

# ShoppTalk

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## Post careers now on the Web

The Washington Post recently launched a new careers Web site with Express and El Tiempo Latino ([www.washingtonpostmedia.com/careers](http://www.washingtonpostmedia.com/careers)), and an Employee Referral Program designed to recruit new talent to The Post. These are two of several forthcoming initiatives that form part of the employer brand campaign, which aims to recruit top talent, increase The Post's profile as a premier employer and reinforce the value proposition of working at The Post.

After researching what the public thinks about The Post and what employees like most about working here, three major themes emerged, and during a recent town hall meeting, HR Vice President **Wayne Connell** discussed them. He said, "Most people associate The Post with integrity. Basically, 'You can trust us.' And trust is something people place a big premium on. People also value that we are an industry leader. And finally, our employees consider us their professional home. We heard over and over: 'It's the people. There's something here that's kept me longer than I ever imagined.' These are the elements of our value proposition: integrity, industry leader, professional home."

These elements became the focus of the new careers

Web site and its tagline: "Discover a career you believe in."

The Web site features several sections, including "Career Center," "Meet Our People," "Student Opportunities," "Rewards and Benefits" and "Social Responsibility." At the bottom of the page, there is a "Did you know?" blurb that shuffles through interesting facts about The Post, Express and El Tiempo Latino, such as "The Washington Post won six Pulitzer Prizes in 2008."

The Career Center allows the public to sift through job opportunities and create a "job agent"—a tool that e-

mails job listings that match the job seeker's skill set. Meet Our People features employees from different departments and provides short autobiographical testimonials. Student Opportunities lists internships. Rewards and Benefits lists various benefits, from the 401(k) matching program to convenient dry cleaning services. Social Responsibility gives insight to the culture of community outreach and volunteerism that has been part of the Post work experience for decades.

To tie it all together, the home page offers a four-minute video that answers: "What do you like about

working here?" Connell noted that the video was not scripted and that, not surprisingly, most of the folks reconfirmed the value proposition elements: integrity, industry leaders and professional home.

During the same meeting, Connell also addressed one important question: "Why now?" He said, "Two reasons. We take seriously our bedrock principle, as outlined by our publisher, that The Post continues being an exceptional place to work. The other reason is that we have to confront our challenges today while still building our future. So we have to do both."

In conjunction with the new Web site, The Post also launched the new Employee Referral Program as way to thank current employees who do a little recruiting of their own.

Eligible employees can receive a bonus of \$500 (part-time on call hires), \$750 (part-time) or \$1,500 (full-time) by referring prospective employees to <http://www.washingtonpostmedia.com/careers>, where they can upload their resumes and name The Post employee who referred them.

Any feedback, questions or suggestions about the Web site should be sent to Leatrice Buck at [bucklm@washpost.com](mailto:bucklm@washpost.com). And for any questions about the referral program, contact the HR Team at x4-7174.



The Washington Post careers Web site is available in six color schemes.

# Promoting Change



This TV spot promotes the new print Going Out Guide.

There's the new Post Magazine design and the new local home page and the new Health & Science, Local Living and Going Out Guide sections, not to mention the newspaper redesign. To help readers embrace the changes, Consumer Marketing started a major ad campaign at the end of September.

Consumer Marketing Director **Rich Handloff** says, "We wanted to generate buzz, enthusiasm and trial around the changes being made to the paper and local home page, so we started with two radio spots and in-paper ads about the magazine redesign."

On Oct. 19, Handloff and

his team kicked off a three-week TV and radio campaign with four TV spots focusing on Local Living, the Going Out Guide, the local home page and the magazine. The spots are airing on major broadcast stations WJLA (Channel 7), WRC (Channel 4), WTTG (Channel 5) and WUSA (Channel 9) during early morning and evening prime time. They are also airing on cable TV. The radio spots are airing on major local radio stations including WTOP (103.5 FM) and WWDC (101.1 FM). Visit <http://tinyurl.com/TWP-Spots> (on the network) to watch or listen to the TV and radio spots.

