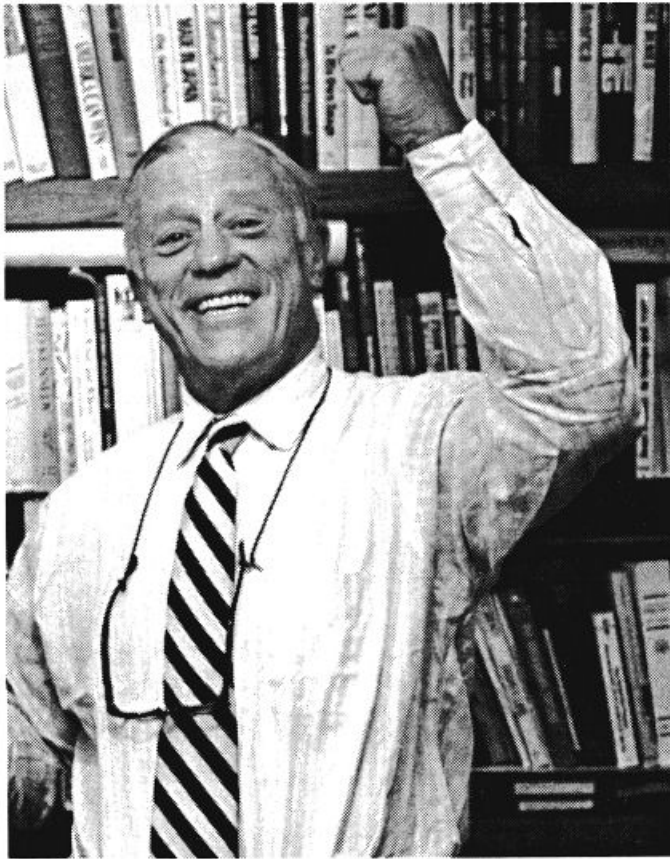


ShopTalk

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Always In Style



About his retirement as executive editor **BEN BRADLEE** says, "I feel so good about it—there is so much talent coming up."

In his own words, in his own fascinatingly unique style, executive editor **BEN BRADLEE** shoves aside celebrity. "It should be the accidental byproduct of being a journalist," he says in his recognizably gruff voice.

He's moving on. And that has brought him to face his own celebrity head on. He's tired of the interviews. He's flattered by the attention. It's the same questions: What was the high point of your career at The Post?; What was the low point? It's the same answers: The Pentagon Papers and Watergate; The Janet Cooke incident.

Those obvious questions aside, Bradlee talks about the most significant changes in journalism he has witnessed over the years. The celebrity of journalists has piqued his attention. "It began with the television anchors and continued into print journalism—thanks to The Washington Post and Watergate," he observes. Journalists can get more attention than the titled people, he says. On his own Post-related celebrity he winces, "Bradlee is what Bradlee was, but there are a number of people who went before me making it [The Post] what it is today." Bradlee rattles off names of editors, managing editors and reporters, saying he is hesitant to single out anyone because "every-

one is so good and there are so many." One person he readily names is Russell Wiggins, former Post executive editor, "who set this paper on a principled course that God himself couldn't wriggle out of." The celebrity of journalists today, Bradlee remarks, "goes against all that Russ Wiggins used to tell us—'Get off the stage,' he used to say." But, Bradlee says, there are advantages to this attention. "It's not all bad. It gets phones answered, you can do things socially useful." On the down side, "it's confusing," he says. "If you don't watch out, you can start believing it."

And there is a difference between celebrity and good journalism, he insists. What impresses him about good journalism is the commitment to it. Running through the sections of the newspaper, he highlights the commitment that goes into producing some sections: "Hadar puts out a magazine every day;" "...Getler and Ignatius [AME and deputy editor/Foreign News] added diversity to foreign news;" "...Young Metro reporters, especially the good and promising women reporters who are better and smarter than ever." He can't name everyone, he says with a dis-

