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Community Involvement Report



The Washington Post



The people who work at The Post get a lot back from our involvement in the community, both in terms of our connection to the community and knowledge of the community.

**Boisfeuillet Jones Jr.
Publisher and CEO**

The Post was honored with the 2004 Outstanding Corporate Partner Award during the National Capital Philanthropy Day Awards. The newspaper was nominated by the Washington Council of Agencies for its commitment to the metro area through its community outreach programs.



Photo by Julia Ewan

For more information about The Washington Post's community involvement, contact the Public Relations Department at (202) 334-7969, or visit www.washpost.com.

Eric Grant, Director of Public Relations and Contributions
Lisa Bolton, Public Relations Manager

EDUCATION



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The Post recognizes that education is the key to a healthy and thriving community, and essential to ensuring the next generation of newspaper readers.

Recognition of the Washington area's outstanding educators continued in 2004 with the **AGNES MEYER OUTSTANDING TEACHER AWARD** and the **DISTINGUISHED EDUCATIONAL LEADERSHIP AWARD** for school principals. These awards honor the educators of kindergarten through high school students in the District and the surrounding 18 school districts in Maryland and Virginia, as well as the private school sector. Created in 1997, the **VINCENT E. REED PRINCIPALS LEADERSHIP INSTITUTE** is a Post education initiative that provides area principals

with a year-long series of workshops designed to enhance their leadership and management skills.

The Post also hosts a monthly **SUPERINTENDENT LUNCH**, providing metro area school superintendents with a forum to network and share ideas and solutions.

In 2004, Post employees and the newspaper nurtured its special partnership with Eastern High School in the District of Columbia through the **EASTERN 500 CLUB**. The Post provided \$49,500 in scholarships during the 2003-2004 school year to 500 Club members who earned all As and Bs on their report cards. More than 500 students at Eastern have participated in the 500 Club and the newspaper has funded more than \$2.5 million in

1. Eastern High School student Monika Cuff displays her limbo talents during the summer picnic for Eastern 500 Club mentors and protégés.

2. A student at Burning Tree Elementary in Bethesda participates in a Grants in the Arts funded program in 2004.

3. Third graders at Keene Mill Elementary in Fairfax County during a workshop by The Post's Newspaper in Education program.

scholarships since the 500 Club was established in 1987. Forty-seven employees served as mentors and workshop instructors, and also participated in other activities including a basketball tournament in March and a picnic in June. Twelve 500 Club graduates received summer internships at The Post, obtaining valuable work experience and the opportunity to network with The Post's executives.

A highlight of The Post's **HOWARD UNIVERSITY PARTNERSHIP** in 2004 was a Financial Literacy Forum hosted by The Post's financial columnist Michelle Singletary. This year, in addition to participating in the launch of Singletary's second book, *7 Money Mantras for a Richer Life*, nearly 250 students attended the forum which provided them with the opportunity to find out how to obtain their credit score, consolidate debt, buy a home, and identify funding for graduate or professional school.

The **INTERNATIONAL TEACHING FELLOWSHIPS**, the most recent addition to The Post's education programs, address the increasingly global community and the metro area's international community. The Post has developed relationships with the embassies of Spain, Italy, France and Japan to provide area elementary through high school teachers, principals, and administrators with the opportunity to be immersed and educated in the language and culture of these countries. A total of 30 educators were chosen in 2004 from hundreds of applicants to travel abroad and bring the wealth of their experiences back to their classrooms and to their school districts.

The Post's **YOUNG JOURNALISTS DEVELOPMENT PROGRAM** worked with more than 700 local high school and college students and supported 27 high school newspapers in 2004. The program has a three-prong mission: to attract young people to newspaper and media careers, particularly minors who are underrepresented in the industry; to help reverse the trend of declining newspaper readership among young people, and to build and strengthen relationships with key educational institutions in the metro area. With assistance from more than 100 Newsroom employees and other staff throughout The Post, the program has become a model for newspapers across the country.

