

Shop Talk

Editor
Christine Swerda
Extension 6803

A Home Away From Home



Springfield Assistant Plant Manager **ALLAN KOHAN**, Director of Administration **TERRY WISEMAN**, Advertising Budget Manager **AL WENZEL**, and Human Resources administrator **DICK NICHOLS** have a total of 141 years with The Post.



Cashier **SANDY BUSH** is still content at The Post, her first and only employer.

In the Land of Oz, Dorothy commented, "People come and go so quickly here!" Maybe in Kansas, but not at The Post.

There are 830 employees currently working at The Post who joined the newspaper 20 or more years ago. In an era of job-hopping and short tenures, why do people stay at The Post so long? Here are a few reasons.

With tenure since 1951, TV Week **MARTY ZAD** said that, among active employees, "I'm No. 2 behind **HERBLOCK**. That's good company to be in." Zad came here while still a sophomore at the University of Maryland, "to answer the phones for two weeks, covering for someone who was out sick." The writer was out for six months,

and Zad never left. "It was such a meteoric ride," he said, "I was Sports Editor at 31—the youngest in the country at a major newspaper." Zad stayed because, "I really was enamored with The Post; it was so family-like at the time," he said. His real-life family was part of The Post, too. Zad's late wife, Anne, also was an employee and for many years wrote the "Anne's Readers Exchange" column. As to why he stays, Zad said, "It keeps you young—there are always new people, new friends; every day there are new stories and new gossip. Some people like to change and jump," Zad said. Not Zad; despite temptations from other newspapers in other markets, he resisted tempting offers in order to stay here.

Since he's due to retire on June 14, Director of Administration **TERRY WISEMAN** has been reflecting on why he stayed here for 35 years. "It's hard to describe," he said, "and I don't think I know why. But I've often wondered, when people leave Giant Food or American Express, do they say, 'I hate to leave Giant, or American Express!' the way people who leave here say 'I hate to leave The Post.'? I've heard many people from other companies say 'I work for company X,' but people here say 'I work

at The Post.'; I think there's a very personal connection." As for himself, Wiseman said, simply, "It's home."

Wiseman started his career at The Post in the Accounting Department, as did three other long-term employees, Cashier **SANDY BUSH** ('63), **DICK NICHOLS** of Human Resources ('60) and Advertising's **AL WENZEL** (62). "This was my first job," Bush said. "I've never worked anywhere else. I've always been content here and, before I knew it, I'd been here 10 years...the next thing I knew, it had been 20. It will be 33 years in October," she added. "I really can't believe it."

Nichols echoed the others when asked why his tenure had been so lengthy. "The Washington Post is a good employer. The Post has been interested in its people over the years, rather than just another place to work." When asked about the durability of friendships developed here, Nichols said, "There are people here that I've known longer than my wife. I didn't get married until 1964!" He added, "There are still a few of us left: **ED ALEXANDER** [Production], **JIM BOWMAN**, [Advertising], **JOE RINALDI** [Production], **BOB ASHER** [Editorial], Marty

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Front Page Features



AME/Features MARY HADAR.

Do you know about the moose story?" AME/Features MARY HADAR asked Photo Editor VANESSA BARNES HILLIAN. "I'm looking for a picture of a moose crossing that appeared in the Bangor, Maine paper." In her new position as seeker of and cheerleader for feature stories on A1, Hadar has used the A1 space to run articles as diverse as "too many moose in Maine" to a story on the perils of too much information: "C-SPAN junkies." Articles such as these were seldom seen in such a prominent position, until the features position was established. "I am constantly on the alert for this kind of story," Hadar said, "either features or human-interest stories. I watch for them everywhere I go. My job is to encourage the writing of these kinds of stories and provide good play for them."

The A1 position has traditionally been the place for "big" stories, either national or local political news, big disasters, big business mergers, just big stuff. Hadar is providing a

showcase for reporters' stories that add a human interest dimension to the page. "The reason this job was created was to increase the variety, the diversity, of stories on the front page, so that they are not all federal, governmental stories," Hadar explained. "I try to make sure there is always a story on the front page for the reader who is not steeped in the federal culture. They are stories that are just plain interesting and that would not have always gotten on the front page before there was a space set aside," Hadar stated. The moose story, for instance. "There's been a huge increase in moose in Maine," Hadar explained, "which is causing tremendous havoc on the roads up there." The moose story combines the larger issue of environmental concerns and protecting endangered species with the impact being felt by the general public—the impact frequently being one of proliferating moose and traveling automobile.

