

Style Invitational

BY PAT MYERS

Report from Week 980

in which we listed a set of nifty neologisms that Losers had created in Week 976 by combining two words, but hadn't accompanied with very nifty definitions. Sure enough, crowdsourcing produced more niftiness. Lots of Losers thought that "ego-fast" was the perfect moniker for Usain Bolt, not just because both words apply so well to him, but also since it works phonetically.



Nixotica: Pictures of Pat in short sleeves. (Paul Burnham, Gainesville)

2 Winner of the Stress Relief Kitty: Punfail: A wan-liner! Or a sinking quip! Or a snortcoming! How about a wisecreak? Wait, I know, how about . . . (Tom Witte, Montgomery Village)

3 Egoperate: To take someone down a peg or two. "He was going around the bar like he was God's gift to women, so Jill had to egoperate on him." (Jon Reiser, Hilton, N.Y.)

4 We-cation: A trip without golf clubs. (Ward Kay, Vienna)

Cut coiners: Honorable mentions

Mentra: Ommm-plate, ommm-fries, ommm-brew . . . (Barry Koch, Catlett, Va.; Jeff Contompasis, Ashburn)

Beemen: An interjection said when you don't really agree with a statement. "The Redskins have a shot this year? Beemen to that, brother." (Bird Waring, Larchmont, N.Y.)

Beerate: To give an alcohol-inspired analysis of another's character. "Jones, who no longer works here, soundly beerated the boss at yesterday's happy hour." (Rob Huffman, Fredericksburg)

Prevolving: P-revolving: How Oliver and Orville write their names in the snow. (Laurie Brink, Cleveland, Mo.)

biPod: MP3 player that also comes with a headphone jill. (Kevin Dopart, Washington)

Bipod: A school of whales that swim both ways. (Chris Doyle, Ponder, Tex.)

Egofast: To spend a weekend thinking only of others. My egofast is the keystone of my Spiritual Actualization regimen; I'm really growing as a person and realizing some of my greatest personal development. Now that I have rebalanced my chakras . . . (Kevin d'Eustachio, Greenbelt)

Frankenfriendly: Having a "nice personality." (Zadoc-Lee Kekuewa, Springfield, a First Offender)

Frankenfriendly: Pertaining to cosmetic surgeons who will obligingly give you as many procedures as you want. "Joan Rivers must have a very frankenfriendly doctor." (Bruce Niedt, Cherry Hill, N.J.)

Frankenfriendly: Said of people who are good enough, and smart enough, and doggone it, their heads are bolted on right. (Pie Snelson, Silver

Spring; Edmund Conti, Raleigh)

Diffecation: The strangely disconcerting act of going number two in someone else's bathroom. "It was only our second date, so there was no diffecation until I got home." (David Genser, Poway, Calif.)

Harpoonerisms: Salty word inversions, such as "Doby Mick ticked his flail and bapsized the coat." (Gary Crockett, Chevy Chase)

Hyphoon: An unending stream of TV commercials: "Oh no, not another political-ad hyphoon right in the middle of 'NCIS'!" (Brian Allgar, Paris)

Ignorent: Having lots of "available space" on your "top floor." (Beverley Sharp, Montgomery, Ala.)

Ignor-ENT: The doctor you see when you have a lot of fluff between your ears. (Jennifer Cohen, Bethesda)

Manese: A dialect of the English language featuring such inexplicable expressions as "that's what SHE said." (Anne Paulin, Gaithersburg, a First Offender)

Mentra: The society for guys who only know one good story. (Russ Taylor, Vienna)

Losery: A failed winery. (Jon Reiser)

Losery: The back page of the Sunday Style section, where the Invitational appears. "Paul and Ringo were secretly pleased to see the Rolling Stones review exiled to the Losery on their 50th anniversary." (Paul Burnham)

Losery: Almost funny enough for ink. "Folse's entries are losery, but not quite magnetic." (John Folse, Bryans Road, Md.)

See more "reologisms" in the online Week 983 at wapo.st/StyleInv.

