

ShopTalk

Editor
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Extension 6803

A Better Way To Get It



Composing's **CLAIRE O'NEIL-PRIOR** makes up the page A1 on January 28, the first edition of The Post using color on the front page and on the Sports section front.

On January 28, The Washington Post put the new Mitsubishi presses through their keyless-inking, computer-controlled-color paces. Now readers and advertisers can see the fulfillment of promises made when The Post signed the contract to purchase the eight, new, behemoth presses back in 1995. The new Washington Post is crisper, brighter, easier to handle in its smaller size and for the last nine months has had a re-designed typeface.

Regular readers might mention the fact that many of The Post's sections have had color for years—Weekend, Health, Food, the Weeklies, Real Es-

tate, Horizon. These sections, however, are printed in advance of their publication date. Producing color pages on deadline—knowing that there is no cushion of time—is just plain hard.

Also, since some parts of the newspaper are paginated (composed electronically) while others are still done via manual paste-up, combining the disparate elements to produce the negatives and printing plates on time sometimes resembles a new incarnation of an old TV show, "Beat the Clock."

For example, the lead story on A1 for the first front page in color was on the impeachment hearings and the photo was taken earlier in the day. The Sports front photo, however, was planned as an action shot from an evening Maryland University basketball game and didn't exist when the Regional edition went to press at 10:30 p.m., so a photo from a Super Bowl practice session was used for that first run. When the Maryland game ended and the game story was complete, the accompanying action shot went on the Sports front for the Suburban edition (12:30 a.m.).

The Post did "beat the clock" and the color photos continue to fulfill the role of

any photos in newspapers—to give the readers more information. Executive Editor **LEONARD DOWNIE, JR.** said, "The Post is the same newspaper. Color will make it look different, but it will have the same content, the same high quality and the same seriousness of purpose. We won't run a 'pretty' picture that has no news value." Downie said, "We will look for more ways to use color in the newspaper," and added, "not just for us [News], but for the advertisers." He asserted, "This is a coordinated effort by a lot of people" and mentioned "Mike [Vice President/Production **MIKE CLURMAN**] and his crew, the Engraving department and the people working on pagination and, most essentially, the photographers and the photo editors—we all have to work together to make the color come out right." Downie emphasized "this has been a quite extraordinary effort and everyone has worked together extremely well." Although nobody expects all the sailing to be smooth, Downie said of the transition to color, "I'm really very impressed here at the starting gate."

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Advertising Awards All Day Long

Eagles were landing all over the 9th floor Community Room recently, as the Advertising department presented quarterly and annual awards (a crystal eagle) for sales excellence at a breakfast meeting. The awards breakfast was "Part 1" of a morning/evening celebration for the Advertising department. At day's end, the entire department was treated to a party at the Hard Rock Cafe. The morning celebration concentrated on awards, presented to sales groups based on their percentage gain over goal and over last year, with the winners a closely-guarded secret until announced at the meeting. Vice President/Advertising **STEVE HILLS** presented the fourth-quarter eagles first. Those winners may only keep the eagle for three months, as it moves on to the next winner every quarter. However, the annual eagle winners do keep the crystal symbol of sales excellence.

The eagle-keepers were: BDU-Virginia, **TOM KONISIEWICZ**, manager; the Los Angeles Sales Office, **OMAR OLSON**, manager; and Automotive Advertising, **MARTIN KADY**, manager

The President's Club consists of sales reps who qualify on a complicated points system. Hills said, "Every year, it takes both luck and skill to win. You have to be in the right place at the right time but also have to take full advantage of your opportunities."

President **BO JONES**, who congratulated this year's Club members, said, "It's been a wonderful effort. You are the ones who make everything else possible for this paper. And I know you will make another effort to meet the challenges in 1999."

The President's Club members, who win a cash award and a trip to somewhere warm (this year, the island of Nevis in the Caribbean), are: **CAROLE KAYE, ELLEN**



An Advertising celebration for the entire department was held at that shrine to rock 'n roll, the Hard Rock Cafe. Inspired by the decor, and because they were so happy to be awarded a crystal eagle to keep, the Automotive sales group was inspired to use the "Happy Days" theme for their creative black tie outfits. The costumes ranged from "The Fonz" to "Squiggy" to the "nerd" to the "bobby soxer," complete with poodle skirt."

