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# SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

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## FORM 10-K

### ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended December 31, 1989

Commission file number 1-6714

## The Washington Post Company

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of  
incorporation or organization)

53-0182885  
(I.R.S. Employer  
Identification No.)

1150 15th St., N.W., Washington, D.C.  
(Address of principal executive offices)

20071  
(Zip Code)

Registrant's telephone number, including area code: (202) 334-6000

#### Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Name of each exchange on which registered</u>
Class B Common Stock, par value \$1.00 per share	New York Stock Exchange

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports) and (2) has been subject to such filing requirements for the past 90 days. Yes  No .

Aggregate market value of the Company's voting stock held by non-affiliates on February 28, 1990, based on the closing price for the Company's Class B Common Stock on the New York Stock Exchange on such date: approximately \$1,837,400,000.

Shares outstanding at February 28, 1990:

Class A Common Stock - 1,852,378 shares  
Class B Common Stock - 10,443,292 shares

Documents partially incorporated by reference:

The Company's 1989 Annual Report to Stockholders (incorporated in Part I to the extent provided in Item 1 hereof and incorporated in Part II to the extent provided in Items 5, 6, 7 and 8 hereof).

Definitive Proxy Statement for the Company's 1990 Annual Meeting of Stockholders (incorporated in Part III to the extent provided in Items 10, 11, 12 and 13 hereof).

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## PART I

### Item 1. Business.

The principal business activities of The Washington Post Company (the "Company") consist of newspaper publishing (principally *The Washington Post*), television broadcasting (through the ownership and operation of four network-affiliated stations), the ownership and operation of cable television systems, and magazine publishing (*Newsweek* magazine).

The information concerning the consolidated operating revenues, consolidated income from operations and identifiable assets attributable to the principal segments of the Company's business for the last three fiscal years contained in Note L to the Company's Consolidated Financial Statements appearing in the Company's 1989 Annual Report to Stockholders is incorporated herein by reference thereto. (Revenues for each segment are shown in such Note L net of intersegment sales, which did not exceed 1/10 of 1% of consolidated operating revenues.)

During each of the last three years the Company's operations in geographic areas outside the United States, consisting primarily of the publication of the international editions of *Newsweek*, accounted for less than 6% of the Company's consolidated revenues and less than 1% of its consolidated income from operations, and the identifiable assets attributable to such operations represented less than 3% of the Company's consolidated assets.

### Newspaper Publishing

#### The Washington Post

*The Washington Post* is a morning and Sunday newspaper primarily distributed by home delivery in the Washington, D.C. metropolitan area, including large portions of Virginia and Maryland.

The following table shows the average paid daily (including Saturday) and Sunday circulation of *The Post* for the twelve-month periods ended September 30 in each of the last five years, as reported by the Audit Bureau of Circulations ("ABC") for the years 1985-1988 and as reported to ABC by *The Post* for the twelve months ended September 30, 1989 (for which period ABC had not completed its audit as of the date of this report), together with the newspaper's circulation revenues for each of the last five fiscal years:

	<u>Average Paid Circulation</u>		<u>Circulation Revenues</u>
	<u>Daily</u>	<u>Sunday</u>	
1985.....	745,275	1,056,358	\$ 99,708,000
1986.....	757,392	1,085,564	104,593,000
1987.....	770,819	1,104,994	110,263,000
1988.....	781,515	1,122,375	113,288,000
1989.....	785,888	1,137,989	115,446,000

Since December 1983 the rate charged to Sunday-only subscribers for home-delivered copies of *The Post* has been \$5.00 for each four-week period. The rate for home-delivered copies of the daily and Sunday newspaper for each four-week period was increased from \$8.60 to \$9.20 in March 1988.

General advertising rates were increased by approximately 7% on January 1, 1989, and approximately another 6.5% on January 1, 1990. Rates for most categories of classified and retail advertising were increased by approximately 7% on February 1, 1989, and approximately an additional 6.5% on February 1, 1990.

The following table sets forth *The Post's* advertising inches and advertising revenues for the past five years:

	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
Total Inches (in thousands)* .....	5,943	6,002	6,224	6,358	6,390
Full-Run Inches .....	5,028	5,022	5,135	5,161	5,262
Part-Run Inches .....	915	980	1,089	1,197	1,128
Advertising Revenue (in thousands) .....	\$426,664	\$454,335	\$505,299	\$535,017	\$574,390

\* Advertising inches are as reported by Media Records Incorporated. Because of differences in methodology, advertising inches reported by Media Records are not directly comparable with advertising inches computed by *The Post* and set forth in the Company's Annual Report to Stockholders.

*The Post* also publishes *The Washington Post National Weekly Edition*, a tabloid which contains selected articles and features from *The Washington Post* edited for a national audience. The *National Weekly Edition* has a basic subscription price of \$48.00 per year and is delivered by second class mail to approximately 74,000 subscribers.

*The Post* has about 500 full-time editors, correspondents, reporters and photographers on its staff, draws upon the news reporting facilities of the major wire services and maintains correspondents in 17 news centers abroad and in New York City, Los Angeles, Chicago, Miami, Richmond, Baltimore, Annapolis, Denver and Austin, Texas.

#### **The Herald**

The Company owns The Daily Herald Company, publisher of *The Herald* in Everett, Washington, about 30 miles north of Seattle. *The Herald* is primarily distributed by home delivery in Snohomish County and is published on weekday evenings and on Saturday and Sunday mornings. *The Herald* also publishes a late morning weekday street sales edition.

*The Herald's* average paid circulation as reported to ABC for the twelve months ended September 30, 1989, was 55,210 daily and 62,417 Sunday (down 1.8% and up .7%, respectively, from the twelve months ended September 30, 1988). Full-run advertising inches (excluding preprints) increased .7% in 1989 to 1,050,534 inches, while zoned part-run advertising increased 19.9% to 38,886 inches. The number of preprints distributed decreased 2.9% to 85,840,210.

*The Herald* employs approximately 65 editors, reporters and photographers.

#### **Television Broadcasting**

Through wholly owned subsidiaries the Company owns four VHF television stations located in Detroit, Michigan, Miami, Florida, Hartford, Connecticut, and Jacksonville, Florida, which are the 8th, 16th, 23rd and 56th largest broadcasting markets in the United States. Each of the Company's stations is affiliated with a national network. Although network affiliation agreements generally have a two-year term, such agreements typically are renewed and each of the Company's television stations has maintained its network affiliation continuously for at least twenty years.

The Company's 1989 net operating revenues from television advertising, by category, were as follows:

National .....	\$ 89,109,000
Local .....	79,835,000
Network .....	<u>10,238,000</u>
Total .....	\$179,182,000

The following table sets forth certain information with respect to each of the Company's television stations:

Station Location and Year Commercial Operation Commenced	National Market Ranking (a)	Network Affiliation	Expiration Date of FCC License	Expiration Date of Network Agreement	Total Commercial Stations in ADI(b)	
					Allocated	Operating
WDIV Detroit, Mich. 1947	8th	NBC	Oct. 1, 1992	June 30, 1990	VHF-4 UHF-6	VHF-4 UHF-5
WPLG Miami, Fla. 1961	16th	ABC	Feb. 1, 1992	April 2, 1991(c)	VHF-5 UHF-8	VHF-4 UHF-6
WFSB Hartford, Conn. 1957	23rd	CBS	April 1, 1994	April 10, 1990	VHF-2 UHF-6	VHF-2 UHF-5
WJXT Jacksonville, Fla. 1947	56th	CBS	Feb. 1, 1992	Jan. 3, 1992	VHF-2 UHF-7	VHF-2 UHF-3

(a) Source: 1989/90 ADI Market Rankings, The Arbitron Company, Fall 1989, based on television homes in ADI (see note (b) below).