Sports columnists Tony Kornheiser and Michael Wilbon hosted the second annual **CELEBRITY GOLF CLASSIC AND ROAST** in the fall to benefit the D.C. College Access Program. The event was held at the Whiskey Creek Golf Course in Maryland and raised more than \$150,000. The College Access Program works with the D.C. school system to provide counseling and financial assistance to students who might not otherwise have the opportunity to attend college.

The 2003-2004 school year was successful for The Post's **NEWSPAPER IN EDUCATION PROGRAM (NIE)**. The program delivered close to 39,000 daily papers to 620 local schools. NIE provides 790 teachers with lesson plans and receives 98 percent of its funding from The Post's Vacation Donation program. Vacation Donation enables subscribers to donate the cost of their stopped delivery

“The Post, by its very nature, is about education. Every day, with every edition, we educate the public.”

Jo-Ann Armao
Assistant Managing Editor
Metro

during vacations. NIE received large donations from corporate sponsors including the Ford Motor Company, Lockheed Martin, the Redskins Quarterback Club, the International Horse Show, and other organizations.

The popular **GRANTS IN EDUCATION** and **GRANTS IN THE ARTS** programs attracted hundreds of innovative proposals from local teachers. The grants provide \$150 - \$500 in funding for creative education and arts programs that are not covered by school budgets. In 2004, the newspaper awarded 93 Grants in Education and 74 Grants in the Arts for a total of \$72,355.

More than 900 of the area's best high school coaches and athletes, and proud parents attended the **2004 ALL-MET AWARDS LUNCHEON** in June. The annual event honors the athletes and coaches who were named to The Post's All-Met sports teams. The 2004 event featured keynote speaker Michael Wilbon,

a Post sports columnist and co-host of ESPN's sports talk show *Pardon the Interruption*, and special guest Redskins cornerback Shawn Springs.

Employees at The Washington Post's printing plant in Springfield, Va. were honored by Fairfax County Public Schools in 2004 for their mentor and reading **PARTNERSHIP WITH NORTH SPRINGFIELD ELEMENTARY SCHOOL**. In March, the **EVERYBODY WINS!** literacy organization presented the National Capital Literacy and Mentoring Award to the newspaper. The Post has been a corporate partner with Everybody Wins! since 1998.



1. Post reporter Sara Goo answers questions from high school journalism students at a lunch sponsored by the newspaper's Young Journalists Development Program.
2. Assistant Managing Editor for Sports Emilio Garcia-Ruiz (right) and Publisher Boisfeuillet Jones Jr. (left) enjoy Redskins player Shawn Springs' comments at the All-Met Awards.

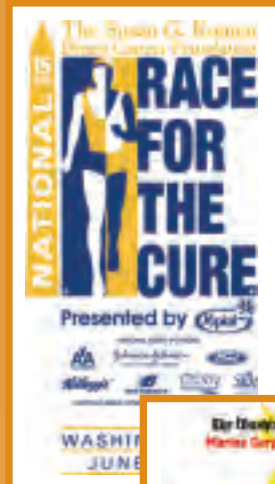
1. Advertising Department staff Alice Russell and Kim Troxler were Post teammates for the Komen National Race for the Cure®.

2. And they're off! The young runners at the Healthy Kids Fun Run.

3. Publisher and CEO Boisfeuillet Jones Jr. and Director of Public Relations and Contributions Eric Grant with Judith Bennett-Sattler, executive director of My Sister's Place, with some of the Be An Angel donations that readers dropped off at The Post's offices.

4. Post Columnist John Kelly and mascot Ned the Newshound are interviewed at a salon-a-thon event that benefited Kelly's annual Children's Hospital Campaign.

COMMUNITY INITIATIVES





“They are using their resources to have an impact on the community beyond the power of the printed word.”

Linda Levy Grossman
Executive Director
Helen Hayes Awards

In 2004, Post columnist **JOHN KELLY** took over the in-paper fundraising campaigns for the annual **CHILDREN’S HOSPITAL CAMPAIGN** and the **SEND A KID TO CAMP** Program. Through his daily column in the Style section, Kelly encouraged readers to open their hearts and wallets. His efforts raised \$608,428 to send underprivileged kids to summer camp and \$601,166 for families who cannot afford to pay hospital bills at Children’s Hospital.