Marketing will also run print and online ads focused on The Post's commitment to local coverage, and also an in-paper ad about the new Local Living section, which debuts today, Oct. 22.

Here are some of the changes that may interest you, your family and friends:

- The new local home page launched a few weeks ago. Its purpose is simple: to be everything local. Thus it features local news, weather, traffic, entertainment, sports, jobs and home listings. To visit, go to <http://washingtonpost.com/local>.

com/local.

- On Monday, Oct. 19, The Post published its first redesigned paper. The changes include a bigger "Scotch Roman" font; an easier-to-navigate layout; more informative, down-style (or lowercase) headlines; greater access to reporters by including their e-mail addresses and easier-to-identify opinion pieces with accompanying columnist photographs.
- The new Tuesday Health & Science section debuted Oct. 20. The section expanded its science coverage, while personal health was moved to the Local Living section.
- Wednesday's Food section underwent minor changes, including a recipe list on its front page. It debuted on Oct. 21.
- Local Living is a new Thursday section that debuted today, Oct. 22. Beyond including material formerly housed in the Home and local Extras sections, this new section will offer content on personal health and family matters.
- The Friday Weekend section will debut tomorrow,

Oct. 23, with a makeover and new features, including full-length movie reviews with star ratings from Post critics, a two-week event calendar and a new Going Out Guide.

- On Sept. 27, the Sunday Post Magazine unveiled a new look and new features aimed at being more about all-things-Washington. Starting Oct. 25, the Sunday Arts&Style section will focus more on performing arts, exhibitions and the local cultural scene. And Travel will have a new consumer column and the Going Our Way feature with trips designed with readers' interests and budgets in mind.

The Post inserted a special section called "The Washington Post Redesign Owner's Manual" into the paper on Oct. 19. To view or download this must-have section, visit <http://tinyurl.com/twp-redesign>.

If you have any suggestions or comments on the redesign, send your e-mail to [ideas@washpost.com](mailto:ideas@washpost.com).

*Rich Handloff contributed to this report.*



One of the four TV spots running on major broadcast stations. This spot by Adworks promotes the new Thursday Local Living section.

# One team, one fight at Springfield

The Post completed its year-and-a-half consolidation project when it shifted to a single-plant printing operation at the Springfield Plant following the College Park Plant's final press run in the early morning of July 19. The printing operation went from six running presses at two plants to four running presses at one.

The original plan called for two of College Park's four presses to be moved to Springfield, but after further analysis the consolidation team concluded that it was possible and significantly more cost-effective to forgo moving any presses and to simply run the four presses at Springfield. The plan was ambitious and left little room for error. Before, each plant had three presses running, with one press on standby. Now, all four presses at Springfield would be running full throttle, with no presses on standby.

"For the first few weeks following the consolidation, we were flying," says Production Operations Director **Jenny Rymarcsuk**, who was the consolidation program manager. "Things were running very smoothly long before we anticipated that they would, but then some factors came into play. We're still getting the paper out and the plant is running very well, but we do have some challenges, as we

had anticipated."

Keeping up with the plant cleaning efforts and the press maintenance schedule with four presses online requires precise scheduling, for example. Before, with one press offline at all times, the maintenance and cleaning was more manageable.

"It's tough, but we're working through it," Rymarcsuk says.

The greater challenge, though, is the distribution of alternative products—a responsibility the Production department has absorbed from Circulation. The distribution of other publications, such as the USA Today, the Washington Times and the New York Times, is one business that is experiencing growth. But with growth comes a greater strain on Production resources and the necessity to assemble a more controlled process for receiving, distributing and dispatching.

"Again, this is presenting some complicated challenges, but we're not letting them get in the way of the production and distribution of The Post," Rymarcsuk says.

While equipment and restructuring of Production operations were key pieces of the consolidation, Rymarcsuk says that above all, "the plant consolidation effort has truly been the coming together of two

groups of people: the employees from College Park and the employees from Springfield."

