

# ShopTalk

November 13, 2003 Vol. 29 No. 38

Editor, Lisa O'Donnell Connors, x4-6803

## Food That Twinkles

**T**he stars have aligned quite nicely this fall for Post Food Critic **TOM SIETSEMA**. In October, he introduced his new star rating system for restaurant reviews in the Magazine's Fall Dining Guide. On Saturday, Nov. 1, he received a first place award for restaurant criticism from the Association of Food Journalists and later this month his first book will go on sale, *The Washington Post Dining Guide*.

The recent appearance of stars on reviews has been well received by readers who are looking for a quick take on a restaurant, according to Sietsema. He hands out stars based on quality of the food, service and ambience. One star indicates a satisfactory experience. Two stars means good, three stars is excellent and four stars is superlative. A restaurant can also get zero stars. The star rating system will also be found in the new Dining Guide book scheduled to be published Thanksgiving week.

"Stars are simple and direct," wrote Sietsema in his introduction in the Fall Dining Guide. "They are also as close as we get in this coun-

try to a universal grading system for dining venues. I wanted to give readers more...Stars allow me yet another way to guide you to the best and steer you from the dross."

The new star studded Dining Guide will be the first published in three years by The Post. A team of current and former Post staff assisted Sietsema with the four-month long project including **CECELIA STEPHENS**, Kathleen Stanley, Brian Noyes, **JENNIFER BEESON**, Jane Clark and **KAREN HILL**.

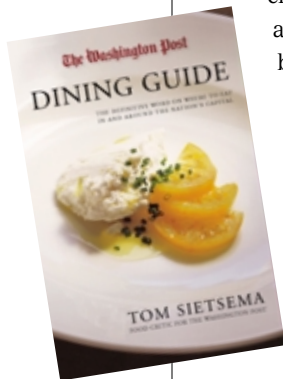
The Post is printing 20,000 copies of the Dining Guide, which has reviews of 200 area restaurants. In choosing what restaurants to include in the guide, Sietsema's goal was to provide readers with a variety of prices and locations.

"We have a good mix in the book, it's not all the downtown Washington K Street restaurants," he explained. "Some of them are obvious. If a restaurant has appeared in a previous favorites issue, chances are it will be in the book and that's about 50 to 60 restaurants. Then I just went mentally around the Washington Area and wanted to address most of the neighborhoods. There are a lot of places that wouldn't necessarily make for a full-fledged review in the Magazine, but made it into the

book, like a Latin American chicken place with very few tables or a very tiny hole-in-the-wall Chinese restaurant."

Sietsema promises a surprise or two in the Dining Guide, including a prominent D.C. area restaurant that **did not** get its usual long-standing accolades.

*The Washington Post Dining Guide* will be available in two weeks on The Post's online store at [www.washingtonpost.com/store](http://www.washingtonpost.com/store). The retail price is \$11.95 and employees can get a 10 percent discount by entering POST in the coupon field during check out. The discount also applies to other Washington Post Books sold on the site including *Escape Plans*, second edition by **ROGER PIANTADOSI**; *Redskins*, second edition, by The Post's Sports staff; *Garden Book* by **ADRIAN HIGGINS**, and *Washington Album* by **BOB LEVEY** and Jane Freundel Levey. ■



# Promotions & Transitions

**CHRIS FARRELL**, Advertising, was recently promoted to the position of zone advertising representative for the Community Advertising Unit (CAU) from advertising service representative in the National Advertising Unit (NAU). Farrell came to The Post in July 2002 and received the NAU Customer Service Award for the first quarter of 2003. He holds a BBA in Marketing with a minor in computer science from the College of William and Mary.

**CARLA FIELDER**, News, became the assistant art director for the Magazine in September. She was previously an assis-

sion of editorial aide for the Health Section. She had been an assistant to columnist **BOB LEVEY**. Prior to coming to The Post in August 2002, she was an assistant in fundraising for the Lyric Opera of Chicago. Ganey earned a BA in English from the University of Michigan in Ann Arbor.

**TRACEY GANT**, Advertising, was recently promoted to administrative assistant to **KATHARINE SCULLY**, director of recruitment advertising. Gant was previously a job fair coordinator and sales assistant. Prior to coming to The Post in July 2001, she worked for GE Capital Card Services and the Food Bank of Western New York. Gant earned an AA in business administration from Prince George's Community College.

**JERRY GRAY**, IT, was named to the position of director of IT business continuity planning in October. He will remain the director of IT infrastructure, a position he has held for 15 years, until a replacement is found. Gray is a 23-year veteran of The Post.

**CHRYSTAL JORDAN**, Advertising, was promoted in September to online outside sales representative for the property management group from inside sales representative.



**CHRYSTAL JORDAN**, Advertising

Jordan came to The Post in May 1999 and received the Advertising Department's spotlight and sales excellence awards in 2001 and 2002. She holds a BA in mass media arts from Hampton University in Virginia and is currently pursuing an MA in public communication from American University.