Every news section has a newshole budget and some bartering occurs with the ebb and flow of news happenings. Hadar's daily newshole budget

is "roughly 40 inches," she said, "but stories can be both longer and shorter." One attractive feature of Hadar's space, in addition to being on the front page of The Washington Post, is that the section contributing a feature story does not have to charge those inches against their section budget. Hadar has no reporting staff of her own, and negotiates with the editors of other sections to arrange these stories. "The reporters do all the work," she said. "Sometimes they're news stories, but with a human-interest angle: the Jackie Onassis auction, for example, or the story about the basketball player Mahmoud Abdul-Rauf refusing to stand for the National Anthem." Other stories have included drag racing on V Street, N.E. and a feature on mausoleums in Japan—due to cemetery space constraints, skyscraper roofs are used for gravesites.

Although breaking news can add "urgency to a story that it wouldn't have had," Hadar said, "many stories don't have that deadline pressure. The moose story, for example, was assigned a while ago, but we wanted to hold it until it was moose 'season'."

On the serious side of human interest stories, Hadar's space has run "the poignant story about the terminally ill man who was preparing to kill himself before the pain became unbearable," she said, "and the story on the strategies black men develop to avoid being stopped for what they call 'Driving While Black.'"

Hadar emphasized her role as a story facilitator. "I want to encourage people who have story ideas to come to me to talk about developing them, even if they are not the one to write the story. I want to be the conduit for ideas."

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Zad, Sandy Bush, **PAT KRAFT** [Annapolis Bureau manager]. Nichols called out the names quickly; they're his friends.

For Wenzel, the years sped by, too. "Nobody ever thinks that they would be, as long as they are, in one place. When you start out, it seems like a long time, but then, my goodness, it seems like yesterday!" Wenzel's financial background seems to have influenced his tenure somewhat. He said, "For me, the answer is very simple. While I was here in the early days, the

paper was growing more than any other business in town. There was no reason to go anywhere else."

CLAUD BURNS began his career at The Post in 1970 in the Circulation Verification unit and quickly became part of Accounting's Credit department. He moved to his current Security Supervisor position in 1992. "When people leave here, they leave with a wealth of knowledge and the fact that they worked at The Post means a heck of a lot." Burns has no plans to do so. He said, "I have spent half my life here and I

hope to retire from here. I have no regrets."

Personnel Manager **NATALIE PANETTI**, who originally joined The Post in 1970, left in 1986, and returned earlier this year, remarked that even when she wasn't working here, the friendships she developed kept her in touch with employees here.

She added, "I think people are genuinely proud. I think they like saying 'I work at The Washington Post.' I really can't speak for other people, but generally I have heard them say they like working for a place that is al-



JACKIE HAWES joined Classified Advertising in 1959, and is now the longest-tenured woman in the department. Classified supervisor **CEANE MARKS**, employee since 1963, claims the tenure spot directly behind Hawes.

most like a community, a little town."

Byelines

RICH PLOCH of News Research is known to many as the "Father of PostHaste," since he knows the system inside and out, and has instructed many News staffers on how to use the research tool. Last week, Ploch left PostHaste and his former students behind, as he and his wife relocate to North Carolina where she will serve as a minister. Among the gifts Ploch received was a t-shirt, designed with the assistance of Photo's **DAN MURANO** and **CARMEN CHAPIN** of News Research, that replicated many times the PostHaste computer icon seen on screens around the Newsroom. Ploch joined The Post in 1987.



RICH PLOCH (center), receives a round of applause from farewell party attendees, including Managing Editor **BOB KAISER** (at Ploch's right) and Executive Editor **LEN DOWNIE** (at his left).

Production Engineering administrative assistant PHYLLIS SYM was the guest of honor at a retirement party held last week. Sym joined The Post in 1977 and worked in Accounting, Personnel and the Los Angeles Times/The Washington Post News Service. For the last 15 years, Sym has worked in Production where "she let me think that I was her boss," said Director of Production Engineering **BILL GARD**. Sym is an avid golfer and received not only a lightweight "Sunday" golf bag but also a heavy-duty "serious" golf bag and a set of custom-made clubs. "Sometimes people come into your life and really made a difference," Gard said, "and Phyllis is one."