(b) Area of Dominant Influence ("ADI") is a market designation of Arbitron which defines each television market exclusive of another, based on measured viewing patterns.

(c) Agreement may be terminated at any time by either party on six months' prior notice.

### Regulation of Broadcasting and Related Matters

The Company's television broadcasting operations are subject to the jurisdiction of the FCC under the Communications Act of 1934, as amended. Under authority of such Act the FCC, among other things, assigns frequency bands for broadcast and other uses; issues, revokes, modifies and renews broadcasting licenses for particular frequencies; determines the location and power of stations and establishes areas to be served; regulates equipment used by stations; and adopts and implements regulations and policies which directly or indirectly affect the ownership, operations and profitability of broadcasting stations.

Each of the Company's television stations holds a license valid for a period of five years which is renewable upon application for a similar period.

The FCC is conducting proceedings dealing with such matters as the standards to be applied to contested renewal applications; whether to modify regulations pertaining to cable television; whether to allocate additional radio spectrum to existing broadcast stations to enable them to implement advanced television systems; whether to adopt a uniform advanced terrestrial broadcast transmission standard for television; a proposal to permit telephone companies to engage in cable television operations; and various other matters that could result in changes in the degree of interference caused to television operations. The Company cannot predict the resolution of these various matters although, depending upon their outcome, they could affect the Company's television broadcasting interests either adversely or favorably.

Various of the foregoing questions as well as other important substantive and policy issues are being considered in Congress or are the subject of court litigation to which television networks, trade associations or individual television stations are party.

## Cable Television Division

In 1986 the Company purchased from Capital Cities Communications, Inc., for approximately \$350 million in cash, cable television systems which were then serving about 360,000 basic subscribers. Since that date the Company has acquired several small systems which were near systems already owned. As of the end of 1989 the Company (through subsidiaries) provided basic cable service to approximately 416,000 subscribers (representing about 66% of the 626,000 homes passed by the systems) and had in force more than 267,000 subscriptions to premium program services. The Company's cable systems are located in 15 Midwestern, Southern and Western states and typically serve smaller communities; thus 31 of the Company's systems pass fewer than 10,000 dwelling units, 12 pass 10,000-25,000 dwelling units, and only eight pass more than 25,000 dwelling units, of which the two largest are in Modesto and Santa Rosa, California, each serving more than 40,000 basic subscribers.

### Regulation of Cable Television and Related Matters

The Company's cable operations are subject to various requirements imposed by local (and to a lesser extent state and federal) governmental authorities. The franchises granted by local governmental authorities are typically nonexclusive and limited in time and generally contain various conditions and limitations relating to payment of fees to the local authority, determined generally as a percentage of revenues. Additionally, franchises often regulate the conditions of service and technical performance, and contain various types of restrictions on transferability. Failure to comply with such conditions and limitations may give rise to rights of termination by the franchising authority. Historically many franchises have also regulated the rates charged for installation and service.

In recent years, local regulation of cable television has been restricted in many important respects by the Cable Communications Policy Act of 1984 (the "Cable Act"). Among other things, franchises must be granted for reasonable periods of time, some remedies and safeguards are established to protect cable operators against arbitrary refusals to renew franchises, franchise fees are limited to 5% of revenues, and local regulation of the rates that cable operators charge for their services is forbidden except for the "basic service" offered by those cable systems that do not face "effective competition" as defined by the FCC. "Basic service" for these purposes is any separately sold tier of service that includes the signals of local television stations. The FCC defined "effective competition" in 1985 as the general availability in the franchise area, without the aid of cable, of three or more non-duplicative broadcast signals. Under that definition, more than 90% of all cable systems throughout the country, including most of the Company's systems, are exempt from any rate regulation.

More recently, changes in the Cable Act and in various FCC rules have been advocated to permit greater regulation, or "reregulation," of cable television. Bills have been introduced in Congress that, among other things, would permit rate regulation on a widespread basis and would seek to foster additional competition for existing cable systems. In December 1989, the FCC began a wide-ranging inquiry to develop recommendations to Congress and possibly new FCC rules that could involve new or more stringent regulation of many facets of cable television operations. In January 1990 the FCC began a related rule-making proceeding to consider several alternative definitions of "effective competition," including some that would permit at least limited rate regulation for basic service on a great many cable systems including a number of those owned by the Company. The FCC indicated it hopes to conclude both of those proceedings by July 1990.

In 1985, FCC rules requiring cable systems to carry "local" broadcast stations, which had been in effect for nearly 20 years, were held unconstitutional by the U.S. Court of Appeals in Washington, D.C. That court also held in December 1987 that another but less stringent set of FCC "must-carry" rules did not pass constitutional muster. Several of the pending legislative proposals mentioned above would, if adopted, impose must-carry obligations akin to those before the court in 1987. Beginning January 1, 1990, new FCC rules took effect that require cable systems to black out from the distant broadcast stations they carry syndicated programs for which local stations have purchased exclusive rights and

request exclusivity. At the same time, other long-standing FCC rules that require cable systems to delete under certain circumstances duplicative network programs broadcast by distant stations were modified and extended.

The FCC also imposes certain technical standards on cable television operators, exercises the power to license various microwave and other radio facilities frequently used in cable television operations (and regulates the assignment and transfer of control of such licenses) and oversees compliance with certain affirmative action and equal employment opportunity obligations imposed by the Cable Act. Pursuant to the Pole Attachment Act, the FCC since 1978 has exercised the authority to disapprove unreasonable rates charged to cable operators by telephone and power utilities for utilizing space on utility poles or in underground conduits. The constitutionality of the Pole Attachment Act was upheld by the U.S. Supreme Court in 1987, but the question whether utilities may simply refuse to grant or renew lease arrangements with cable operators has not been authoritatively resolved.

The Copyright Act of 1976 accords to cable television systems, under certain terms and conditions, the right to retransmit the signals of broadcast stations pursuant to a compulsory copyright license. Those terms and conditions include the payment of certain license fees set forth in the statute or established by subsequent administrative regulations. The Copyright Royalty Tribunal has allowed increases in the compulsory license fees on several occasions since this Act went into effect. Some of the legislative proposals presently pending in Congress would modify or eliminate the compulsory copyright licensing scheme, and the FCC and others have urged that the compulsory license be phased out, at least for distant broadcast signals.

Currently telephone companies are generally prohibited by the Cable Act and certain FCC rules from operating cable systems in areas in which they provide telephone service, and the major telephone companies are restricted by court decree from engaging in certain services, including providing cable television services. However, Congress, the FCC and the courts are in varying degrees being urged to revisit this question, and in July 1988 the FCC tentatively decided to recommend changes in the Cable Act to permit telephone company ownership of co-located cable systems.

Litigation is pending in various courts in which prohibitions on cable television operations without a franchise and various franchise requirements are being challenged as unlawful under the First Amendment, the antitrust laws and on other grounds. If successful, such litigation could foster the development and operation of duplicative cable facilities that would compete with existing cable operations.

The Company cannot predict the outcome of the various matters discussed above or what effect such matters may ultimately have on its cable television operations.

