

THE ECONOMIC CLUB

O F W A S H I N G T O N, D. C.

**Excerpts from the Signature Event featuring Katharine Weymouth and Martin Baron,
Publisher and CEO and Executive Editor, The Washington Post**

May 2, 2013

“ . . . we are a mission-driven business. My family has always firmly believed that good journalism and good business go hand-in-hand. What people don't really realize is that we never really got paid for the news. We got paid for the bundle and the distribution . . . If you were an advertiser and you wanted to reach Washington . . . you were basically going to buy the Post. It was the most effective way to reach Washington – and it still is. . .” ~ *Katharine Weymouth, Publisher and CEO, The Washington Post*

“ . . . we produce, I think, the best news and analysis in the country. And that matters to people. In this age, where we're all flooded with information, much of which we don't know how well we can trust it or not, we're making a bet and we believe that quality matters more than ever. People come to us when they want to understand a news event, what it means, how's it going to affect my life. We still have the number one penetration of any major metro in the country . . .” ~ *Katharine Weymouth, Publisher and CEO, The Washington Post*