My Sister’s Place in the District was the recipient of The Post’s **BE AN ANGEL** program held during the December holiday season. The newspaper’s readers and employees contributed cash donations, gift certificates to local retailers and Metro cards, as well as heaps of toys and essential items, like clothing and bed linens. My Sister’s Place provides safe and confidential shelter and special services for battered women and their children.

More than 1,200 kids participated in the one-mile long **HEALTHY KIDS FUN RUN** in October. The Post was the presenting sponsor of the event for kids ages six to 13-years-old which takes place along the Marine Corps Marathon route. The entrance “fee” for the fun

run was a new toy or \$10 donation to the Marine Corps Toys for Tots program. A team of 122 Washington Post employees, family members and friends braved a chilly and wet morning to participate in the **KOMEN NATIONAL RACE FOR THE CURE®** held on the National Mall in June. The Post was a community sponsor of the event and ran a series of in-paper ads promoting the race, as well as hosting team captain events.

The Post hosted the Washington Council of Agencies annual workshop on Best Practices in Nonprofit Management in June. More than 250 representatives of area nonprofit organizations attended the workshop, which included presentations from five local agencies. The District-based nonprofit Bread for the City was presented with **THE WASHINGTON POST AWARD FOR EXCELLENCE IN NONPROFIT MANAGEMENT**. The Post presents the award each year to honor a local organization chosen by the Washington Council of Agencies for outstanding achievements and innovative strategies in organizational management. The winner of the award receives \$5,000.

COMMUNITY SERVICE and CONTRIBUTIONS



The newspaper and its employees continued their commitment to provide for our neighbors in need in 2004. The Post supported 279 nonprofit organizations in 2004 through the **CONTRIBUTIONS PROGRAM**. Three hundred and ninety employees participated in the **MATCHING GIFTS PROGRAM** and made 971 donations to 529 nonprofit organizations. The contributions with a matching gift from The Post totaled \$614,000. Employees, retirees and distributors also pledged more than \$240,000 during the newspaper's annual **UNITED WAY CAMPAIGN** and The Post made a corporate donation of \$225,000.

Four Post teams participated in the Freddie Mac **HOOPS FOR THE HOMELESS** basketball tournament in April. The Post was a sponsor of the event that raised nearly \$450,000 for three area homeless shelters.

The Washington Post Newsroom hosted its annual **COOKIE AND BOOK SALE** in December for employees. The event raised \$8,750 for N Street Village, an organization that provides living quarters and assistance programs for homeless women in the District.

“The Washington Post has a heart!”

Rosalia Miller

President, Washington, D.C. Latino Student Fund

1. More than 1,400 readers toured The Post's Springfield Plant during Readers' Day.
2. The Post supported the Hispanic Festival in the fall.
3. The Post supported La Feria de la Familia Latino festival in the fall.
4. Washington Post staff held a Cookie and Book Sale for the newspaper's employees which raised funds for N Street Village in the District.

The Washington Post was a sponsor of the 2004 **GOOD NEIGHBOR FOOD AND FUNDS DRIVE** with Giant Food, Inc. to support the Capital Area Food Bank. On Friday, Dec. 17, Ned the Newshound participated in the Third Annual Stuff-A-Truck event, which encouraged the community to bring donations to one of five area locations. According to the Capital Area Food Bank, this year's Good Neighbor program raised \$51,000. The community also donated 45,000 pounds of food and 1,000 pounds of toys and clothes. The Post supports the Good Neighbor Campaign with a series of in-paper ads.

The diversity of the metro area community was celebrated during a number of festivals held throughout the summer and fall that were supported by The Post. These included **LA FERIA de la FAMILIA** Latino fair, the **HISPANIC FESTIVAL** and the **BLACK FAMILY REUNION CELEBRATION**.

The Washington Post production plant in Springfield, Va. hosted the newspaper's annual **READERS' DAY** in November. More than 1,400 readers toured the production plant and met with Post staff from the Newsroom, Production and Circulation departments. In 2004, 2,513 visitors toured the newspaper's three facilities: the Northwest D.C. office, the College Park

Plant in Maryland and the Springfield Plant in Virginia, during the weekly **TOUR SERIES**.