Today, essentially every department at Springfield is comprised of employees from both plants, particularly the pressroom. Approximately 150 pressroom employees are now working at Springfield, including former College Park Pressroom Superintendent **James Perry**, who is now Springfield's pressroom superintendent.

"My goal has been to bring two groups of people together who often had different ways of doing things, and form one group with a common way of operating," Perry says.

With more employees working under one roof, Springfield had to also revamp its management team. Rymarcsuk, who prior to taking the consolidation project manager role had been Springfield's plant manager, was promoted to director of Production Operations. Until a new plant manager is hired, Rymarcsuk will share plant manager responsibilities with Production Vice President **Jim Coley**. But once a new plant manager is named, Rymarcsuk will step back from the plant's day-to-day operations—though she will still provide oversight—to focus on cost-saving initiatives in earnest.

"The easy stuff to cut

is way gone," Rymarcsuk explains. "So now that it's getting harder and harder to cut things, they wanted someone to really focus on that."

Several key managers from College Park assumed managerial positions at Springfield. Besides Perry, former College Park Maintenance Manager **Tony Sylvain** is now Springfield's facilities manager. **Jim Conley** is a Springfield production manager. Former College Park HR Manager **Carol Miller** is manager of work processes in the Springfield Mailroom. Other managers that transferred include Assistant Pressroom Superintendent **Beverly McLaughlin**; Pressroom Team and Tech Leaders **Don Goldsmith**, **Derrick Patten**, **George Francis**, **Tony Matthes**, **Bernard Stinson** and **Charles Clary**; Paperhandler Supervisor **Herman Johnson**; General Worker Manager **Vaughn Valentine**; Maintenance Planner **William Walkup**; Maintenance Supervisor **Bill Green** and Mailroom Foremen **Mike Hildebrand**, **Gary Stewart** and **Jeff Walton**.

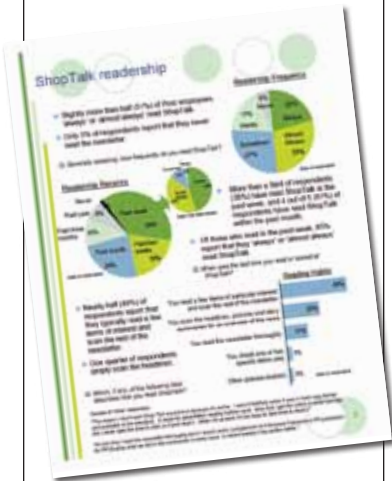
"Overall, the consolidation has gone very well," concludes Rymarcsuk. "We do have some challenges ahead, but we have a very strong team made up of the best employees from both plants. We'll be fine."