PHYLLIS SYM with her boss **BILL GARD**, Director of Production Engineering. Gard said, "Phyllis likes to let me think I'm her boss."

Magazine Advertising sales representative TOM CUNNINGHAM's farewell party was a crowded one, even though the space available in the 6th floor area had increased dramatically. Magazine Publisher **ANNE KARALEKAS** said, "I'd like to thank the Real Estate advertising staff who accommodated us by moving [to 4th Floor Prudential due to building renovations] just in time for us to have a real party." Cunningham joined The Post's Advertising Department in 1991.

TERRY WISEMAN joined The Post in 1961. Wiseman was working in Accounting when he was drafted into the Army and served his stint during the VietNam war. He returned to The Post, to Accounting, where he spent 24 years before moving to Administration. In 1992, he won the Eugene Meyer Award. He and his wife, Mary, recently retired from The Post, are moving to St. Augustine, Fla., to a house with convenient access to golf, fishing and, in the back yard, a swimming pool.

The Garden Court setting and perfect weather made a special party even more so, as colleagues and relatives joined in bidding adieu to Deputy Managing Editor **MIKE GETLER**. After hesitating to move so far away from children and grandchildren, Getler has accepted the job termed by Advertising Age columnist James Brady, "the best job in the world:" Editor of the International Herald Tribune, in Paris.



MIKE GETLER received a framed masthead of The Post from Kaiser and (not pictured), Downie and Publisher and Company CEO **DONALD GRAHAM**.



TERRY WISEMAN enjoyed seeing an old photo of Accounting colleagues from Vice President/Controller **PEGGY SCHIFF's** personal collection.

POST SCRIPTS

BLOODMOBILE AT N.W.

The next Bloodmobile will be on Wednesday, June 19, in the 9th floor community room, from 8:30 a.m. until 2:15 p.m. The Post has pledged 50 units; about 60 recruits are needed to fulfill this goal. Please call x7192 to arrange for a donation time.

SHAKESPEARE FREE FOR ALL

Employee family night at the Shakespeare Free For All performance of "Measure for Measure" is June 22. The comedy, playing at

the Carter Barron Amphitheatre, stars Kelly McGillis. Tickets for the June 22 performance, which will be sign-language interpreted, are available for pick-up in the Public Relations Department from 9 a.m. - 5:30 p.m. Employees working the evening shifts may call x7969 during the above hours to make arrangements for ticket pick-up.



API 50TH ANNIVERSARY

The American Press Institute will celebrate its 50th anniversary on Sept. 26 with a reception, dinner and program at the Hyatt Regency Hotel in Reston's Town Center. API, founded in 1946 to provide a forum for newspaper men and women to improve their knowledge and skills, and discuss the issues of the day, was housed at Columbia University and moved to Reston in 1976. More than 31,000 journalists and newspaper executives have attended API seminars. Employees interested in attending the Sept. 26 dinner may purchase tickets, or obtain more information, by calling Angie King, (703) 620-3611.

OFFICE MOVES UPDATE

Dispatch has moved from 4th Floor L Street to 7th Floor L Street.

Ad Operations and **Ad Services** have moved from 6th Floor Main to 7th Floor L Street.

Make-up has moved down the hall on the 4th floor, to the L Street window side of Engraving.

WESTPARK GOLF COURSE OVERRUN BY EMPLOYEES

The Washington Post Employee Golf Tournament was held Monday at WestPark Golf Course in Leesburg. One hundred and four employees, granted sole use of the course that day, participated in the 8th annual tournament, organized since its inception by retiring Director of Administration **TERRY WISEMAN**. The tournament check-in, cart assignments, starting hole assignment and overall organization were very smooth and last-minute changes were handled with Wiseman's customary aplomb—with able assistance from Marketing Research's **LYNN COOK**. The awards were as follows: Low Gross, 69, **BUD HUMPHRIES**—the lowest round ever recorded in the 8 years of The Post tournament; Low Net, Men: **TERRY WISEMAN**; Low Net, Women: **LYNN COOK**; Longest Drive, Men: **JERRY LOWE** Longest Drive, Women: **SUSAN PEACOCK**; Closest to Pin, top three awards: **SUSAN PEACOCK**, **GARY KARTON**, and **BILL**



Advertising sales rep **BUD HUMPHRIES** warms up.



