



Irene Mees

Getting advertising to fill the pages of The Battalion is a full- or part-time job for many people. The students and staff who work for student publication often hustle for work 30 or 40 hours a week to get the ads and design them in time for publication.

The money comes from advertising

by Ronnie Crocker

Battalion reporter

They don't write the stories, they don't edit the copy and they don't get their names in the by-lines — but they are vital to The Battalion. They are the advertising staff.

Assistant advertising manager Diane Mueck is one of two full-time employees of the department. She and manager Polly Patrenella head a staff of five student sales representatives.

Those students are assigned a certain section of the Bryan-College Station area and are responsible for soliciting advertising from the businesses in that area.

Judy Moore, a senior journalism major, is one of five sales representatives. She is responsible for about 50 businesses in Northgate and in Bryan.

On a typical day, Moore gets to the office at about 1 p.m. and spends an hour calling local businesses to find out whether they are interested in placing any ads that week.

From about 2 p.m. until 4 p.m. she visits clients, getting ads and soliciting new business. She then returns to the office to design and lay out the ads, which will be sent to the printer the next morning.

Some businesses design their own ads, but Moore said she de-



Cindy Lyons

Polly Patrenella

signs about three-fourths of all the ads she collects. The deadline for turning in ads is two days prior to publication.

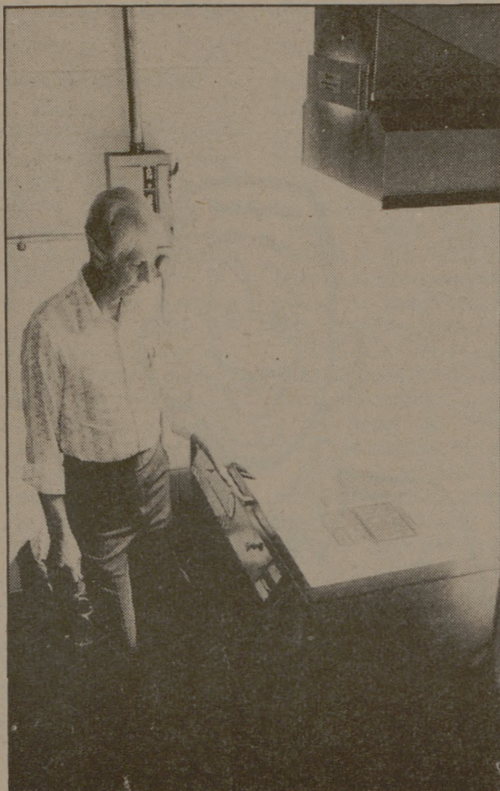
When the ads for a certain issue are turned in, Meuck and Patrenella add up the total number of column inches and use this to determine the size of the paper for that day.

Patrenella then places the ads on each page, leaving the rest of the space in the paper for stories.

Moore said she sells between 100 and 175 column inches of advertising for each issue.

Those inches usually compose more than 50 percent of the The Battalion's content.

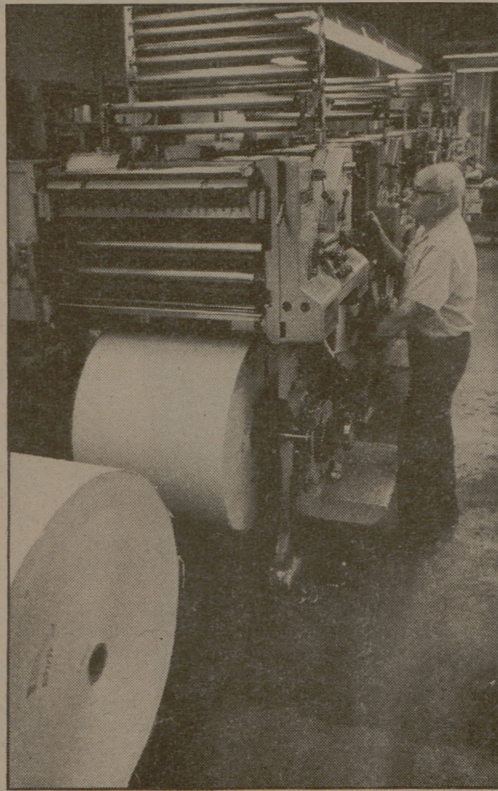
PLATE PRODUCTION



Bill Schulze

Before The Battalion can be printed, metal plates must be made that are negatives of the paste-up layouts. Harvey Loesch uses an arch light to shoot the negative. This process is the last area of production in which corrections can be made.

PRINTING



Bill Schulze

The Battalion is printed on an offset press. The metal plate never touches the paper, instead an inked blanket makes the imprint. Bob Evins helps produce over 23,000 Battalions each day of scheduled production.

DISTRIBUTION



Bill Schulze

Cliff Schautteet, a business analysis major, works for the Department of Student Publications. Part of his job includes delivering the daily Battalion to the distribution boxes located around campus. This is the last step to the production of the paper.