

# ShoppTalk

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Editor, Mario Iván Oña, x4-6803

## Book World's Swift Reincarnation

**B**ook World is not going away," says new Book World Editor **Rachel Shea** emphatically. "It will be in different parts of the paper. It will be in Outlook on Sundays and in Style every other day of the week. It will be edited and written by the same people, folks like **Jonathan Yardley**, **Michael Dirda** and **Ron Charles**. The Book World staff is intact."

The last stand-alone edition of Book World was published on Feb. 15, after a 35-year run as a separate section. This past Sunday, Feb. 22, the first newly revamped Outlook section with its last three pages dedicated to nonfiction book reviews was published.

The book-related content in Outlook will focus on politics, history, foreign affairs,

*On Sunday, Feb. 22, a portion of Book World was printed in its new home—the more widely read Outlook section. Three pages were dedicated to Book World's nonfiction reviews, including **Jonathan Yardley's** take on **Brad Gooch's** Flannery O'Connor biography.*

science and business. Yardley will also appear in Outlook, as will the Washington area bestsellers list. Of note, the editorial content that had appeared in Outlook moved to the back pages of Sunday's A section, where it lives the rest of the week.

Style will continue running fiction, memoir and cultural book reviews from Monday through Sunday, but on Wednesdays, there will be a spread anchored by Charles's fiction reviews. And on Thursdays, Dirda's literary commentary will appear.

Shea, who started at The Post in 2005 and who recently took over as editor following **Marie Arana's** retirement, says, "We're on training wheels right now, trying to figure out how it's all going to work. There are logistical challenges because we're working with the Outlook and

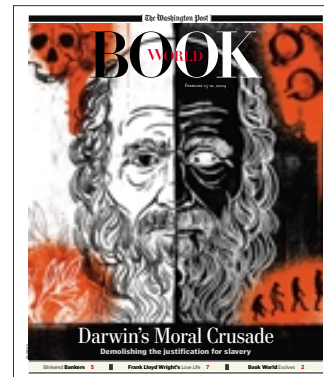
Style staffs to figure out how things are going to look. You can say, we have a lot more meetings and e-mails these days."

In the Post article "Post to End Stand-Alone Book Section" published on Jan. 29,

Executive Editor **Marcus Brauchli** told media reporter **Howard Kurtz** that there were two principal reasons behind the decision: cutting the cost of newsprint

and reaching more people through the Outlook and Style sections, which have a higher readership than Book World.

Shea says that in a given week there will be the same number of reviews, but some of the reviews will be shorter. There will also be fewer features. Some of the standard Book World features such as



*On Sunday, Feb. 15, Book World printed its last stand-alone section.*

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# The Post and PNC Bank Celebrate Black History Month

The Post and PNC Bank hosted “A Conversation in Courage in Song and Verse with Ms. Rutha Harris” on Thursday, Feb. 19, at The Post. Post staff writer **Neely Tucker** moderated the public event, while Civil Rights activist and Freedom Singer member Rutha Harris, Post reporter

**Darryl Fears**, Post columnist **David Ignatius** and Holocaust



The Post and PNC Bank hosts “A Conversation in Courage in Song and Verse with Ms. Rutha Harris”—a Black History Month Celebration at The Post.

survived as being soft on the issue. Today, I don’t think you can make anyone in the South or elsewhere in America, publicly say that they are racists—not even with a pair of pliers and a blowtorch.”

Though Harris also shared a few

anecdotes, she also responded in song. Her deep, voluminous, soulful voice delivered peaceful protesting, hopeful hymns that filled the

auditorium nearly without amplification. When she did speak, she said more with less. When asked by an audience member how she responds to detractors who claim that the Civil Rights Movement set back African Americans, she simply said, “I don’t.”

Lois Houston-Ebo attended the event with her two children, Leiya, 3, and Mark, 11. Before the event started she said, “We’re here because my husband and I want to instill in our kids an appreciation for how far

we’ve come.” During the question and answer portion, she publicly thanked the speakers and said that without their grassroots efforts, “we would have never witnessed the election of our first

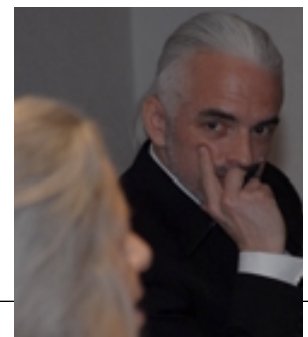


Post reporter **Darryl Fears** and Holocaust survivor and Civil Rights activist **Marione Ingram** respond to questions asked by the moderator and the audience.

African American president.” She then suggested having a similar forum at schools because “despite how much we parents attempt to educate our children about ‘Black History’—with all due respect—they are still clueless about the struggles of our forefathers.”