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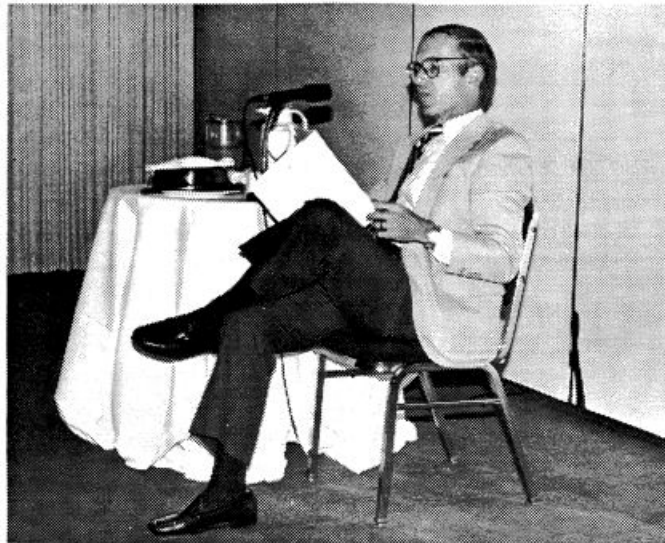
A Country Divided

Momentarily forgotten, but certainly not gone, the problems plaguing Iran have slipped from most of our minds—replaced by the struggles with Iraq. National reporter **TOM LIPPMAN** recently returned from Iran where he attended a conference, hosted by Iran and at the invitation of the Iranian Foreign Minister, on the future of the oil business.

Lippman was the first Post correspondent to get inside Iran for more than a few days since the Iran-Iraq war. He spent two weeks attending the conference and talking with various Iranians on the state of their country following the revolution and the death of the Ayatollah Khomeini. At an employee Brown Bag Lunch, Lippman described Iran to be in a desperate state of disrepair—from the junked condition of the buses, to the failing elevators, to the country's economic and political instability.

Iran is the second largest oil-producing country in the world—Saudi Arabia is first. But for 13 years there has been no foreign investment or trade with Iran. But with a "population of 56 million people, half under the age of 30," Lippman explained, the country is in immediate need of financial infusion.

Divided by the need for foreign investment to boost the country's economy and the skeptical, bordering xenophobic, attitudes of the religious rulers and the Parliament, Iran faces a sharp division. "Every economic transaction bears a political statement," explained Lippman. And although the Iranian constitution, in effect,



TOM LIPPMAN briefly read from a speech made by the speaker of the Iranian Parliament, in which the speaker all but stated the United States was a partner of Saddam Hussein.

prohibits foreign investment, it is crucial to rebuilding that country, he pointed out.

For general foreign investment, Iranian leaders fear investors' ignorance of Islam will undermine the country's religion. And in particular, Iran looks unfavorably upon the United States—flopping between an "I-told-you-so" attitude (for the U.S. backing Iraq in the war) and the feeling that the U.S. incited Kuwait to war, turned the Iraqi people against Saddam Hussein and then left the people to fend for themselves.

For Purchasing's **MINA MOHAJER**, Lippman's Brown Bag talk stirred painful memories of her motherland. Mohajer says she and others who fled Iran after the overthrow of the Shah and the entrenchment of Khomeini consider themselves Persian, not Iranian. Mohajer says the distinction between the two is very fresh in her mind since the term Iranian is "immediately associated with Khomeini," but Persian represents more than 6,000 years of heritage.

"I did not want to leave my country. I felt I would rather work to restore peace." But, she explains, it became obvious that peace would never come and as Khomeini and his followers made it clear "that Iran should be brought back to the 14th century because it was the time of Muhammad" she

made the decision to leave. The final push was her desire to keep her son, then 15, from becoming part of the mandatory military force comprised of boys 12 years old and up. She was able to get out of the country in 1981 with her son by showing a photo of him at age six to the passport and customs agents.

Lippman said it will be a matter of time to see how Iran will escape the division that binds it. "There are some very well-educated people there with the resources to bring about economic change." But Mohajer disagrees, saying nothing will change in her lifetime. "They will do nothing. Many of the people in power are uneducated so they don't know what to do," she says sadly. Mohajer says she thinks the conference was a smoke-screen "to give the appearance that they want to help the country, but I don't think they can. Those in power are mostly Koran educated, with no knowledge of technology necessary to rebuild my country."