Vice President/Controller **PEGGY SCHIFF** and Display Sales and Service Manager **ROBYN MOTLEY** were color-coordinated golfers, down to the hot pink golf balls used for this special occasion.

SCHWARTZ. Special note: Unless another tournament organizer comes forward, the 8th may be the last. Please contact Wiseman before June 14 to volunteer for this task.

MARKETPLACE

FALL BULBS—Reserve your Fall bulbs (tulips, crocuses, daffodils, etc.). Bulk orders pay no shipping costs; order as part of a group and save at least 10 percent. Your bulbs arrive from Holland at the right time for planting in the Fall. Call Steve, x5811 or (703) 528-5707 for details.

CARPOOL—Looking for another person. Leaves area of Braddock Road and I-495 in Northern Virginia approximately 8 AM to Post lot. Cost \$15/month plus drive one day if possible. Call John Graf, x4291 or Pat Holdsworth, x4713 or (703) 204-3420.

CHARMING APARTMENT—available in Adams-Morgan/Kalorama. One bedroom; sunny, quiet block, garage, convenient to shops and bus. Available July 1. \$1,065 per month. Call (202) 387-1802.

FOR SALE—NordicTrack Sequoia model, three years old, like new, \$150. Call Sharon, x6099 or (301) 587-4227.

TOYOTA '87 Supra, 5-speed, good condition, fully equipped, high mileage, priced for quick sale at \$3,500/obo.; Space bank vacation, accommodations for 4-6 people, 2 weeks available, must use by 3/97, destination: international or domestic available, \$250/week. Four Dunlop 175/13 tires, driven for 22,000 miles, \$100. Call (301) 499-1612

GRADUATION GIFTS—Puzzled over what to give a high school or college student? Consider "Okay Fine," a CD by one of Washington "best young bands." Acclaimed by WHFS and Weekend's Eric Brace, the Gingerbread Men's CD is available at \$12 from Bill, x7439 or (703)323-7425.

TV STAND—Sturdy, faux hardwood finish tv stand, heavy-duty wheels, 33 in. long x 16 in. deep by 23 in. high, top shelf holds television w/bottom shelf for VCR, \$45. Call Jennifer, x7821 or (703) 255-3677.

FOR SALE—Frost-free 19.3 cubic foot upright freezer, mint condition, originally \$1,100, sale price negotiable/obo. Call (301) 868-8093 after 7:30 p.m., or x6227.

VACATION RENTAL—one bedroom vacation rental in the heart of Paris's Left Bank. Near historic cafes, St. Germain des Pres shopping, Latin Quarter nightlife. All amenities. Available July 24-August 3 and August 11-31 at \$550 per week. Call x7292 or (202) 387-1921.

FOR SALE—One bedroom condo in sale and secure building two blocks from the Dupont Circle Metro; upgrades, top floor, great view, large roof deck; \$75,900. Call Cave, x7164 or (202) 232-0680.

SHARE RIDE/PARKING costs from Northeast D.C. (Brookland Metro) to The Post, 3 p.m.-11 p.m., Monday through Friday. Call Rebecca, x7192 or (703) 243-2413.

FAB FLEA SALE—Vintage and modern jewelry, clothes, accessories, furs, books, art, political memorabilia, religious objects and just plain weird stuff. Great wedding, Father's Day, hostess and birthday gifts. Annie Groer's house. 3340 Northampton St., NW (S. of Chevy Chase circle, E. of Conn. Ave.), Sat., June 8, 8 a.m. - 4 p.m. No checks. x7553 or (202) 362-2663.

ORIOLES TICKETS—Six decent seats for sale in row KK, Sec. 356 of upper box for Birds v. Blue Jays on Monday eve., July 15. Will sell at face price of \$14 each, all or in blocs of two or four. Call Glenn Frankel, x6259 or (703) 276-0587.

TOWNHOUSE FOR RENT—Oakton, VA, 3BR End Unit, 2.5 BA, slate FP, finished basement, new paint & carpet. Vienna metro 1 mile; commuter bus at front door. First time rented. \$1100 plus HOA (\$50). Available July 1. Will consider pets. Jim, x5252, (703)691-9228.

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. To send ads via fax dial x5609; via e-mail send to shoptalk. Ads run two issues unless otherwise requested. One ad per employee, please.

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