **YVETTE CALDWELL**, x1034243. Please note that the passes are not interchangeable.

SWITCHBOARD

The following listings are temporary numbers for the Southeast Plant, and will be in effect until the plant is linked with the Centrex system. Please clip and save for reference.

488-8262	Administration/Production
488-8239	Building Services
488-8244,8250	Circulation
488-8268	Electric Shop
488-8254,8255	Engineers
488-8237,8238	Engraving/Platemaking
488-8256	Health Clinic
488-4186	Asst Plant Mgr, SE
488-8267	Machine Shop
488-8246, 8247	Mailroom
488-8241, 8242	Pressroom
488-8263	Plant Mgr, SE
488-8235, 8236	Security
	Hentman, Andy
	Roseberry, J.R.

MARKETPLACE

CARPOOL NEEDED—From Silver Spring on Saturday (I work at 7 a.m.) and Sunday (8 a.m.) I'll share gas cost, and will use Metro for return trip. Call Jeanette McGrath, 589-3347.

TRIUMPH TR-6—1973, French blue. Low mileage. AM-FM cassette, air conditioning, wire wheels, Super Sprint exhaust. Great car! \$3000. Call Sandy, 269-4043 evenings.

FOR SALE—'66 VW BAHA. Brand new engine, new brakes, new tires and mags, new fuel pump, new exhaust system. Perfect inside and out. \$1600. Call Geraldine Coleman, x6523 or 256-0641.

OPEL 1900—1972 2-door coupe, powder blue, 66,000 miles. Super body. Great engine. Automatic. Call Miriam Grant, x7923 days, 244-5874 evenings.

WANTED TO BUY—Crib, playpen, high chair, etc. in good condition. Call Dottie Salke, x7718 days, 360-0920 evenings.

WEDDING STATIONERY—Wedding invitations and announcements that make a beautiful impression. A large selection to choose from. Also a complete line of bar mitzvah and bas mitzvah invitations and birth announcements. All at a discount. For prices and information, call Erwin Sessler daily at 262-9430.

BASEMENT SALE—October 17, 8 a.m.-5 p.m., 4413 2nd St. NE, near Hawaii Ave. and Ft. Totten Dr. Women's clothes, furniture. Call Dee, 635-6043.

Marketplace listings must be placed by noon the Monday preceding publication date, and must contain the name and extension of the person placing the ad (though not necessarily for publication). To place an ad, call x6803 or put it in the interoffice mail addressed to Shop Talk, sixth floor. All ads will run two weeks unless otherwise requested.