The Post provides a free service to the community through its **SPEAKERS BUREAU** program. Staff from several departments were featured speakers at 108 speaking engagements in 11 counties in 2004. They discussed a number of topics related to the newspaper's news, business and production operations.

Other community programs and awards that The Post supported include the **CHILDREN'S BOOK GUILD AWARD**, the **FAIRFAX COUNTY CITIZEN OF THE YEAR AWARD** and the **JUNIOR LEAGUE OF NORTHERN VIRGINIA'S ENCHANTED FOREST** fundraiser for homeless and at-risk children.

“The Music and Dance Scholarship Awards concert was probably the first time I really felt very important for what I did.”

Caitlin Nethery
Singer, student
Scholarship award winner



The ARTS

The Post is a founding sponsor of the **SHAKESPEARE FREE FOR ALL** program. From May 27 to June 6, the program staged free outdoor performances of *Much Ado About Nothing* at the Carter Barron Amphitheater in the District. The Post also distributed free tickets to the production from its downtown offices in the District. The purpose of the theater program is to make Shakespeare’s plays accessible to a broad audience. Music lovers were treated to three nights of live music, including a Battle of the Big Bands at the Carter Barron Amphitheater during the **WEEKEND’S WEEKENDS** series of free summer concerts. The music series annually attracts approximately 13,000 people.

The Fifth Annual **CAPPIES** Awards (Critics and Awards Program) took place in June at the Concert Hall of the John F. Kennedy Center for the Performing Arts. The Post supports the Cappies by publishing student critic reviews of high school productions in the Extras and hosting a day-long training seminar for student critics.

More than 1,500 people attended the Third Annual Washington Post **MUSIC AND DANCE SCHOLARSHIP AWARDS** program held in October at the Warner Theatre in the District. The awards showcase the musical, voice and dance



1. Readers lined up in the early morning hours outside The Post's offices in the District to get free tickets to the Shakespeare Free For All.

2. Micah Robinson was a performer and award winner at the Music and Dance Scholarship Awards.

3. The Pandamania Program was supported by the Post.

4. The Post is a sponsor of Imagination Stage. Charlotte's Web was one its children's productions in 2004.

and LITERATURE

talents of area high school seniors. Twelve seniors were chosen from 138 applicants to receive \$1,500 in college scholarship funds from The Post, based on their talents, grade point average and an essay.

Recognizing that local theater is critical to a vibrant arts community, The Post sponsored the **STAGES FOR ALL AGES** program, which enables young people to attend local theater productions for free. For the third year, The Post sponsored the **IMAGINATION STAGE** in Bethesda. The sponsorship provides free tickets to elementary school children to attend performances at the children's theater. **THE WASHINGTON POST AWARD FOR INNOVATIVE LEADERSHIP IN THE THEATRE COMMUNITY** was presented this spring during the annual Helen Hayes Awards to Betti Brown, the founding executive director of the awards. Brown was honored for her 17 years of "tireless" work raising national and international awareness of Washington theater.

It was **PANDAMANIA** on the streets of The District during the D.C. Commission on the Arts and Humanities' summer-long public arts program. The Post was a sponsor of the program which featured more than 150 artistically-painted panda sculptures placed outdoors in several neighborhoods. The Post was a sponsor of the program and purchased a panda,

now found in the inside lobby of the newspaper's offices in Northwest D.C.

Book World Editor Marie Arana and 15 Post writers, columnists and Book World reviewers participated in the Fourth Annual **NATIONAL BOOK FESTIVAL** held on the Mall in October. The Post staff joined more than 75 authors, illustrators, poets and storytellers during the day-long celebration of reading.

The Post supported literacy as a presenting sponsor of the **EVENING IN THE STACKS** fundraising events to benefit the Howard County, Prince William County and Montgomery County library systems. The newspaper also supported **FALL FOR THE BOOK**, in partnership with George Mason University.