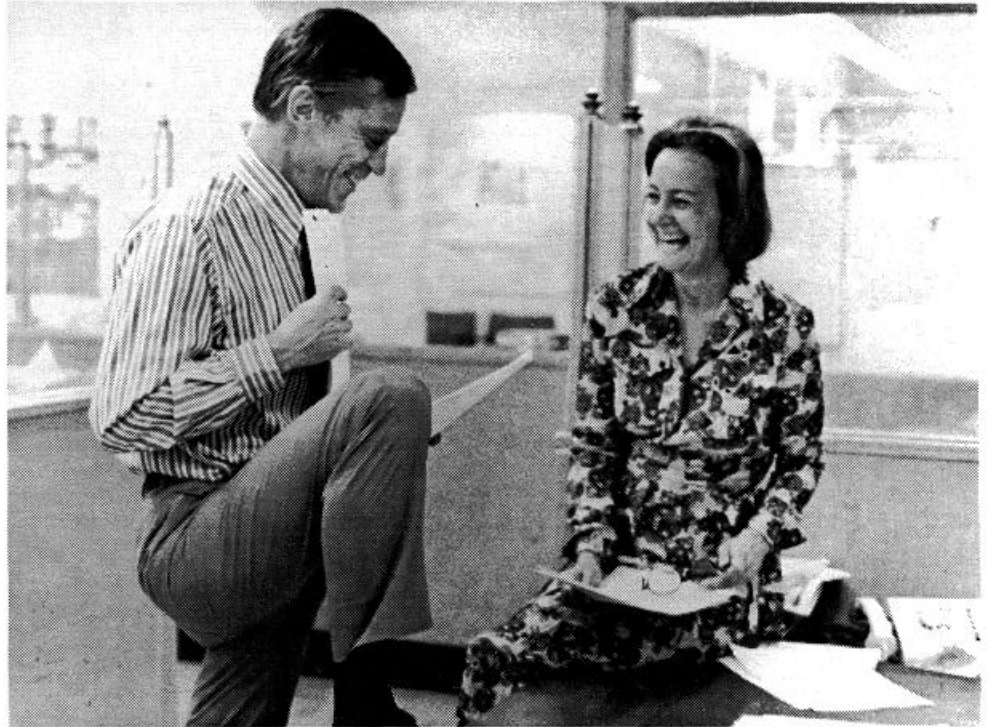
MINA MOHAJER says she will never see positive changes in Iran during her lifetime.

gusted shake of his head, it would take too long and someone would be left out.

Success in journalism is not determined by celebrity, Bradlee declares, referring to it again as an "accidental byproduct." In his eyes, The Post is an example of successful journalism. "Hard work and good owners. What you write is read and distributed to all capitals, magazines, networks. What appears in The Washington Post helps determine what the world thinks. It's no accident that the best papers in the country are owned by families, and now we're into the third generation." But the success is more than a financial commitment, he says. "It's a conscience and a sense that the paper should serve the community as well as inform it."

Bradlee defines good journalism as "fair, accurate, relevant, interesting and useful and exciting." And it takes energy to be a good journalist, Bradlee explains. "High energy, I'm currently hyped on high energy. Energy won't do it alone, but no energy won't do it."

Retiring. Stepping down. There are dozens of ways to



Bradlee and Chairman of the Board of The Washington Post Company **KATHARINE GRAHAM** during the Pentagon Papers.

say that Bradlee is leaving as executive editor. But Bradlee's way is best. "I feel so good about it—there is so much talent coming up. I'm way ahead of where I thought I was going to be, because I didn't think about it."

His new office will be on the seventh floor. His secretary,

CAROL LEGGETT, will make the move, too. Bradlee says he has two book contracts. He'll be a director and vice president of the company. He has just completed his portion of a television documentary, a project of **WALTER PINCUS**, on how the U.S. got involved in the Middle East.

He has committed himself to raising \$40 million for the Capital Fund Drive for Children's Hospital over the next five years. He's going to give a few speeches, something he hasn't done in more than 10 years.

He'll be missed, but he won't be bored. He's hyped on high energy.



Byelines

Personnel's **BECKY SCHOEPFLE** bid Auf Wiedersehn to her friends and coworkers as she prepared to take off to join her husband in Heidelberg, Germany, where he has been assigned for the next two years with the U.S. Army. A special touch to the afternoon party was a perfectly-timed phone

call from her husband Pete, and the arrival of a rose he sent her.

Becky along with children Sara, Jordan and Brad will spend the first couple of weeks getting used to life abroad and do some traveling. Then, Schoepfle says, she'll settle down and pursue one of the many employment irons she has in the fire.

BECKY SCHOEPFLE and daughter Sara share a phone call from Pete Williams in Germany.

POST SCRIPTS



French student Sandrine Gaignou (left) became part of **PHYLLIS PORCH's** family over the summer. Gaignou says that from now on she will think of her "American family" every time she picks up *The Washington Post*.