*Jenny Rymarcsuk contributed to this report.*

## THE NEW SPRINGFIELD PLANT MANAGEMENT TEAM:

PLANT ADMINISTRATION	PRESSROOM	MAINTENANCE	FACILITIES	MAILROOM
<ul style="list-style-type: none"> <li>Director of Production Operations <b>Jenny Rymarcsuk</b></li> <li>Plant Manager - <b>TBD</b></li> <li>Asst. Plant Manager <b>Roddy MacPherson</b></li> <li>Asst. Plant Manager - <b>TBD</b></li> <li>Production Managers <b>Jim Conley</b>, <b>Mike Burke</b>, <b>Meredith Craig</b> (at Northwest Building)</li> <li>HR Manager <b>LaMonica Threet</b></li> </ul>	<ul style="list-style-type: none"> <li>Pressroom Superintendent <b>James Perry</b></li> <li>Asst. Pressroom Superintendent <b>Beverly McLaughlin</b></li> <li>Platemaking Manager <b>Martin Quinn</b></li> <li>General Worker Manager <b>Vaughn Valentine</b></li> </ul>	<ul style="list-style-type: none"> <li>Maintenance Manager <b>Mary Farley</b></li> <li>Maintenance Planner <b>William Walkup</b></li> <li>Reliability Managers <b>Brian Pratt</b>, <b>Chad Messer</b></li> <li>Shift Supervisors <b>Bill Green</b>, <b>Tony Briscoe</b></li> </ul>	<ul style="list-style-type: none"> <li>Facilities Manager <b>Tony Sylvain</b></li> <li>Building Services Manager <b>John Harper</b></li> <li>Chief Engineer <b>Clarence Croxton</b></li> </ul>	<ul style="list-style-type: none"> <li>Mailroom Manager of Packaging and Distribution <b>Kevin O'Neill</b></li> <li>ROP and Material Handling Superintendent - <b>TBD</b></li> <li>Inserting Superintendent <b>Bob Lewis</b></li> <li>Manager of Work Processes <b>Carol Miller</b></li> <li>Manager of Planning and Scheduling <b>Alan Neiss</b></li> <li>Asst. Superintendent of Resource Management <b>Monte Fleming</b></li> <li>Asst. Superintendent of Daily Inserting <b>Jim Horseman</b></li> <li>Asst. Superintendent of Sunday Packaging <b>Malcolm Carroll</b></li> <li>Asst. Superintendent of ROP <b>Lawrence Johnson</b></li> <li>Asst. Superintendent of Materials Handling <b>Valerie Kenyon Gaffney</b></li> </ul>

# ShopTalk Survey Results



With a sample size of 350 respondents representing over 14 percent of The Post and Post Co. population, here's what we found:

- 78 percent "sometimes" read ShopTalk; 51 percent "always" or "almost always" read it; 5 percent never read it.
- 44 percent ranked "printed paper copies" as their preferred way of reading ShopTalk, but 26 also ranked it as their least preferred way, preferring PDFs on Internet and e-mail.
- 65 percent are interested in stories highlighting individual employees; 60 percent like stories about specific departments or work groups (respondents picked more than one).
- Favorite stories covered in the past year: Retirement ceremonies, things employees do outside of work, new employee profiles, Eugene Meyer Awards ceremony.
- Suggestions: Adding a historical feature, opening ShopTalk to employee writers, making print copies available downtown again.

Editor's Comments:

Thank you for participating in this survey. Just a few notes:  
 We do invite employees to submit stories or write-ups in ShopTalk, but perhaps we can do a better job of advertising this.  
 One respondent wrote, "ShopTalk is a waste of time, money and resources... Publication should be suspended and the staff [i.e. me] either reassigned or let go. Also, lighten up on the pictures of Don, Bo and Katharine. It makes them look like egomaniacs." Not exactly a ringing endorsement, but it brings up a point that needs clarification. Don, Bo and Katharine generally do not like having their photos taken, but they realize, as I do, that it's not about them. It's about the retiring employee who would like a photo with Don or the nonprofit that is honored to have Bo at one of their events. These photos are for the person Katharine is presenting the award to, not for Katharine.

Another respondent commented on the tribute following **Tito Tolentino's** untimely passing and asked, "Was there other Post folks who have recently died and not given such a grand tribute in ShopTalk?" Well, yes, but we certainly try to honor all of our late employees. We did extensive tributes on Helen Dewar and Bill Grant, to name a few. But it often depends on how much the family or colleagues are willing to share. Sometimes, we don't get much. Having said that, Tito was a beloved colleague in Community Relations and it's very possible that my better judgment was slightly impaired.  
 Finally, one respondent wrote, "The reason I don't read ShopTalk anymore is because it's online. I read it faithfully when it was in hard copy format... It made for great Metro reading to/from work. Now that I get the notice in the e-mail and the link, I never have the time to click on it and read it." We are considering and seeing if it's possible to print a few copies for the downtown

cafeteria.  
 Thank you everyone for the positive, negative and constructive comments and suggestions. ShopTalk is your newsletter and we will do our best to make it what you want it to be. If you have any other comments or concerns, e-mail me at [onom@washpost.com](mailto:onom@washpost.com) or drop a note in our dropbox located in the cafeteria.  
 -Mario Iván Oña

**On PostPedia**  
 ShopTalk survey results: <http://tinyurl.com/ShopTalk-Survey>. View/Listen to new Washington Post TV and radio spots: <http://tinyurl.com/TWP-Spots>. Post Evacuation procedures: <http://tinyurl.com/TWP-EVAC>.  
 Note: You must be on the network for these links to work.