A Greater Washington • Albert Einstein High School • Alexandria Education Partnership • Alice Ferguson Foundation • Alzheimer's Disease & Related Disorders Association • American Cancer Society • American Heart Association • American Ireland Fund • American Jewish Committee • American Lung Association of the District of Columbia • American Society of Newspaper Editors • American University • American Youth Philharmonic Orchestra • Animal Welfare League of Arlington • Anti-Defamation League • ARC of Montgomery County • Arlington Food Assistance Center • Arts Council of Fairfax County • Asia Society Washington Center • Asian American LEAD • Asian Pacific American Bar Association Education Fund • Asian Pacific American Legal Resource Center • Ayuda • Barney Neighborhood House • Barrios Unidos • Bell Multicultural High School • Bethesda-Chevy Chase High School • Bethesda Community Baseball Club • Black Student Fund • Brainfood • Brookings Institution • Calvary Bilingual Multicultural Learning Center • Camp Hart • Capital Area Food Bank • Capital City Public Charter School • Capital Hospice • Carlos Rosario International Career Center • Center City Consortium • Center for the Arts of Greater Manassas/Prince William County • Central Union Mission • Chalet Magnificat Family/Maternity Home • Child Center and Adult Services, Inc. • Childhelp USA • Children's Hospital • Children's Hospital Foundation • Care for Kids • Children's Inn at NIH • Christmas Pageant of Peace • City at Peace, Inc. • City Lights School • City of College Park • City of Gaithersburg • CityYear • Civista Health Foundation • College Bound • Columbia Lighthouse for the Blind • Columbia Road Health Services • Community Family Life Services • Community Foundation for the NCR • Community Health Ministry of Montgomery County • Covenant House • Culpepper Garden • Cultural Tourism DC • D.C. Wheel Productions • Dance Institute of Washington • Dance Makers, Inc. • DC Central Kitchen • DC Chamber of Commerce • DC Children's Museum • DC Commission on the Arts and Humanities • DC Habitat for Humanity • DC Pro-Am Summer Classic • DC Public Libraries • DC Rape Crisis Center • DC Reads • DC Youth Orchestra Program • Deaf-REACH • Delta Education and Public Service Foundation of Prince William County • Discovery Village, Inc. • Dominican Internship Program • Easter Seal Society • Eastern Choral Society • Eastern Senior High School • Ellington Fund • Emmaus Services for the Aging • EOFULA, Inc. • Everybody Wins! • Fairfax CASA • Fairfax County Park Authority • Fairfax Spotlight on the Arts, Inc. • Falcons Track & Field Club • Fall for the Book • Family and Child Services of Washington, DC • Fannie Mae Foundation • Fight For Children • Film DC • Food & Friends • For Love of Children • Freddie Mac • Frederick B. Abramson Memorial Foundation • Frederic Festival of the Arts • Friends of Fort Dupont Ice Arena, Inc. • Friends of the National Zoo • Friendship House • George Washington University Cancer Institute • George Washington University Hatchet • Georgetown University Children's Medical Center • Georgetown University Law Center • Gilda's Club of Greater Washington • Girl Scouts, Inc. • Girls Inc. • Greater Washington Urban League • Green Door • Hands On DC • Hammah House • Harlem Remembrance Foundation, Inc. • Health Outreach Information Network, Inc. • Helen Hayes Awards • High Tea Society • Higher Achievement Program



To listen is to learn.

Beyond the front page is a newspaper that celebrates and supports the organizations that strive to make a difference in our communities.

We hear what you are saying. We see what you are doing. Thank you.

The Washington Post Music and Dance Scholarship Award
 Winner Sandra Wolf-Meel Cameron, Photo Credit: Bill O'Leary

