

Lancaster Farming goes to press



Lancaster Farming Editor Curt Harler is hard at work in the newsroom.



Assisting with the news coverage are Dick Anglestein, Debbie Koontz, and Sheila Miller, right.



Circulation for the paper is computerized. Here, Doris Donmoyer updates the computer printout of subscribers to the paper.



Advertising Salesman Don Campbell checks proofs on ads to be run in the current week's issue.

LITITZ — What's it take to get Lancaster Farming's 164 pages to 38,000 readers in 42 states, including Alaska and Hawaii, in just one week's time?

Take a tour of our production process from start to finish.

You'll get a glimpse of the staff which gets the latest news and market reports to your mailbox every Saturday. And, we'll try to explain briefly the fast-paced job of meeting deadlines and organizing all that information into newsprint for you.

When does one issue of Lancaster Farming begin and another end? Never — because even before one issue goes to press, the next issue of the paper has been born.

Basically, the paper can be broken down into two major categories: advertising and editorial.

In the newsroom at the Lititz office, Editor Curt Harler is the hub of the hustle-bustle. He sifts through incoming copy and news tips, farming some of the work out to his staff of writers.

Assisting Harler with the never-ending task of getting the news are Sheila Miller, Dick Anglestein, and Debbie Koontz.

This full-time staff is found out in the field, at the show, — wherever things are happening in our primary distribution areas, the ag communities of Pennsylvania, New Jersey, Delaware and Maryland. With notebook and camera in hand, they get the news and then head for the office to knock out their stories on mini-disk terminals (like you see on television's Lou Grant show).

Instead of being typed on paper, an article is typed into the terminal and appears on a screen where additions and deletions are made to the story. When it is all ready to go, a button is pushed and the story is entered on a 5-inch computer disk. The disk then leaves the newsroom for the 'back shop' to be processed and transformed into actual copy.

Out in the field a staff of correspondents cover news as it breaks in their home county. Correspondents rarely come to the office. Their film and typewritten copy is sent into the office in Lititz and processed.

Many of the correspondents have been writing for Lancaster

Farming for a number of years, while others have just recently joined the team.

Readers have sympathized and identified with York Countian Joyce Bupp's weekly column, On Being a Farm Wife and Other Hazards for nearly five years. And Lancaster Countian Ida Risser, author of Ida's Notebook, recently celebrated her tenth year with the paper. She also compiles the popular sales reports. Sally Bair, also from Lancaster County, has been writing for the paper for over seven years.

Others presently serving as correspondents are: Mary Myers, Adams County; Laurel Shaeffer, Berks County; Jane Bresee, Bradford County; Ruth Ann Benedict, Franklin County; Susan Kauffman, Lancaster County; Vivian Paul, Northampton County; and Patricia Greek, York County.

Now, step across the hall into the advertising department. All of the ads that appear in each week's issue are developed and created through the efforts of a number of people.

On-the-go Jay Miller is the paper's advertising sales director. Popping in and out of the office, Jay is on the road most of the time, picking up ads.

Also in the advertising sales department is Don Campbell.

What about classified ads and mailbox markets? Those pages upon pages of 'For Sale', 'Wanted', and other reader ads are handled by three young women each and every week.

For three years, Joanne Rosenquist and Lynn Kopf have been helping readers market their goods through column after column of classifieds. Amy Howe is a more recent addition to the staff.

They are assisted by Roberta Roberts and Karen Risser in this enormous task.

They handle the display ads and public sale notices that are sent in through the mail or called in over the telephone. The trio also is responsible for sending bills to readers and advertisers.

The person in charge of subscriptions is Doris Donmoyer, who also pinch-hits in advertising when she can.

Both news and advertising material go through the back shop



Handling the classifieds, mailbox markets, public sales, and ads called in or mailed into Lancaster Farming are Amy Howe, left, Joanne Rosenquist, center, and Lynn Kopf.