Still running — deadline Monday night — is Week 982, our song parody contest. See wapo.st/invite982



BOB STAAKE FOR THE WASHINGTON POST

THIS WEEK'S CONTEST

Week 983: Limerixicon IX

If something you do is ERRONEOUS, It's wrong, or unwise, or baloneyous. In this poem you'll find Two examples in kind: I am using two words that are phonyous.

We ran a limerick contest a couple of months ago — it was to sum up a book, movie or TV show — but that can't put off our annual August visit to Oedilf.com, the Omnificent English Dictionary in Limerick Form. Since 2004, when it started with A, Chris J. Strolin and his anapestic acolytes have supplied more than 75,000 limericks, each illustrating a particular word or term. Last year at this time, OEDILF was working on the beginning of the E's; now we're all the way up to . . . **This week: Supply a humorous limerick significantly featuring any English word, name or term beginning with the letters "eq-" through "ez-,"** as in the example above by the ever-obliging Style Invitational fan Gene Weingarten. See wapo.st/limrules for our fairly strict rules on limerick rhyme and meter, and see Oedilf.com for submitting limericks there after this contest is over.

Winner gets the Inkin' Memorial, the bobblehead that is the official Style Invitational trophy. Second place receives a set of 19 rotting-zombie Mirror Clings, various stickers of oozing brains, empty eyeballs, spouting blood, etc. The idea is that you stand in the mirror and can pretend to be a zombie without actually going through the procedure. Donated by the in-no-way-undead Nan Reiner.

Other runners-up win their choice of a coveted Style Invitational Loser T-shirt, a yearned-for Loser Mug or the ardently desired Grossery Bag. Honorable mentions get a lusted-after Loser magnet. First Offenders get a smelly, tree-shaped air "freshener" (Fir Stink for their first ink). E-mail entries to losers@washpost.com or fax to 202-334-4312. Deadline is Monday, Aug. 20; results published Sept. 9 (online Sept. 7). No more than 25 entries per entrant per week. Include "Week 983" in your e-mail subject line or it might be ignored as spam. Include your real name, postal address and phone number with your entry. See contest rules and guidelines at wapo.st/inviterules. The subhead for this week's honorable mentions is by Kevin Dopart. Join the lively Style Invitational Devotees group on Facebook at on.fb.me/invdev.

STYLE CONVERSATIONAL Have a question for the Empress or want to talk to some real Losers? Join us at washingtonpost.com/stylconversational.

THE MEDIA

U.S. newsstand magazine sales continue slide in 2012

ASSOCIATED PRESS

Single-copy sales of U.S. magazines fell nearly 10 percent in the first half of 2012, a troubling sign for publishers that suggests that Americans are still being careful about discretionary spending.

The Audit Bureau of Circulations said last week that overall circulation, including subscriptions, was just about flat from a year earlier. But single-copy sales, which are watched more closely because publishers make

more money from them, continued to fall. Subscriptions are typically sold at a discount so publishers can increase their circulation and attract advertisers.

The industry group said single-copy sales at newsstands and other retailers totaled 26.4 million in the first six months of 2012. That's down from 29.1 million in the same period last year.

Cosmopolitan was still the top-selling magazine at newsstands, but its sales fell nearly 16 percent, to 1.4 million. Most of the top 25 best-selling magazines saw their

sales decline. Family Circle and Woman's Day were among the exceptions. Weight Watchers magazine saw the biggest sales decline, nearly 28 percent, to 325,950 copies, in the first six months of the year.

Total circulation, which includes digital sales such as issues sold for the iPad, was just about flat at 297.1 million. Paid subscriptions grew 1 percent, to 260 million from 257.2 million.

Magazine sales have been declining because people are more careful about spending in an un-

-16%

Cosmopolitan sales loss in the first half of 2012, as compared with the same period in 2011

-28%

Weight Watchers sales loss in the first half of 2012, as compared with the same period in 2011

certain economy and because of the proliferation of free content on the Web, sometimes from the magazines themselves.

The Audit Bureau also released, for the first time, the top 25 best-selling digital replica magazines. These are digital versions of print magazines that contain the same content and advertising as their paper counterparts. Game Informer was by far the highest-circulation digital replica magazine, with 1.2 million copies. Maxim was No. 2 with 284,824.