“We thoroughly enjoyed the event that The Washington Post and PNC Bank hosted for Black History Month,” Houston-Ebo concluded. ■

Moderator and Post staff writer **Neely Tucker** listens to panelist **Marione Ingram**.



Lois Houston-Ebo attends the event with her daughter, Leiya, 3, and her son, Mark, 11. She wants her kids to have “an appreciation for how far we’ve come.”

survivor and Civil Rights activist Marione Ingram made up the panel.

PNC Bank approached The Post about co-sponsoring the public event back in November. During his welcoming remarks, Community Relations manager **David Jones** said, “A lot of companies talk about diversity, but PNC Bank walks the walk.”

The panel discussion struck a more conciliatory and optimistic tone in contrast to Attorney General Eric Holder’s statement

earlier in the week. Holder said that the United States was “a nation of cowards” for not talking enough about race.

To open the panel, Tucker used his Southern roots to mark the stark difference of race relations back then and now.

“When I was growing up in rural Mississippi during the 1960s and early 1970s,” he said, “Most people were very proud of their racism. They were happy to say they did not like black people. You couldn’t be per-

ceived as being soft on the issue. Today, I don’t think you can make anyone in the South or elsewhere in America, publicly say that they are racists—not even with a pair of pliers and a blowtorch.”

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PNC Bank Regional President **Michael Harreld** welcomes the audience.



Post columnist **David Ignatius** and Civil Rights activist and Freedom Singers member **Rutha Harris** during the panel discussion.

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the monthly "Writing Life" and "Poet's Choice" will appear only at [washingtonpost.com/bookworld](http://washingtonpost.com/bookworld), where book coverage will remain together. The Literary Calendar will also appear online.



While the printed Book World section will now appear in Outlook and Style, the content will remain together at [washingtonpost.com/bookworld](http://washingtonpost.com/bookworld).

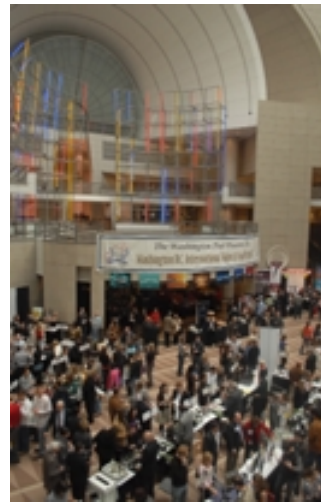
Like other sections in the paper, Book World had become a part of many readers' routine over the years. So it comes as no surprise that the relocation of Book World has had no shortage of critics.

"The reaction from the public has been uniformly negative," says Shea. "I received about 75 to 100 e-mails. Some of them in capital letters, saying, 'NO! NO! NO!' I keep reading this in e-mails that a lot of people would pull Book World out of the paper and save it to read during the week. People write about sitting in their favorite chair and reading it. They're worried they won't have the same connection."

In Kurtz's story, Brauchli said he recognizes the initial sadness and resistance, but added, "We are committed to this area of coverage because we know how important it is to our readers and our society."

Shea concluded, "I keep telling people that it's going to be the same quality of reviews. I think people will always grumble initially and then get used to things. I also think this will get Book World in front of more people." ■

# Post Sponsors Wine Fest



The Post was once again the title sponsor of the 10th annual Washington D.C. International Wine and Food Festival on Valentine's Day weekend, Feb. 14-15. Food Editor **Joe Yonan**, Food Assistant Editor **Bonnie Benwick** and several others from News, Marketing and Community Relations were on hand throughout the weekend.



From left, wine columnist **Dave McIntyre** and Conde Nast wine connoisseur **Joe Ward** lead a wine-tasting session, while Vice President **Candy Lee**, Marketing, passed the microphone around for questions from the audience.



Wine gurus **Dave McIntyre** and **Joe Ward** let the wine flow. McIntyre and Ward let passersby sample wine, answered questions and promoted the new TastePost program designed to attract wine and food aficionados.

# Post Employee Shares Her Cancer Story



USA Today recently interviewed cancer survivor **Carrie Morse**, Community Relations, for a story on what to say and what not to say to someone who is battling cancer. Morse was also photographed with **Reem Azoury**, owner of Figs Fine Foods, located near Morse's home in the Palisades in Northwest D.C. USA Today selected this location for the photo after Morse told reporter **Liz Szabo** about Azoury's "incredible generosity" towards her and her family throughout her cancer experience. The article also offers a list of "Actions That Speak Louder Than Words."

PHOTO - USATODAY.COM

EDITOR'S NOTE: To see photos from the festival visit: [flickr.com/twppcommunity](http://flickr.com/twppcommunity). To join TastePost, go to: [www.tastepost.com](http://www.tastepost.com). Membership is \$20.