#### **U.K. Cable Television Operations**

The Company's Cable Television Division has been evaluating investment opportunities in the United Kingdom, where few cable television systems currently exist but governmental authorities are actively awarding franchises to construct such systems. As a result of this evaluation, the Company has agreed in principle with TeleCable Corporation, a privately-held firm with approximately 610,000 cable television subscribers in the United States, to form a 50-50 joint venture to apply for franchises in various parts of the United Kingdom. By mid-year it is anticipated that this venture will have filed applications to build cable television systems in communities containing an aggregate of about 1.2 million homes (although given the competitive nature of the application process the Company does not expect the venture to receive awards for systems serving more than half of such number of homes). Separately, the Company has agreed in principle to acquire a majority interest in the successful applicant for franchises to serve the Perth-Dundee area of Scotland, an area with approximately 100,000 homes. The Company's Board of Directors has authorized the investment of up to \$150 million in cable television systems in the United Kingdom, although at this time the Company cannot predict the extent to which such authorization ultimately will be utilized.

## Magazine Publishing

*Newsweek* is a weekly news magazine published both domestically and internationally. In gathering, reporting and writing news and other material for publication, *Newsweek* maintains news bureaus in 10 U.S. and 15 foreign cities. Worldwide there are approximately 310 full-time editorial staff members, 210 of whom are in New York.

The domestic edition of *Newsweek* is comprised of over 100 different geographic or demographic editions which carry substantially identical news and feature material but enable advertisers to direct messages to specific market areas or demographic groups. Domestically, *Newsweek* ranks second in circulation among the three leading weekly news magazines (*Newsweek*, *Time* and *U.S. News & World Report*). Its average weekly domestic circulation rate base, its percentage of the total weekly domestic circulation rate base of the three leading weekly news magazines and its circulation revenues for the past five years are set forth in the following table:

	<u>Newsweek Average Weekly Circulation Rate Base</u>	<u>Percentage of Three Leading News Magazines</u>	<u>Newsweek Circulation Revenues</u>
1985 .....	3,000,000	31.1%	\$95,842,000
1986 .....	3,050,000	31.4%	95,643,000
1987 .....	3,050,000	31.4%	93,755,000
1988 .....	3,100,000	31.8%	94,432,000
1989 .....	3,100,000	32.6%	95,616,000

*Newsweek* is sold on newsstands and through subscription mail order sales derived from a number of sources, principally direct mail promotion. The basic one-year subscription price is \$41.00. During 1989, most subscriptions were sold at a discount from the basic price. *Newsweek's* newsstand price is \$2.00 per copy.

The total number of *Newsweek's* domestic advertising pages and gross domestic advertising revenues as reported by Publishers' Information Bureau, Inc., together with *Newsweek's* percentages of the total number of advertising pages and total advertising revenues of the three leading weekly news magazines, for the past five years have been as follows:

	<u>Newsweek Advertising Pages*</u>	<u>Percentage of Three Leading News Magazines</u>	<u>Newsweek Gross Advertising Revenues*</u>	<u>Percentage of Three Leading News Magazines</u>
1985 .....	2,689	38.2%	\$245,050,000	35.9%
1986 .....	2,496	37.7%	235,195,000	35.2%
1987 .....	2,537	39.1%	236,774,000	35.9%
1988 .....	2,474	36.7%	241,293,000	34.2%
1989 .....	2,489	34.8%	255,368,000	33.3%

\* Advertising pages and gross advertising revenues are those reported by Publishers' Information Bureau, Inc. PIB computes gross advertising revenues from basic one-time rates and the number of advertising pages carried. PIB figures therefore exceed actual gross advertising revenues, which reflect lower rates for multiple insertions. Net revenues as reported in the Company's Consolidated Statements of Income also exclude agency fees and cash discounts, which are included in the gross advertising revenues shown above. Page and revenue figures exclude affiliated advertising.

*Newsweek's* advertising rates are based on its average weekly circulation rate base and are competitive with the other weekly news magazines. Effective with the January 2, 1989 issue, national

advertising rates were increased by 4.1%. Beginning with the issue dated January 1, 1990, national advertising rates were increased by an additional 5.5%.

*Newsweek Business* is a bi-weekly demographic edition of *Newsweek*, distributed to subscribers qualified by a professional or managerial job title and a minimum income level. In January 1990 advertising rates for this edition, which has a circulation rate base of 750,000, were increased by 6.5%. *Newsweek Business* will be published 39 times during 1990.

*Newsweek's* other demographic edition, *Newsweek Woman*, which was published nine times during 1989, has a circulation rate base of 700,000 selected female subscribers. At the beginning of 1989 advertising rates for this edition were increased by 12%.

Internationally, *Newsweek* is published in an Atlantic edition covering the British Isles, Europe, the Middle East and Africa, a Pacific edition covering Japan, Korea and Southeast Asia, and a Latin America edition, all of which are in the English language. Editorial copy solely of domestic interest is eliminated in the international editions and is replaced by other international, business or national coverage primarily of interest abroad. Since July 1984, a 24-page section of *Newsweek* has been included in *The Bulletin*, an Australian weekly news magazine which also circulates in New Zealand. In January 1986 a Japanese-language edition of *Newsweek* began publication in Tokyo pursuant to an arrangement with a Japanese publishing company which translates editorial copy, sells advertising in Japan and prints and distributes the edition.

The average weekly circulation rate base, circulation revenues, advertising pages and gross advertising revenues of *Newsweek's* international editions (including *The Bulletin* insertions but not including the Japanese-language edition of *Newsweek*) for the past five years have been as follows:

	Average Weekly Circulation Rate Base	Circulation Revenues	Advertising Pages*	Gross Advertising Revenues*
1985 .....	655,000	\$18,896,000	2,441	\$43,655,000
1986 .....	677,000	21,371,000	2,155	43,723,000
1987 .....	690,000	22,678,000	2,093	45,108,000
1988 .....	675,000	24,837,000	2,465	55,316,000
1989 .....	665,000	26,150,000	2,352	60,187,000

\* Advertising pages and gross advertising revenues are those reported by Rome Reports, Inc. Rome computes gross advertising revenues from basic one-time rates and the number of advertising pages carried. Rome figures therefore exceed actual gross advertising revenues, which reflect lower rates for multiple insertions. Net revenues as reported in the Company's Consolidated Statements of Income also exclude agency fees and cash discounts, which are included in the gross advertising revenues shown above. Page and revenue figures exclude affiliated advertising.

For 1990 the average weekly circulation rate base for *Newsweek's* English language international editions (including *The Bulletin* insertions) will be 673,000. The average weekly circulation rate base for the Japanese-language edition was increased for 1990 from 120,000 to 125,000.

During 1988 *Newsweek* announced a restructuring plan designed to reduce ongoing expenses through several steps, including a voluntary early retirement program and the relocation of several business departments from Manhattan to *Newsweek's* facility in Mountain Lakes, New Jersey. The estimated total cost of this restructuring plan was recognized in the fourth quarter of 1988, resulting in one-time charges of \$21.1 million (\$12.6 million after-tax). The Company anticipates that this plan will result in pre-tax savings of approximately \$12 million a year when fully implemented, with most of those savings expected to be realized by the end of 1990.



## Other Activities

### Stanley H. Kaplan Educational Centers

Effective December 31, 1984, a subsidiary of the Company acquired the Stanley H. Kaplan Educational Centers, which are engaged in preparing students for a broad range of admissions tests and licensing examinations including SAT's, LSAT's, GMAT's and GRE's, and nursing and medical boards. The Kaplan Centers also offer self-improvement programs in areas such as speed reading. Kaplan has approximately 50 full-time employees involved in the creation, editing and publishing of teaching materials for such courses and programs. In 1989 the Kaplan Centers served more than 120,000 students through 137 permanent educational centers located throughout the country.