**JEFF LEEN**, News, was promoted in September to assistant managing editor/investigative from deputy managing editor. Leen joined The Post in 1997 and has been involved in investigative reports that earned The Post Pulitzer Prizes in 1999, 2000 and 2002. He previously worked for the *Miami Herald* for 10 years as reporter on the investigative team. Leen has a BA in English from Washington University in St. Louis and a master's degree in journalism from the University of Missouri.

**JANA LONG**, News, was promoted last summer to director of news technology services. Long came to The Post in 1989 and has been a confidential secretary for the assistant managing editor of the Foreign Desk, a news personnel administrator and most

recently, the manager of finance and administration for News IT. Before coming to the newspaper, Long worked for WHMM-TV and United Press International. She holds a BA in journalism from Howard University.

**ZOS MONZON**, Circulation, was promoted in September to division manager for metro single copy. He was previously the zone manager for metro single copy, a position he held since joining The Post in September 1998. Monzon previously worked for the *Washington Times* for 16 years and the now defunct *Washington Star* for three years. He earned the zone manager of the year award in 2002.

**VINCE RHINEHART**, Editorial, was named to the position of copy chief for Editorial in October. He had been the copy chief for the National Desk. Rhinehart came to The Post in April 1986 and was also the copy chief for the Financial Desk and a copy editor and page designer for the Financial and Style desks. He has also worked for the D.C. based *Oil Daily* and the *Star-Democrat* in Easton. Rhinehart earned a BS in journalism from the University of Maryland, College Park.

**MARYLOU TOUSIGNANT**, News, was recently named the deputy editor of KidsPost. She was previously an assistant Virginia editor based at the Fairfax Bureau. Tousignant began her career at The Post as an intern for Sports in 1972



**JERRY GRAY**, IT

tant news editor on the News Desk. Fielder came to The Post in 1999 from the *Raleigh News & Observer* where she was a page designer. She earned a journalism degree from the University of Alabama.

**SAMANTHA GANEY**, News, was promoted in August to the

and was hired in 1973. She worked for several years as a night national editor on the National Desk and moved to the Metro Virginia staff in March 1987 as reporter. Tousignant holds a BA in journalism from California State University at Long Beach and an MA in communication from American University.



MARYLOU TOUSIGNANT, News

PHOTO - THE SOURCE

1997 as a layout and copy editor for the Business Desk. He began his career as a reporter at the *Phoenix Gazette* and also worked for the *Washington Times*. He runs a Web site for copy editors

called *the slot.com* and has written two books on usage. Walsh received a bachelor's degree in journalism from the University of Arizona in Tucson.

**ROD WILLIAMS**, Advertising was promoted to senior advertising service representative for the automotive category in July. He came to The Post in June 2000 as an advertising service representative and has earned awards for service excellence, customer satisfaction and the top achiever award. Williams earned a BS in marketing at Bowie State University. ■

**MATT VITA**, News, was named the new deputy assistant managing editor for Sports in October. Vita joined The Post six years ago and most recently was the national security editor on the National Desk. He has also been a congressional editor, a reporter covering Congress and an editor for the Foreign Desk. Before coming to The Post he was a foreign correspondent with the Associated Press and the foreign editor for Cox newspapers.

**BILL WALSH** was named national copy desk chief in September. He had been the business copy desk chief. Walsh came to The Post in



BILL WALSH, News

PHOTO - THE SOURCE

# Advertising Announces Third Quarter Award Winners

Vice President of Advertising **SUSAN O'LEARY** announced the following third quarter award winners at the Advertising Department's quarterly meeting on Oct. 22:

## Sales Achievement

Carlyn Cole  
Hwa Kim-Idler  
Randolph Royen  
Margaret Youssef  
Norman Frazier  
Sheila Handley  
Dreana Casto  
Kathleen Rothenburg  
Noelle Wainwright  
Jacklyn West  
Howard Humphries  
Maurice Lyerly  
Omar Olson  
Demian Perry  
Diane DuBois  
Allen Warren

## Sales Excellence

Angela Green  
Darlene McGiveron  
David Fields  
Lester Holze  
Andre Johnson  
David Rosen  
Christine Smith  
Kim Faulkner  
Louise Mahoney  
Noelle Wainwright  
Jacklyn West  
Diane DuBois  
David DeJesus  
Mary Jane Gregory  
Howard Humphries  
Bob Vitriole  
Leigh Hannagan

## Weekend Trip Winners

Anna Knapp  
Mark Gross

## Online Producer Winners

Carolyn Monroe  
Liz Finos



The third quarter Publisher Award winners for sales were (l-r) **DAVID DEJESUS**, **KIM FAULKNER** and the Publisher's award winner for service was **BARBARA LAMBRIGHT**.