## PostScripts

### Help 'Sell' The Post



Chairman **Eugene Meyer's** words are as applicable today as they were in 1948. Only today, Post employees can also e-mail news story links to family and friends. They can tell their neighbors about recently launched programs like TastePost ([www.tastepost.com](http://www.tastepost.com)). They can become "fans" of The Washington Post on Facebook and also encourage the next generation to do so (<http://www.facebook.com/pages/Washington-Post/6250307292>). There's never been a better time, and it's never been easier, for all Post employees to "sell" The Post.

### Important Note to All Post Employees

It is imperative that all Post employees contact **Monica Williams** at the switchboard at x4-6000 or **Mary Robinson** x4-7880 to ensure that their contact information is up to date. If they are new at The Post, they ABSOLUTELY need to call and provide their contact information. The information is used to reach them in case of an emergency or crisis or if someone is trying to contact them from outside the building.

### Imagination Stage

Post employees interested in receiving up to four free tickets to this year's Imagination Stage opening night of "Heidi" at 7 p.m. on April 4, should contact **Aurora Gonzalez**, Community Relations, at [gonzalal@washpost.com](mailto:gonzalal@washpost.com).

### ¡Hola! ¿Hablas Español?

If Post Employees would like to learn Spanish or review the basics, join the small, beginners lunchtime class. The class will start this Tuesday, March 3, and will continue for five weeks. The cost is \$75. Contact **Lyndon Williams** at x4-7193 with any questions or to sign up.

### Blood Drive

The number of donors at The Post has been decreasing with each drive, but the Red Cross's need for blood has not. Please consider donating blood on Tuesday, March 3, from 8 a.m. to 2 p.m. in the Multipurpose Room. Call x4-7192 with any questions. Leave a message and your call will be returned.

### Use ShopTalk To Communicate Internally

By communicating new initiatives and programs here, ShopTalk can assist employees at the paper and Web site in working together more efficiently. The information can also empower readers to become word-of-mouth advocates. Finally, ShopTalk can also be used to publicly recognize outstanding colleagues.

### In the Green Corner

**FACT:** The Post has nearly 200 recycling bins at Metro stations.

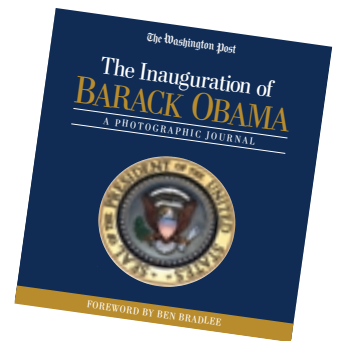
**GREEN TIP:** Some individual habits to consider: Reuse water bottles, purchase a reusable coffee mug or fountain drink cup and pack lunch in a thermal, reusable lunch bag.



Contact **Mario Iván Oña** at x4-6803 or [onom@washpost.com](mailto:onom@washpost.com) with any tips or suggestions.

### The Inauguration of Barack Obama' Book Now Available

"The Inauguration of Barack Obama: A Photographic Journal" compiled by the newsroom is now available online at [washingtonpost.com/store](http://washingtonpost.com/store) for \$29.95 and at all major book stores. Tell your friends and family about it. Give it as a gift.



### Post Media and Post Digital Logos Go Blue

On Jan. 1, the Post Media and Post Digital logos went blue. Folks looking to order business cards should keep this in mind. Printing Services will provide more details in an upcoming ShopTalk on where and how to order new business cards.

## Marketplace

**FOR SALE:** Large, cherry-colored desk in great condition with removable legs. Very spacious. Width back of desk is 63 in., depth on right is 46.5 in., width front right is 23.5 in. J-shaped cutout for chair is on left. With computer at back right corner, there is large working space on either side of desk. Valued at around \$250. Asking \$75. Contact Leslie at 703-965-2138 or [blairla@washpost.com](mailto:blairla@washpost.com) or [leslieblr@gmail.com](mailto:leslieblr@gmail.com).

**FOR RENT:** 2BR apartment with one-car garage and patio located in Crofton Meadows next to Walden Golf Course in Crofton Md., close to schools and new library. Nice walking trail with pond and water fountain. Quiet and clean, available April 1, 2009. One-month deposit. Rent for \$1,200 a month. Contact 301-464-5184 at any time.

### MARKETPLACE DEADLINE:

Close of business on Fridays. Please include your name, extension and phone number. Ads are for Post Media and Digital employees. E-mail ads to [shoptalk@washpost.com](mailto:shoptalk@washpost.com) or [onom@washpost.com](mailto:onom@washpost.com). Ads will run for two issues unless otherwise requested. ShopTalk reserves the right to publish and edit all ads.