The Washington Post

• Hispanic College Fund • Hispanic Committee of Virginia • Historic Brookland Main Street • Historic Manassas, Inc. • Hope House • Hospital for Sick Children • Howard County Arts Council • Howard County Public Library • Howard University School of Business & Communications • Hurston-Wright Foundation • Inova Health System Foundation • Interfaith Conference of Metropolitan Washington • International Center for Journalists • International Women's Media Foundation • IONA Senior Services • Jewish Federation of Greater Washington • Jewish Foundation for Group Homes • Joseph's House • Jubilee Jobs, Inc. • Junior Achievement • Junior League of Northern Virginia • Junior League of Washington • Korean American Scholarship Foundation • Latin American Youth Center, Inc. • Latino Student Fund • Latitudes Group • Laurel Fund for the Performing Arts • Leadership Washington • League of Washington Theatres • Legal Aid Society of the District of Columbia • Leukemia & Lymphoma Society • Levine School of Music • Library of Congress • Literacy Council of Montgomery County • Living Classrooms Foundation • Liz Lerman Dance Exchange • Lombardi Cancer Center • Loudoun Education Foundation • Loudoun Literacy Council, Inc. • Lt. Joseph P. Kennedy Institute • Manassas Dance Company • MANNA, Inc. • Marine Corps Marathon • Mary House • Maryland National Capital Parks & Planning Committee • Maryland Scholastic Press Association • Mary's Center for Maternal & Child Care • Maynard Institute for Journalism Education • Mentors, Inc. • Metropolitan AME Church School • Metropolitan Washington Council of Governments • Metropolitan Washington Ear • Miriam's House • Miriam's Kitchen • Museum of Women in the Arts • My Sister's Place • National Aquarium in Baltimore • National Association of Minority Media Executives Foundation • National Association of Hispanic Journalists • National Children's Museum •

National Coalition for the Homeless • National Conference for Community and Justice • National Council of Negro Women • National Kidney Foundation • National Marrow Donor Program • National Multiple Sclerosis Society • National Park Service • National Press Foundation • National Race for the Cure • Neighbors' Consejo • Newspaper Association of America • Nina Hyde Center for Breast Cancer Research • Northern Virginia Community College Educational Foundation • North Springfield Elementary School • Opera Guild of Northern Virginia • Parkinson's Action Network • Perry School Community Services Center, Inc. • Philippine American Foundation for Charities • Points of Lights Foundation • Port Tobacco Players, Inc. • Post Classical Ensemble • Prince George's Chamber of Commerce • Prince George's Co. Public Safety Agencies Foundation • Prince George's Co. Public Schools Education Foundation • Prince George's Community College • Prince George's Philharmonic Orchestra • Prince William County Public Schools Education Foundation • Prince William Public Library System • Project Northstar • Rachael's Women's Center • Rebuilding Together • Recording for the Blind • Residential Youth Services, Inc. • Ronald McDonald House Charities • Roosevelt Senior High School • SAFEQ, Inc. • Safeway Foundation • School Without Walls • Second Chance Employment Services, Inc. • Second Genesis • Send a Kid to Camp • Shakespeare Project • Shakespeare Theatre • Share our Strength, Inc. • Shaw High School Music Department • Shepherd's Table, Inc. • Signature Theatre, Inc. • Sitar Center for the Arts • So Others Might Eat • Southeastern University • Southern Newspaper Publishers Association Foundation • Spanish Catholic Center • Special Olympics of the District of Columbia • St. John's Community Services • St. Louis Club of Washington, DC • Start, Inc. • Suited for Change • Suitland Community Development Corp. • Takoma Park Folk Festival • Tappers with Attitude • Teach for America • Teatro de la Luna • Teens Count • Theatre Lab • Thelonius Monk Institute of Jazz • Thomas Circle Singers • Treatment & Learning Center • United Black Fund, Inc. • United Way • University of Maryland • University of Maryland School of Music • University of the District of Columbia • University of the District of Columbia Foundation, Inc. • US Navy Memorial Foundation • Volunteer Emergency Families for Children • Wakefield High School • WANADA Community Support Foundation • Washington Association of Black Journalists • Washington Council of Agencies • Washington Free Clinic • Washington Humane Society • Washington Interdependence Council • Washington Metropolitan Scholars • Washington Performing Arts Society • Washington Redskins Charitable Foundation • Washington Regional Alcohol Program • Washington Regional Association of Grantmakers • Washington Very Special Arts • Wayside Elementary School PTA • Wesley Housing Development Corporation • Wolf Trap • Women Empowered Against Violence • Workforce Organizations for Regional Collaboration • YMCA of Metropolitan Washington - Anthony Bowen Branch • Young Concert Artists of Washington • Young DC • Young Journalists Development Foundation • Young Playwrights Theatre • Youth for Tomorrow