### Legi-Slate

Legi-Slate, Inc., another subsidiary of the Company, provides its customers with access, over standard telephone lines, to a computerized data base containing detailed information on the legislative and regulatory activities of the United States government. The Legi-Slate data base includes both abstracts and the full text of every bill and resolution introduced in Congress, the entire *Congressional Record* and every document published in the *Federal Register*, as well as the schedule of each Congressional committee and the voting record of each member of Congress. Legi-Slate also offers the Current USC™ service, which provides online access to the full text of the *United States Code*.

### Cowles Media Company

The Company owns approximately 26% of the outstanding common stock of Cowles Media Company, most of which was acquired in 1985. Cowles owns the *Minneapolis Star and Tribune* and a number of smaller publications.

## Production and Raw Materials

*The Washington Post* is produced at the newspaper's principal place of business and plant in downtown Washington, D.C., and at its satellite printing plants in Fairfax County, Virginia, and Southeast Washington, D.C.; all editions of *The Herald* are produced at its plant in Everett, Washington. *Newsweek's* domestic edition is produced in five independent printing plants, of which four are in the United States and one is in Canada; advertising inserts and photo-offset films for the domestic edition are also produced by independent contractors. The international editions of *Newsweek* are printed in Switzerland, Hong Kong and Hollywood, Florida; insertions for *The Bulletin* are printed in Australia.

In 1989 *The Washington Post* consumed about 285,000 tons\* of newsprint purchased from a number of suppliers, including Bowater Incorporated, which supplied approximately 30% of *The Post's* 1989 newsprint requirements under a contract that extends through 1990. Historically, most of the newsprint *The Post* has purchased from Bowater Incorporated has been provided by Bowater Mersey Paper Company Limited, 49% of the common stock of which is owned by the Company (the majority interest being held by a subsidiary of Bowater Incorporated). Bowater Mersey owns and operates a newsprint

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\* All references in this report to newsprint tonnage and prices refer to short tons (2,000 pounds) and not to metric tons (2,204.6 pounds) which are often used in newsprint price quotations.

mill near Halifax, Nova Scotia, and owns extensive woodlands that provide much of the mill's wood requirements. In 1989 Bowater Mersey produced about 240,000 tons of newsprint.

The Company, through a subsidiary, has a one-third limited partnership interest in Bear Island Paper Company, which owns and operates a newsprint mill in Doswell, Virginia, about 85 miles south of Washington, D.C. The general partner, which also has a one-third interest and manages the mill, is Brant-Allen Industries, Inc., a firm experienced in the construction and operation of similar mills; the other limited partner, also with a one-third interest, is a subsidiary of Dow Jones & Company, Inc. In 1985 Bear Island Timberlands Company, in which a subsidiary of the Company also has a one-third limited partnership interest, was organized and acquired approximately 55,000 acres of Virginia woodlands; an additional 155,000 acres were acquired in 1989. These woodlands will supply a portion of the wood requirements of the Paper Company's mill. That mill produced approximately 215,000 tons of newsprint in 1989 when *The Washington Post* purchased approximately 20% of its newsprint requirements from Bear Island Paper Company.

In January 1989 the announced price (excluding discounts) of newsprint was approximately \$590 per ton. Since that time substantial discounting has occurred, although recently major suppliers have announced an increase to about \$620 per ton effective June 1, 1990. *The Post* believes it has adequate newsprint available through contracts with Bowater, Bear Island and its other suppliers. About 5% of *The Post's* current newsprint consumption consists of recycled newsprint and the use of recycled newsprint by *The Post* is expected to increase moderately through 1991.

In 1989 *The Herald* consumed approximately 5,500 tons of newsprint supplied by four different suppliers, the largest of which furnished about 42% of the newspaper's total requirements.

The domestic edition of *Newsweek* consumed 37,628 tons of paper in 1989, the bulk of which was purchased from seven major suppliers under long-term contracts at prevailing market prices. The current cost of body paper (the principal paper component of the magazine) is approximately \$930 per ton.

Over 90% of the aggregate domestic circulation of *Newsweek* is delivered by second class mail, and most subscriptions are solicited by either first or third class mail. Thus substantial increases in postal rates for these classes of mail may have a material adverse impact on *Newsweek's* operating income. On March 6 the U.S. Postal Service proposed a rate increase for all classes of mail averaging 19%. This proposal, which would take effect in February 1991 at the earliest, is subject to review by the Postal Rate Commission and then to approval by the Board of Governors of the U.S. Postal Service. If approved, this proposal would increase *Newsweek's* annual postage costs by approximately \$6 million. On the other hand, since advertising distributed by third class mail competes to some degree with newspaper advertising, the Company believes the increases in third class rates included in this proposal could have a positive impact on the advertising revenues of *The Washington Post* and *The Herald*, although the Company is unable to quantify the amount of such impact.

## Competition

*The Washington Post* is the only home-delivered morning paper published daily and on Sunday in Washington, D.C. Since 1982 *The Washington Times*, a weekday newspaper, has also been published in Washington, D.C. *The Post* also encounters competition in varying degrees from suburban newspapers, other nationally circulated newspapers and from television, radio, magazines and other advertising media, including direct mail advertising. *The Post* is distributed in suburban and outlying areas where it competes with newspapers published in a number of nearby counties, cities and towns. During the summer of 1988 a Canadian newspaper publishing company purchased a commercial printing firm in suburban Maryland, and according to several press accounts an executive of that

company has indicated it is considering publishing a weekday tabloid newspaper in the Washington, D.C. market. At this time the Company does not know whether such a newspaper will be published and cannot predict the extent to which such publication, if it does occur, might affect *The Post*.

*The Herald* circulates principally in Snohomish County, Washington; its chief competitors are the *Seattle Times* and the *Seattle Post-Intelligencer*, which are daily and Sunday newspapers published in Seattle and whose Snohomish County circulation is principally in the southwest portion of the county. Since 1983 the two Seattle newspapers have consolidated their business and production operations and combined their Sunday editions pursuant to a joint operating agreement, although they continue to publish separate daily newspapers. Although *The Herald's* principal circulation is in Snohomish County, it is also distributed in two other nearby counties (including King County where Seattle is located) in which its circulation is less than that of the Seattle newspapers. Numerous weekly and semi-weekly newspapers and shoppers are distributed in *The Herald's* principal circulation area.

According to figures compiled by Publishers' Information Bureau, Inc., of the 166 magazines reported on by the Bureau, *Newsweek* ranked seventh in total advertising revenues in 1989, when it received approximately 3.6% of all advertising revenues of the magazines included in the report. The magazine industry is highly competitive both within itself and with other advertising media which compete for audience and advertising revenue.

The Company's television stations compete for audiences and advertising revenues with television and radio stations and cable television systems serving the same or nearby areas and to a lesser degree with other advertising media such as newspapers and magazines. UHF stations are becoming increasingly competitive and cable television systems are expanding their operations in the Company's broadcast markets where they compete for television viewing in varying degrees by importing out-of-market television signals and by distributing pay-cable, advertiser-supported and other programming that is originated for cable systems. Some cable television programming services also compete with broadcast stations for exhibition rights to various syndicated programs and sports events. In addition, the FCC has tentatively concluded to recommend that Congress eliminate the telephone/cable cross-ownership ban contained in the Cable Communications Policy Act. The Company's television stations may also become subject to increased competition from low power television stations, multi-channel multi-point microwave distribution services, direct home reception of satellite program services, satellite master antenna systems (which can carry pay-cable and similar program material), and prerecorded video programming. Further, high definition and other improved television technologies are being developed which in the future may enhance the ability of cable television systems, direct satellite-to-home broadcasting, multi-point distribution services and prerecorded video programming to compete for viewers with local television broadcasting stations such as those owned by the Company.