GERHARD, BRUCE EWAN, GAYLE PEGG, NANCY PARKE, JOE TEIPE, KIM FAULKNER, RON CASTNER, LISA KELLY, JOHN STANLEY, MAUREEN MULLER, NORMAN FRAZIER, BRETT BURKE, and GREG MAGNER. Also going on the

trip are the winners' respective managers and directors, Vice President Hills and President Jones. The management staff sharing the award includes **SUSAN O'LEARY, JOYCE RICHARDSON, TOM KONISIEWICZ, OMAR OLSON and MARTIN KADY.**



Byelines

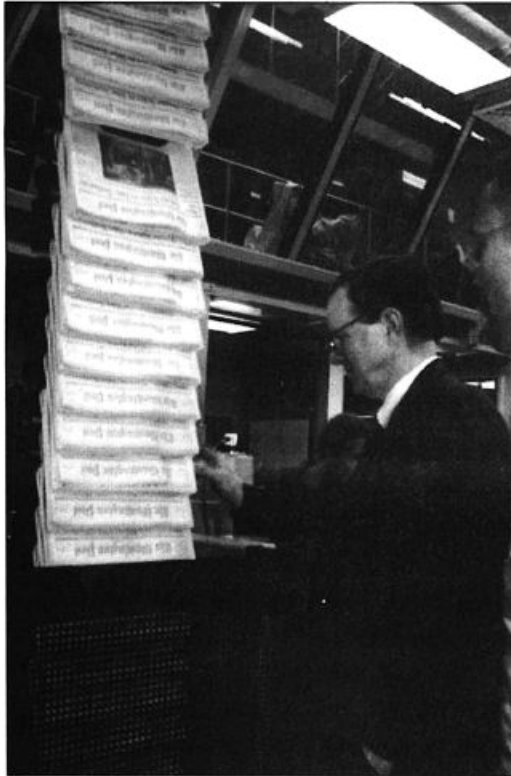
At her retirement party, Personnel's **NATALIE PANETTI** took some ribbing about her frequent departures from, and returns to The Post. Actually, most of the crowd who turned out in her honor were hoping she'd change her mind. Although she didn't say she was 99.99% sure this was the real retirement as Michael Jordan did recently, Panetti left room for hope as she confirmed she would be back for



Chairman of The Washington Post Company Executive Committee **KATHARINE GRAHAM** (left) said of Panetti (second from left), "Natalie is one of the pillars on which we built this company."

"lunches and parties." Panetti, whose 25 years of employment included a 1986 farewell party, said, "I am living proof

that The Post is a hard place to leave....This was a hard speech to write. I tried to dust off my '86 speech—couldn't do that; tried to find some amusing anecdotes....but most of them are confidential!" She did borrow a line from her '86 speech, "Someone once told me that if you hang around this place long enough, all the 'weeds' start looking like flowers.... You all look like flowers to me!"



Publisher and Company CEO **DONALD GRAHAM** was on hand to examine the first copies of the Jan. 28 paper printed at the College Park plant.



Springfield Platemarking Superintendent **MARTIN QUINN** checking color registration for A1.



Composing's **LOU RATINO** transmits a complete page to Platemarking in both the College Park and Springfield plants.



TOM PRESGRAVE checks a Sports front negative in College Park Platemarking.

Springfield press operators **RON STONE** (left) and **TOM STANLEY**, making adjustments on Jan. 28 first edition.



Assistant Manager of Quality Assurance **SHERRY GRYDER** (left) discusses some color fine-tuning for the front of Sports.



Last Friday, the Photo department threw a "thank-you" party for the Engraving department, complete with cake and a slide show of Photo's recent prize-winning entries. AME/Photo **JOE ELBERT** saw last week's party as a chance for the photographers and engravers to get better acquainted and discuss mutual concerns on color reproduction. He said, "As Timmy [Engraving's **TIM FITZSIMMONS**] said it, 'I'll drive the car if you'll tell me where we're going.'" Elbert added, mischievously, "Everyone's been so preoccupied with the 'heavy metal' guys and the new presses but I know a little secret: the people that create the dots are going to make or break the 'heavy metal' guys." Last week's party-goers included, left to right, **JUANITA JACKSON, J.D. WILLIAMS, BOB REEDER, DOUG GREY, TIM FITZSIMMONS, JOE ELBERT, WAYNE BROOKS, RICK BRUMFIELD, JOHN McDONNELL, MIKE LUTZKY, RON COATES, LUIS RIOS, ANDY HENTMAN, JUANA ARIAS** and **GIULIANA NAKASHIMA**.

POST SCRIPTS

GOODBYE, COLOR PROOF PRESS

On Saturday, Jan. 23, a group from Tennessee arrived in the cold and the fog to transport a prize back to Memphis--the color proof press. Zack Hamric (now the owner of the proof press), sons Bryan and Brandon, and friends James Lindsey and Wayne Harper estimated the job of dismantling and moving the proof press to their truck at the loading dock would take five hours or so. They didn't expect to be laboring away some 13 hours later. Composing's **CLAIRE O'NEIL PRIOR** observed much of the dismantling and moving process and, during times when the group paused to regather strength, she asked their plans for the old equipment. "SOS Linotype Service bought the press," she said, "to be used as a fine art press. Their company's main job is fixing old equipment. Zack said our proof press would go to a warehouse for refurbishing and was eventually going to his garage,



Color proofs are still needed and will be produced in this space, using new computer-generated images.

which is 24 ft. long. Sounds like a tight fit--the press is 23 ft. long. He said his father already has a business dealing with art but now will be able to produce four-color artwork, like silk screens and linoleum prints."