## Eagle Awards

*Home Furnishings/*  
Brian Gilman  
*Technology/Amer Yaqub*  
*Financial/Duncan Ballantine*

## Publishers Awards

### SALES:

David DeJesus  
Kim Faulkner

### SERVICE:

Barbara Lambright



## Body Composition Profile

Get off to a good start this holiday season by obtaining your Body Composition Profile report in the Northwest Health Center on Tuesday, Nov. 18 from 8:00 a.m. to 3:00 p.m. The Body Composition Profile is a method of measuring fat free mass, body fat and total body water. It is a simple, painless, and noninvasive procedure done by lying down for 10 minutes while attached to two electrodes, one on a hand and the other on a foot, similar to that of an EKG machine. This is done by appointment only. Call the Health Center at x4-7192 to schedule your session or for further information.



## Key Idea Award Winners

Key Idea Award Coordinator **CLIFF KAYSER** announced two new winners. **ELLEN LESSER**, Advertising, received a \$100 award for her idea of eliminating binding a copy of every zoned TV Week into a book. Her idea to keep a year of back copies in magazine holders instead of binding issues into books will save The Post \$3,780 a year. **AMY CLARKE**, Advertising/New York Bureau, received \$250 for her idea of generating PDF (or comparable) unalterable blank electronic contracts to transmit via e-mail to advertising clients to print out, sign and return. Her idea will save The Post time and money on preparing airborne packages for every contract sent to an estimated 2,500 advertisers. For more information about the Key Idea Awards program, contact Kayser at x4-6656.



ELLEN LESSER



AMY CLARKE



## Eugene Meyer Awards

All Post employees are invited to attend the annual Eugene Meyer Awards celebration. Mark your calendar for Monday, Dec. 8 and look for more details in upcoming issues of ShopTalk and online on *Intraned*.

## Mark Your Calendar!

The Newsroom is hosting its annual Cookie and Bake Sale on Tuesday, Dec. 9 from 1 to 3 p.m. in the 9th floor community room at the Northwest Building. All proceeds from the sale will go to the N Street Village, a complex of living quarters and programs for homeless women in Logan Circle. The cash and carry only sale will include selections such as books, toys, CDs and lots of cool stuff from Book World, Financial, Food, Home, KidsPost, Sports, Style, Sunday Source, Travel and Weekend.

## No ShopTalk on Nov. 27

ShopTalk will not be published on Thursday, Nov. 27 for Thanksgiving. The deadline for Marketplace ads for the Nov. 20 issue is Friday, Nov. 14 at noon.

## News For ShopTalk

Just a reminder to contact ShopTalk if you have an important event happening in your department. Contact ShopTalk Editor Lisa Connors at x4-6803. Ten days notice would be appreciated!



## Marketplace

**HELP THE TROOPS:** Operation Uplink is a program that keeps military personnel and hospitalized veterans in touch with their families by providing them with a free phone card. Operation Uplink purchases phone cards and distributes them to servicemen and women. If you would like to help, visit [www.operationuplink.org](http://www.operationuplink.org), or for more information call Tanya at x4-6170.

**FOR SALE:** EPI Stereo speakers (pair of floor speakers) model T/E 100, 21.5" h x 12.5" w x 9" d. Good cond. \$45. Magnavox CD 3000 compact disk changer, 6 disk multiplay, great cond. \$45. Call Donna at x4-6437 or (301)589-5381.

**SHOP IN NYC:** Christmas shopping Trip, Saturday, Nov. 29, \$45 round trip. Call to reserve at seat -Pamela Scott at x4-5882, (301)735-9158

**FOR SALE:** 2002 VW Cabrio, silver w/grey top/grey interior, 35k+miles, automatic, fully loaded, excellent condition, 50,000 mile warranty. Asking \$19,500. Call Bonnie at x4-7627, or (301) 274-3356.

**FOR SALE:** Tony Little's Gazelle FreeStyle Elite w/heart monitor, videos and booklet. Practically new. \$200/OBO. Call Barry on x4-5511.

**FOR SALE:** In time for holiday guests, queen size sofa bed, dark blue, good condition, \$150. Call Lisa at x4-6803.

**HOLIDAY NUTS:** Guaranteed fresh pecan halves for the holidays. Easy to freeze, delivered to your office, \$5/lb. Proceeds go to the Lions Club's work with the blind and poor. This is the 25th year of the sale! Call Bill Benner at x4-5281 or Veronica at x4-5214.

**FOR SALE:** 1999 Chevrolet Malibu LS Sedan, champagne color. The car has 58,000 miles and is in good condition. Asking price is \$7,800. Call El-Tonya at (202) 679-2000.

**FREE PET AD:** Precious Pets, the Thursday Extras Pet Directory, is searching for any employee who is interested in sending a free message to their pet! Please contact David (DC Extra) at x4-5433, Matt (MD Extras) at x4-7926 or Carla or Maria (VA Extras) at x4-9269 or x4-6139.

**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 x4-6803. To send ads via fax dial x4-4963; via e-mail send to [shoptalk](mailto:shoptalk). Ads run two issues unless otherwise requested. One ad per employee, please.