Until they were amended in April 1985, the FCC's multiple ownership rules imposed a limit of five on the number of VHF television stations any one entity can own or control and a limit of seven on the total number of television stations, both UHF and VHF. The new FCC rules generally impose a limit of 12 on the total number of television stations any one entity can own or control, subject to a further limitation based on the percentage of national audience included within the stations' markets. The Company's experience since this rule change occurred does not provide a basis for predicting the long-term effects, if any, this change will have on the competitive environment in which the Company's television stations operate.

Cable television systems operate in a highly competitive environment. In addition to competing with the direct reception of television broadcast signals by the viewer's own antenna, such systems (like existing television stations) are subject to competition from other forms of television program delivery such as low power television stations, multi-channel multi-point microwave distribution services, direct home reception of satellite program services, satellite master antenna systems and prerecorded video programming.

The Company's publication, television and cable television interests could be adversely affected in various ways should telephone companies be permitted to distribute news, advertising or entertainment programming to home television sets through telephone system connections.

The Company's publications and television broadcasting and cable operations also compete for readers' and viewers' time with various other leisure-time activities.

The future of the Company's various business activities depends on a number of factors, including the general strength of the economy, population growth, technological innovations and new entertainment, news and information dissemination systems, overall advertising revenues, the relative efficiency of publishing and broadcasting compared to other forms of advertising and, particularly in the case of television broadcasting and cable operations, the extent and nature of government regulations.

### Executive Officers

The executive officers of the Company, each of whom is elected for a one-year term at the meeting of the Board of Directors immediately following the Annual Meeting of Stockholders held in May of each year, are as follows:

Katharine Graham, age 72, has been Chairman of the Board and Chief Executive Officer since 1973. She also served as President of the Company from 1963 to 1973 and from March to November 1977, and as Publisher of *The Washington Post* from 1969 through 1978.

Richard D. Simmons, age 55, has been President of the Company since September 1981. Prior to joining the Company Mr. Simmons was vice chairman of the board of The Dun & Bradstreet Corporation.

Joel Chaseman, age 64, has been a Vice President of the Company since 1973. He has also served as President of Post-Newsweek Stations, Inc. from 1973 until March 1988, and as its Chairman from March 1988 until December 1989.

Martin Cohen, age 58, is a Vice President of the Company; from 1975 to July 1987 he served as Vice President-Finance and Treasurer of the Company.

Diana M. Daniels, age 40, has been Vice President and General Counsel of the Company since November 1988; from January 1988 to November 1988 she served as General Counsel of the Company. Prior to that she had been Vice President and General Counsel of Newsweek, Inc. since 1979.

Donald E. Graham, age 44, is a Vice President of the Company and Publisher of *The Washington Post*, having occupied the latter position since January 1979.

John B. Morse, Jr., age 43, has been Vice President-Finance of the Company since November 1989. He joined the Company as Vice President and Controller in July 1989, and prior to that had been a partner of Price Waterhouse for more than five years.

Alan Spoon, age 38, is a Vice President of the Company; from July 1987 until November 1989 he was the Company's Vice President-Finance. In September 1989 he became President of Newsweek, Inc. and in January 1990 also assumed corporate responsibility for Post-Newsweek Stations, Inc. Mr. Spoon held several senior executive positions at *The Washington Post* from June 1984 to July 1987, and served as a Vice President of the Company responsible for strategic planning and corporate development from January 1982 to June 1984.

Howard E. Wall, age 60, has been a Vice President of the Company since May 1982 and in January 1986 also became President of the Company's Cable Television Division.

## Employees

The Company and its subsidiaries employ approximately 6,200 persons on a full-time basis.

*The Washington Post* has approximately 3,100 full-time employees. About 2,260 of *The Post's* full-time employees and 540 part-time employees are represented by one or another of nine unions. Collective bargaining agreements are currently in effect with locals of the following unions covering the full-time and part-time employees and expiring on the dates indicated: 1,400 employees in the editorial, newsroom and commercial departments represented by the Washington-Baltimore Newspaper Guild (July 10, 1994); 275 printers represented by the Columbia Typographical Union (September 30, 1990); approximately 160 paperhandlers and general workers represented by the Printing Specialty and Paper Products Union (March 31, 1995); 425 mailers and 220 mailroom helpers represented by the Washington Mailers' Union (February 16, 1991); 44 engineers, carpenters and painters represented by the International Union of Operating Engineers (February 28, 1991); 51 electricians and technical service employees represented by the International Brotherhood of Electrical Workers (August 14, 1994); 61 photoengravers-platemakers represented by the Graphic Arts International Union (February 19, 1994); and 120 building service employees represented by the Service Employees International Union (April 30, 1990). A new contract to replace an agreement which expired on January 15, 1990, is currently being negotiated with the International Association of Machinists, which represents 48 machinists.

Of the approximately 220 full-time and 170 part-time employees at *The Herald*, about 49 full-time and 44 part-time employees are represented by one or another of three unions. The newspaper's collective bargaining agreement with the Graphic Communications International Union, which represents press operators, will expire on January 15, 1992; its agreement with the Communications Workers of America, which represents printers, will expire on October 31, 1991; and its agreement with the International Brotherhood of Teamsters, which represents part-time bundle haulers, will expire on May 31, 1993.

Newsweek has approximately 1,085 full-time employees (including 210 full-time editorial staff members in New York), some of whom are represented by the New York Newspaper Guild under a collective bargaining agreement which expired in December 1989. A new contract with the Guild is currently being negotiated. Newsweek has never experienced a strike, although there have been occasional work stoppages by employees of some of its former independent printers which did not materially interfere with the publication of *Newsweek*.

The Company's broadcasting operations have approximately 675 full-time employees, of whom about 250 are union-represented. Of the 11 collective bargaining agreements covering union-represented employees, three which expired in 1989 are being renegotiated. Three collective bargaining agreements will expire in 1990.

The Company's Cable Television Division has approximately 800 full-time employees. Stanley H. Kaplan Educational Center Ltd. employs approximately 160 persons on a full-time basis (which number does not include administrators and instructors who are not employed by the Company). Robinson Terminal Warehouse Corporation (the Company's newsprint warehousing and distribution subsidiary) and Legi-Slate each has fewer than 100 employees. None of these units' employees is represented by a union.

### Item 2. Properties.

The Company owns the publishing plant and principal offices of *The Washington Post* in downtown Washington, D.C., including both a seven-story building in use since 1950 and a connected nine-story office building on contiguous property completed in 1972 in which are located the Company's principal

executive offices. In 1980 the Company completed construction of a satellite printing plant on 13 acres of land owned by the Company in Fairfax County, Virginia, and in September 1981 purchased the printing plant of the defunct *Washington Star* located in Southeast Washington, D.C. The Company owns an additional 10 acres of undeveloped land in Montgomery County, Maryland. The Company also owns a 34-acre tract of undeveloped land in Prince Georges County, Maryland, and a 39-acre tract of undeveloped land near Dulles Airport in Fairfax County, Virginia, each of which is suitable for the construction of facilities for the assembly and distribution of copies of *The Post* to suburban locations and for the construction of an additional satellite plant.