Prior said, "I think the feeling was people are sorry it's gone from here but feel a little better knowing it's being used as an art press. The purchasers expressed gratitude that the press was being sold as a press, rather than for parts." After the color proof press was moved to the freight elevator,

Why is Composing's **JIMMY KORICKI** in this story? His special all-black-and-white outfit worn on Jan. 28, a variation on this issue's theme, was too good to omit.

more complications ensued. Using a hyster truck to move the press from the loading dock into their truck, all four of them had to

sit on the back of the hyster to keep the wheels down." Prior said, "Out of all the pieces of equipment they'd ever had to move, they said this was the hardest." She added, "I think our proof press has a good home. Even through all the



frustration, there was never a cross word. They seemed to be a really nice family."



The proof press gave more signs of its reluctance to leave in the fourth floor corridor when a wheel fell off.

Note to Shop Talk

readers: Sincere apologies for any inconvenience due to Shop Talk's unscheduled absence last week. Today's issue was originally planned for Feb. 4.

MARKETPLACE

IVY-BOUND HIGH SCHOOL SENIOR, 17, seeking after-school childcare job through May or June. Available 3-6:30p.m. daily. She is highly responsible, excellent with children, can tutor any subject. is a licensed emergency medical technician. has car, will travel. Call Molly, (301) 469-7527, or x5626.

HONDA ACCORD—1989. One owner, with all records; 153K miles, 4DR, blue, garage-kept. \$2,500. Call (301) 604-5830, leave message.

FOR SALE—1983 Mercedes 380-SL. Maryland-inspected, 27K on engine; 15K on transmission; white, with recent soft (black) and hard (white) top, double cam chain, garaged and covered; very nice. \$15,000/obo. Call Bob, x6519, or (410) 798-9131.

EXECUTIVE DESKTOP STEREO—The elegant JVC FS-2000 ul-tra compact component system (top-load single CD player with 20-track programming, repeat, random play, and optical digital output; 15 AM/30 FM tuner pre-sets) produces surprisingly big, rich sound for such a tiny unit. Seldom-used. Paid \$380, asking \$190/obo. Call (301) 934-1133 (W) or (703) 535-7399 (H).

FOR SALE—Brand new, men's golf clubs, used only once. Price includes irons, woods, putter, balls, bag, men's size 10 Foot Joy shoes and an electronic Putter Partner. All of the above for \$350/obo. Please call Diane, x7048 or (301) 423-8321, leave message.

FOR SALE—Two plots at Fort Lincoln "Garden of Good Shepherd", blk.20, lot 241. Asking price for both \$3,500. (410)798-0760

REDUCED FOR QUICK SALE—'86 Camaro, fading red paint, V-6, fuel-injection, 2-dr., 42,700 original miles, front-end bra. Reduced to \$3,700. Call or see Debbie, Springfield Security, x2220 or (703) 642-1246.

FOR SALE - 1991 Ford Tempo, red, auto, 4-dr., 10K miles, \$1500/o.b.o. Call ShaoJing, x6066 or (301)345-0783.

OPERA TICKETS—Two tickets to Washington Opera production of "Tristan und Isolde", Wed., March 17, 7 p.m. Prime Orchestra Row L, \$109 each. Ca. x4504, or (703) 892-2464.

FOR SALE - Stair-climbing machine, Precor 721e, and floor mat, \$150. Five years old, but only been used approximately 25 times. If you are interested in working out in your home, the adjustment cylinders on this machine will give you a good workout. Call Amy, x6679, or (703) 404-0891, or stop by the 6th floor Corporate offices—I have the owner's manual and pictures available.

THOMASVILLE BED—Beautiful four-poster queen-sized bed in perfect condition. From Terrace Garden line: bleached, natural wood with wrought iron in trim. Orig. \$2,400; asking \$1,400. Call x6576 or (301) 990-8990.

CONDO NEEDED—Looking to buy two-bedroom condo in Dupont Circle/Kalorama/Adams Morgan. Please contact Susan, x4497, or (301) 654-3586.

MARKETPLACE DEADLINE: Noon Fridays. Please include your name, extension and home phone number. **ADS ARE FOR POST EMPLOYEES ONLY.** Send ads to Shop Talk, or call x6803. To send ads via fax dial x4963; via e-mail send to **shoptalk**. Ads run two issues unless otherwise requested. One ad per employee, please.

THIS NEWSLETTER IS PRINTED ON RECYCLED PAPER