FRENCH TO ENGLISH TRANSLATION

Springfield Health Center nurse **PHYLLIS PORCH** has a visiting French student who refers to *The Post* as "my text book." Sandrine Gaignou only knew that Porch worked for a newspaper, discovering that it was *The Washington Post* helped made her "less shy," she says.

The *Post* is one of three American publications used as text books in Gaignou's English class in Lyon, France. And although sometimes she finds the articles "difficult to read and understand," Gaignou says that reading them helps in every aspect of learning English. The class is expected to read assigned articles and then discuss them or write about them—entirely in English. "We must also have an opinion or an idea about the story," Gaignou explains.

In her last year of high school she will be expected to complete exams in mathematics, history and English. And, you guessed it, the English exam will be given using *The Washington Post*.

After her trip to America, Gaignou says she is ready to tackle her last year. She'll be going home on July 31 with a

better understanding of American culture, and the added bonus of a complete understanding of how *The Washington Post* is produced.

EMERGENCY BLOOD DRIVE

Summertime often is the time that the Red Cross blood banks get dangerously close to being depleted. To help bring supplies back up, Springfield will sponsor an emergency Blood Drive with the American Red Cross on July 30, from 9 a.m. until 2 p.m. Types O and B are badly needed. Call the Health Center, x6511, for more information.

American Red Cross



MARKETPLACE

FOR SALE BY OWNER—Falls Church, 3-BR rambler near Routes 66 and 7 and I-495. Well maintained in and out, large deck overlooking large yard, hard wood floors. Owner will pay \$5,000 toward closing. \$157,950. Call (703) 883-0474.

RENT—Sunny 1-BR apartment in Glover Park. Includes LR with fireplace, DR, modern kitchen, large bedroom. Features include W/D, CAC, W/W carpeting, D/W, ice maker, cable, secure building. Available Sept. 1, \$800/month. Furnishings optional. Call Terry, x6628 or (202) 337-1875.

CARPOOL—Between Falls Church/Arlington and TWP. Arriving 9:15 a.m.; departing 5:45 p.m. Participants should expect a rotating driver/passenger schedule. Call x7253 or (703) 845-2852.

KALORAMA—Sunny, elegant 1 BR in small building. CAC, D/W, bike room. Excellent location. \$795 plus utilities. Available August 1. Call (202) 726-1401 or (202) 265-5830.

GREAT DEAL—Andrew Marc brown leather jacket with removable fur lining. Stunning, looks like new, great condition, size S/M. \$550 value for \$250. Call Kelly, x6440 or (202) 234-5565.

FOR SALE—Beige L-shaped sleeper sectional with queen size bed. Matching curtains. Great condition, \$350. Call x7972 or (301) 248-7868.

ART AUCTION—Presented by Heisman Fine Arts Gallery to benefit Cherokee Ski Patrol on August 17, in McLean. Wine and cheese preview and chance to bid on oil paintings and prints. Most starting bids between \$60 and \$150, well below gallery's usual prices. Tickets \$5, each. Call Terri Shaw, x7551 or (202) 726-1155.

P. BUCKLEY MOSS—1987 Christmas print, framed. Signed by artist. \$50. Call x4302 or (301) 571-1961.

FOR LEASE—4-BR, 2½-BA townhouse in Falls Church. \$1,200/month. Call (202) 462-6414.

COCKER SPANIEL PUPS—Pretty Pepper and Sir McDuff of Maryland are proud to announce the arrival of their handsome litter. Born the first day of June. These black and white parti-color dogs are beautiful, fun-loving pure-breeds. Look out First Dog Millie, there are plenty of stars in this litter! Call Yvette, x6254 or (301) 937-1407.

1985 DODGE DAYTONA—Turbo, 53,000 miles, A/C, 5-speed, AM/FM, cruise control, tilt wheel and sunroof. Near Metro. \$450 plus utilities. Call Elana, x6459 or (301) 652-1810.

FOR RENT—Furnished room available in Bethesda house for month of August. Near Metro. \$450 plus utilities. Call Elana, x6459 or (301) 652-1810.

TENNIS RACQUET—Yamaha EOS, 4¼" grip, barely used. \$225. Call Judy, x7606 or (301) 299-2194.

FOR SALE—Two burial sites with bronze markers, Mt. Comfort Cemetery. List price \$3,450, asking \$3,000. Call Winston, x4397 or (703) 644-9793.

MARKETPLACE DEADLINE: Noon Fridays. Please include your name, extension and home phone number. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to Shop Talk, 7th floor, or call x6803. Ads run two issues unless otherwise requested. One ad per employee, please.