The Company also owns land on the corner of 15th and L Streets, N.W., in Washington, D.C., adjacent to *The Washington Post* plant and office building. The Company has leased this property under a long-term ground lease to The Prudential Insurance Company of America, which in 1982 completed construction of a new multi-story office building on the site. The Company rents two floors in this building. In 1987 the Company purchased a small office building on L Street which also is adjacent to *The Post's* downtown plant.

*The Herald* owns its plant and office building in Everett, Washington; completed in 1959, the building was expanded in 1968, 1980 and again in 1983, when a second press was installed. *The Herald* also owns two warehouses adjacent to its plant and a small office building in Lynnwood, Washington, from which it manages its south Snohomish County operations.

The principal offices of *Newsweek* are located in the Newsweek Building at 444 Madison Avenue in New York City, where Newsweek rents space on 18 floors. The leases on this space expire between 1994 and 1996 but are renewable for a 15-year period at Newsweek's option at rentals to be negotiated or arbitrated. Newsweek's accounting, production and distribution departments, and its subscription service and computer operations, are located in a facility Newsweek built in 1987 on a 16-acre tract in Mountain Lakes, New Jersey.

The headquarters offices of the Company's broadcasting operations are located in the same facilities in downtown Washington that house the Company's principal executive offices. Each of the Company's television stations operates in facilities owned by the Company.

The headquarters offices of the Cable Television Division are located in leased premises in Phoenix, Arizona. The majority of the offices and head-end facilities of the Division's individual cable systems are located in buildings owned by the Company. Substantially all the tower sites used by the Division are leased.

Robinson Terminal Warehouse Corporation owns two wharves and several warehouses in Alexandria, Virginia. These facilities are adjacent to the business district and occupy approximately seven acres of land. Robinson also owns a partially developed 18-acre tract in Fairfax County, Virginia, adjacent to *The Washington Post's* satellite printing plant, on which are located several warehouses.

Stanley H. Kaplan Educational Center Ltd. owns a six-story building located at 131 West 56th Street in New York City, which serves as the Manhattan Educational Center, and a one-story building in Brooklyn, New York, which houses Kaplan's printing and production facilities. Kaplan's headquarters offices are located at 810 Seventh Avenue in New York City, where Kaplan rents space on two floors under leases which expire between 1994 and 1998. All Kaplan educational centers outside of Manhattan occupy leased premises.

Legi-Slate's offices are located in leased premises in Washington, D.C.

### **Item 3. Legal Proceedings.**

The Company and its subsidiaries are parties to various civil lawsuits that have arisen in the

ordinary course of their businesses, including actions for libel and invasion of privacy. Management does not believe that any litigation pending against the Company will have a material adverse effect on its business or financial condition.

**Item 4. Submission of Matters to a Vote of Security Holders.**

Not applicable.

**PART II**

**Item 5. Market for the Registrant's Common Stock and Related Security Holder Matters.**

The information contained under the heading "Common Stock Prices and Dividends" in the Company's 1989 Annual Report to Stockholders, and the information relating to the payment of dividends contained in Note E to the Company's Consolidated Financial Statements appearing in such Annual Report, is incorporated herein by reference thereto.

**Item 6. Selected Financial Data.**

The information for the years 1985 through 1989 contained under the heading "Ten-Year Summary of Selected Historic and Pro Forma Financial Data" in the Company's 1989 Annual Report to Stockholders is incorporated herein by reference thereto.

**Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations.**

The information contained under the heading "Management's Discussion and Analysis of Results of Operations and Financial Condition" in the Company's 1989 Annual Report to Stockholders is incorporated herein by reference thereto.

**Item 8. Financial Statements and Supplementary Data.**

The Company's Consolidated Financial Statements together with the report of Price Waterhouse thereon appearing on pages 27 through 41 of the Company's 1989 Annual Report to Stockholders, including the information contained in Note M to said Consolidated Financial Statements titled "Summary of Quarterly Operating Results (Unaudited)," are incorporated herein by reference thereto.

**Item 9. Changes in and Disagreements with Accountants on Accounting and Financial Disclosure.**

Not applicable.

**PART III**

**Item 10. Directors and Executive Officers of the Registrant.**

The information contained under the heading "Executive Officers" in Item 1 hereof, and the information contained under the headings "Nominees for Election by Class A Stockholders" and "Nominees for Election by Class B Stockholders" in the definitive Proxy Statement for the Company's 1990 Annual Meeting of Stockholders, is incorporated herein by reference thereto.

**Item 11. Executive Compensation.**

The information contained in the first paragraph after the list of nominees under the heading

"Nominees for Election by Class B Stockholders" and under the heading "Executive Compensation" in the definitive Proxy Statement for the Company's 1990 Annual Meeting of Stockholders is incorporated herein by reference thereto.

**Item 12. Security Ownership of Certain Beneficial Owners and Management.**

The information contained under the heading "Stock Holdings of Certain Beneficial Owners and Management" in the definitive Proxy Statement for the Company's 1990 Annual Meeting of Stockholders is incorporated herein by reference thereto.

**Item 13. Certain Relationships and Related Transactions.**

The information contained under the caption "Certain Transactions" under the heading "Executive Compensation" in the definitive Proxy Statement for the Company's 1990 Annual Meeting of Stockholders is incorporated herein by reference thereto.

**PART IV**

**Item 14. Exhibits, Financial Statement Schedules, and Reports on Form 8-K.**

**(a) The following documents are filed as part of this report:**

**(i) *Financial Statements***

As listed in the index to financial statements on page 17 hereof.

**(ii) *Exhibits***

As listed in the index to exhibits on page 23 hereof.

**(b) Reports on Form 8-K.**

No reports on Form 8-K were filed during the last quarter of the period covered by this report.



## SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized, on March 26, 1990.

THE WASHINGTON POST COMPANY  
(Registrant)

By John B. Morse, Jr.  
John B. Morse, Jr.  
Vice President-Finance

Pursuant to the requirements of the Securities Exchange Act of 1934, this report has been signed below by the following persons on behalf of the Registrant and in the capacities indicated on March 26, 1990:

Katharine Graham	Chairman of the Board (Principal Executive Officer) and Director
Richard D. Simmons	President and Director
John B. Morse, Jr.	Vice President-Finance (Principal Financial and Accounting Officer)
James E. Burke	Director
Martin Cohen	Director
George J. Gillespie, III	Director
Ralph E. Gomory	Director
Donald E. Graham	Director
Nicholas deB. Katzenbach	Director
Donald R. Keough	Director
Anthony J. F. O'Reilly	Director
Barbara Scott Preiskel	Director
William J. Ruane	Director
George W. Wilson	Director

By John B. Morse, Jr.  
John B. Morse, Jr.  
Attorney-in-Fact

An original power of attorney authorizing Katharine Graham, Richard D. Simmons, Martin Cohen and John B. Morse, Jr., and each of them, to sign all reports required to be filed by the Registrant pursuant to the Securities Exchange Act of 1934 on behalf of the above-named directors and officers has been filed with the Securities and Exchange Commission.

## INDEX TO FINANCIAL STATEMENTS

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### THE WASHINGTON POST COMPANY

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Consolidated Balance Sheets at December 31, 1989 and January 1, 1989 .....	*
Consolidated Statements of Income for the Three Fiscal Years Ended December 31, 1989 .....	*
Consolidated Statements of Changes in Shareholders' Equity for the Three Fiscal Years Ended December 31, 1989 .....	*
Consolidated Statements of Cash Flows for the Three Fiscal Years Ended December 31, 1989 .....	*
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\* Incorporated by reference to the Company's 1989 Annual Report to Stockholders. See Item 8 of this report on Form 10-K.