## Red Cross classes in the area

For a small fee, take one of these life-saving or important health classes offered by the Red Cross - National Capital Area. To register, visit <http://www.redcrossnca.org> or call 202-40901854. Listed below are a few hard-to-fill classes, but check the Web site for other training opportunities. Contact Springfield Plant Occupational Health Manager **Vanaida Holder** at 703-916-2243 with any questions.  
**Oct. 31** - First Aid and CPR adult, child and infant (in Spanish) from 9 a.m. to 5 p.m. in Fairfax  
**Nov. 7** - Sport and Safety Training (for coaches) from 9 a.m. to 7 p.m. in Fairfax  
**Nov. 11** - Adult CPR (in Spanish) from 9 a.m. to 1 p.m. in Fairfax  
**Nov. 14** - First Aid and CPR adult, child and infant (in Spanish) from 9:00 a.m. to 5:00 p.m. in Herndon

## In the Green Corner

**FACT:**  
 Trees for Post newsprint are grown as a crop and would die if not harvested.

**GREEN TIP:**  
 This one's for the kids: According to the National Zoo's Green Team site, one kid's average school lunch generates 67 pounds of garbage in a year, so they recommend reusing containers wherever and whenever possible. For more tips geared at young people, visit <http://tinyurl.com/green-corner-1>.

## News From News

For **Debbie Cenziper's** 10-month-in-the-making investigative series "Wasting Away: The Squandering of D.C.'s AIDS Dollars," along with its online package including photos, videos and an interactive map, visit <http://tinyurl.com/TWP-AIDS>.

**Katharine Zaleski** was named executive producer and head of Digital News Products; **Denny McAuliffe** was named overnight news editor.

## Marketplace

**ISO:** Seeking the donation of 30 irons either gently used or brand new. They need to be in their original box or a shoebox. They will be shipped to Costa Rica for donations through our Assemblies of God missions department of the Ladies Ministry. Contact Aurora at x4-7973 or [gonzalal@washpost.com](mailto:gonzalal@washpost.com).  
**FOR SALE:** Terrific desk. Large, rectangular, cut-out for sitting area, removable legs. Cherry finish. Very good condition. Can provide photo. \$50 or best offer. Contact Leslie at 703-965-2138 or [blairla@washpost.com](mailto:blairla@washpost.com)  
**FOR SALE:** Fresh Krispy Kreme Donuts

for my son's student government fundraiser. Only \$6 a dozen through December. Orders and monies needed by Fridays (through December) for a Tuesday morning delivery. Thanks in advance for your support! Contact Arisha Hawkins at x4-4287.  
**FOR SALE:** Large desk with built-in storage hutch and detachable returns (full U-shape). Desk and hutch (without returns) measure 62" (h) x 72" (w) x 20" (d). Ideal for computer use and other applications. In good condition. Buyer will need to pick up. \$200 or best offer. Contact Al at 703-965-6244.

**ISO:** Unwanted used vehicles. Willing to pay for them. Contact Perry at 301-775-3881.  
**FOR SALE:** Parking for Redskins games. Looking for an inexpensive, convenient and secure place to park where you don't have to worry about getting ticketed or towed? Only \$20 per vehicle. Located on Central Avenue, one mile from FedEx field. Available two hours before game time. Shuttle service available before game. Contact Frank at 301-728-7512.  
**FOR SALE:** Fresh large brown eggs from free range, healthy chickens. \$3

per dozen. Contact Donna at x4-6437.

**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 [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.