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All other schedules have been omitted either because they are not applicable or because the required information is included in the consolidated financial statements or the notes thereto referred to above.

**REPORT OF INDEPENDENT ACCOUNTANTS ON  
FINANCIAL STATEMENT SCHEDULES**

To The Board of Directors  
The Washington Post Company

Our audits of the consolidated financial statements referred to in our report dated February 6, 1990 appearing on page 41 of the 1989 Annual Report to Stockholders of The Washington Post Company (which report and consolidated financial statements are incorporated by reference in this Annual Report on Form 10-K) also included an audit of the Financial Statement Schedules appearing on pages 19 through 22 of this Form 10-K. In our opinion, these Financial Statement Schedules present fairly, in all material respects, the information set forth therein when read in conjunction with the related consolidated financial statements.

**PRICE WATERHOUSE**

Washington, D.C.  
February 6, 1990

**THE WASHINGTON POST COMPANY**  
**SCHEDULE V—PROPERTY, PLANT AND EQUIPMENT**

Column A	Column B	Column C	Column D	Column E	Column F
Classification	Balance at beginning of period	Additions at cost	Retirements	Other changes add (deduct)	Balance at end of period
<b>Year Ended January 3, 1988</b>					
<b>Plant Assets</b>					
Machinery, equipment and fixtures ...	\$344,950,000	\$ 9,890,000	\$ 6,724,000	\$ 39,639,000 (A)	\$387,755,000
Leasehold improvements.....	28,334,000	1,311,000	3,159,000	139,000 (B)	26,625,000
Buildings.....	107,128,000	1,756,000	201,000	17,331,000 (C)	126,014,000
Construction in progress.....	16,531,000	59,412,000	207,000	(59,373,000)(D)	16,363,000
Land.....	21,812,000	1,527,000	86,000	390,000 (E)	23,643,000
	<u>518,755,000</u>	<u>73,896,000</u>	<u>10,377,000</u>	<u>(1,874,000)</u>	<u>580,400,000</u>
<b>Other Assets</b>					
Buildings.....	368,000				368,000
Land.....	2,483,000	9,650,000		746,000 (F)	12,879,000
	<u>2,851,000</u>	<u>9,650,000</u>		<u>746,000</u>	<u>13,247,000</u>
	<u>\$521,606,000</u>	<u>\$83,546,000</u>	<u>\$10,377,000</u>	<u>\$ (1,128,000)</u>	<u>\$593,647,000</u>
<b>Year Ended January 1, 1989</b>					
<b>Plant Assets</b>					
Machinery, equipment and fixtures ...	\$387,755,000	\$ 8,616,000	\$7,312,000	\$ 11,733,000 (G)	\$400,792,000
Leasehold improvements.....	26,625,000	200,000	466,000	(98,000)(H)	26,261,000
Buildings.....	126,014,000	1,005,000	161,000	(986,000) (I)	125,872,000
Construction in progress.....	16,363,000	47,261,000		(42,473,000) (J)	21,151,000
Land.....	23,643,000	1,638,000		(2,775,000) (K)	22,506,000
	<u>580,400,000</u>	<u>58,720,000</u>	<u>7,939,000</u>	<u>(34,599,000)</u>	<u>596,560,000</u>
<b>Other Assets</b>					
Buildings.....	368,000	15,000		1,369,000 (L)	1,752,000
Land.....	12,879,000	15,000		573,000 (L)	13,467,000
	<u>13,247,000</u>	<u>30,000</u>		<u>1,942,000</u>	<u>15,219,000</u>
	<u>\$593,647,000</u>	<u>\$58,750,000</u>	<u>\$ 7,939,000</u>	<u>\$(32,657,000)</u>	<u>\$611,801,000</u>
<b>Year Ended December 31, 1989</b>					
<b>Plant Assets</b>					
Machinery, equipment and fixtures ...	\$400,792,000	\$ 7,783,000	\$ 9,189,000	\$ 39,526,000 (B)	\$438,912,000
Leasehold improvements.....	26,261,000	532,000	717,000	1,709,000 (B)	27,785,000
Buildings.....	125,872,000	665,000	458,000	2,456,000 (B)	128,535,000
Construction in progress.....	21,151,000	71,700,000		(56,584,000)(M)	36,267,000
Land.....	22,506,000	136,000	113,000	765,000 (N)	23,294,000
	<u>596,582,000</u>	<u>80,816,000</u>	<u>10,477,000</u>	<u>(12,128,000)</u>	<u>654,793,000</u>
<b>Other Assets</b>					
Buildings.....	1,752,000				1,752,000
Land.....	13,467,000			11,995,000 (O)	25,462,000
	<u>15,219,000</u>			<u>11,995,000</u>	<u>27,214,000</u>
	<u>\$611,801,000</u>	<u>\$80,816,000</u>	<u>\$10,477,000</u>	<u>\$ (133,000)</u>	<u>\$682,007,000</u>

(A) Includes \$44,121,000 of completed construction transferred from related accounts, \$4,330,000 reclassified to buildings and \$152,000 related to reversals of prior year capitalizations.

(B) Consists of completed construction transferred from related accounts.

(C) Includes \$13,309,000 of completed construction transferred from related accounts, \$4,330,000 reclassified from machinery, equipment and fixtures, and \$308,000 reclassified to land.

(D) Includes \$58,429,000 of completed construction transferred to related accounts and \$944,000 related to reversals of prior year capitalizations.

(E) Includes \$317,000 reclassified from construction in progress, \$308,000 reclassified from buildings, \$203,000 transferred to non-operating property, and \$32,000 related to reversals of prior year capitalization.

(F) Includes \$543,000 transferred from construction in progress and \$203,000 transferred from land.

(G) Includes \$32,079,000 of completed construction transferred from related accounts and \$20,346,000 of assets of cellular subsidiary sold.

(H) Includes \$1,439,000 of assets of cellular subsidiary sold and \$1,341,000 of completed construction transferred from related accounts.

(I) Includes \$5,049,000 of assets of cellular subsidiary sold, \$2,993,000 of completed construction transferred from related accounts and \$1,070,000 reclassified from land.

(J) Includes \$38,386,000 of completed construction transferred to related accounts, \$4,051,000 of assets of cellular subsidiary sold and \$36,000 related to reversals of prior year capitalizations.

(K) Includes \$1,735,000 of assets of cellular subsidiary sold, \$1,071,000 reclassified to buildings and \$31,000 reclassified from construction in progress.

(L) Consists of non-operating property transferred from construction in progress.

(M) Includes \$43,970,000 of completed construction transferred to related accounts and \$12,614,000 transferred to non-operating property.

(N) Includes \$619,000 transferred from non-operating property and \$146,000 reclassified from construction in progress.

(O) Includes \$12,614,000 transferred from operating property and \$619,000 transferred to operating property.

SCHEDULE VI

THE WASHINGTON POST COMPANY  
 SCHEDULE VI—ACCUMULATED DEPRECIATION AND  
 AMORTIZATION OF PROPERTY, PLANT AND EQUIPMENT

Column A	Column B	Column C	Column D	Column E	Column F
Description	Balance at beginning of period	Additions		Other changes	Balance at end of period
		Charged to costs and expenses	Retirements		
Year Ended January 3, 1988					
Plant Assets					
Machinery, equipment and fixtures ...	\$135,398,000	\$36,946,000	\$5,416,000	\$ (89,000)(A)	\$166,839,000
Leasehold improvements.....	8,953,000	2,098,000	3,183,000	20,000 (A)	7,888,000
Buildings.....	<u>30,702,000</u>	<u>3,874,000</u>	<u>52,000</u>	<u>69,000 (A)</u>	<u>34,593,000</u>
	<u>175,053,000</u>	<u>42,918,000</u>	<u>8,651,000</u>		<u>209,320,000</u>
Other Assets					
Buildings.....	<u>247,000</u>	<u>37,000</u>			<u>284,000</u>
	<u>\$175,300,000</u>	<u>\$42,955,000</u>	<u>\$8,651,000</u>	<u>\$</u>	<u>\$209,604,000</u>
Year Ended January 1, 1989					
Plant Assets					
Machinery, equipment and fixtures ...	\$166,839,000	\$39,126,000	\$6,639,000	\$(2,671,000)(B)	\$196,655,000
Leasehold improvements.....	7,888,000	1,878,000	391,000	(145,000)(B)	9,230,000
Buildings.....	<u>34,593,000</u>	<u>4,313,000</u>	<u>102,000</u>	<u>(220,000)(B)</u>	<u>38,584,000</u>
	<u>209,320,000</u>	<u>45,317,000</u>	<u>7,132,000</u>	<u>(3,036,000)</u>	<u>244,469,000</u>
Other Assets					
Buildings.....	<u>284,000</u>	<u>67,000</u>			<u>351,000</u>
	<u>\$209,604,000</u>	<u>\$45,384,000</u>	<u>\$7,132,000</u>	<u>\$(3,036,000)</u>	<u>\$244,820,000</u>
Year Ended December 31, 1989					
Plant Assets					
Machinery, equipment and fixtures ...	\$196,655,000	\$42,180,000	\$8,233,000	\$ (56,000)(A)	\$230,546,000
Leasehold improvements.....	9,230,000	1,989,000	572,000		10,647,000
Buildings.....	<u>38,584,000</u>	<u>4,587,000</u>	<u>358,000</u>	<u>190,000 (C)</u>	<u>43,003,000</u>
	<u>244,469,000</u>	<u>48,756,000</u>	<u>9,163,000</u>	<u>134,000</u>	<u>284,196,000</u>
Other Assets					
Buildings.....	<u>351,000</u>	<u>140,000</u>			<u>491,000</u>
	<u>\$244,820,000</u>	<u>\$48,896,000</u>	<u>\$9,163,000</u>	<u>\$ 134,000</u>	<u>\$284,687,000</u>

(A) Relates to reclassification of prior year additions.

(B) Relates to assets of cellular subsidiary sold.

(C) Includes \$134,000 adjustment to net realizable value and \$56,000 reclassification of prior year additions.

SCHEDULE VIII

THE WASHINGTON POST COMPANY  
 SCHEDULE VIII-VALUATION ACCOUNTS AND RESERVES

Column A	Column B	Column C	Column D	Column E
Description	Balance at beginning of period	Additions - Charged to costs and expenses	Deductions	Balance at end of period
Year Ended January 3, 1988				
Allowance for doubtful accounts and returns .....	\$20,143,000	\$36,429,000	\$35,294,000	\$21,278,000
Allowance for advertising rate adjustments and discounts	<u>5,424,000</u>	<u>10,610,000</u>	<u>10,384,000</u>	<u>5,650,000</u>
	<u>\$25,567,000</u>	<u>\$47,039,000</u>	<u>\$45,678,000</u>	<u>\$26,928,000</u>
Year Ended January 1, 1989				
Allowance for doubtful accounts and returns .....	\$21,278,000	\$31,709,000	\$32,030,000	\$20,957,000
Allowance for advertising rate adjustments and discounts	<u>5,650,000</u>	<u>8,393,000</u>	<u>5,633,000</u>	<u>8,410,000</u>
	<u>\$26,928,000</u>	<u>\$40,102,000</u>	<u>\$37,663,000</u>	<u>\$29,367,000</u>
Year Ended December 31, 1989				
Allowance for doubtful accounts and returns .....	\$20,957,000	\$30,172,000	\$28,382,000	\$22,747,000
Allowance for advertising rate adjustments and discounts	<u>8,410,000</u>	<u>7,410,000</u>	<u>10,633,000</u>	<u>5,187,000</u>
	<u>\$29,367,000</u>	<u>\$37,582,000</u>	<u>\$39,015,000</u>	<u>\$27,934,000</u>

**THE WASHINGTON POST COMPANY**  
**SCHEDULE X—SUPPLEMENTARY INCOME STATEMENT INFORMATION**

Column A	Column B		
Description	Charged to costs and expenses year ended		
	January 3, 1988	January 1, 1989	December 31, 1989
Maintenance and repairs .....	\$ 9,350,000	\$10,917,000	\$12,019,000
Amortization of goodwill and other intangibles .....	12,731,000	13,602,000	13,695,000
Taxes other than payroll and income taxes .....	12,484,000	13,793,000	14,789,000
Royalties, primarily amortization of film rights .....	20,347,000	31,199,000	25,620,000
Advertising.....	11,981,000	12,137,000	11,557,000

## INDEX TO EXHIBITS

<u>Exhibit Number</u>	<u>Description</u>
3.1 ---	Certificate of Incorporation of the Company as amended through May 12, 1988 (incorporated by reference to Exhibit 3 to the Company's Current Report on Form 8-K dated May 12, 1988).
3.2 ---	By-Laws of the Company as amended to June 8, 1971 (incorporated by reference to Exhibit 3.4 to Registration Statement No. 2-40389).  In accordance with Item 601(b)(4)(iii)(A) of Regulation S-K, the Company hereby agrees to furnish to the Securities and Exchange Commission upon request a copy of any instrument defining the rights of holders of long-term debt of the Company or any subsidiary which is not required to be filed herewith because the total amount of securities authorized thereunder does not exceed 10 percent of the total consolidated assets of the Company.
10.1 ---	The Washington Post Company Annual Incentive Compensation Plan (adopted January 9, 1974) as amended through January 4, 1982 (incorporated by reference to Exhibit 10.10 to the Company's Annual Report on Form 10-K for the fiscal year ended January 3, 1982).
10.2 ---	The Washington Post Company Long-Term Incentive Compensation Plan (adopted December 11, 1981) (incorporated by reference to Exhibit 10.11 to the Company's Annual Report on Form 10-K for the fiscal year ended January 3, 1982).
10.3 ---	Amendment No. 1 (adopted July 14, 1988) to The Washington Post Company Long-Term Incentive Compensation Plan (incorporated by reference to Exhibit 10.3 to the Company's Annual Report on Form 10-K for the fiscal year ended January 1, 1989).
10.4 ---	The Washington Post Company Stock Option Plan (adopted June 11, 1971) as amended through July 11, 1981, and forms of non-qualified and incentive stock options (incorporated by reference to Exhibit 10.12 to the Company's Annual Report on Form 10-K for the fiscal year ended January 3, 1982).
10.5 ---	The Washington Post Company Supplemental Executive Retirement Plan (adopted March 9, 1989) (incorporated by reference to Exhibit 10.5 to the Company's Annual Report on Form 10-K for the fiscal year ended January 1, 1989).
11 ---	Calculation of earnings per share of common stock.
13 ---	The Company's 1989 Annual Report to Stockholders (furnished for the information of the Securities and Exchange Commission only and not to be deemed filed as part of this Annual Report on Form 10-K except for the portions thereof which are specifically incorporated herein by reference).
22 ---	List of subsidiaries of the Company.
24 ---	Consent of independent accountants.
25 ---	Power of attorney dated January 11, 1990.