Six Keys to Radio Jobs

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To The Home Economist
A Graduate Offers...

Six Keys to Radio Jobs

by Mary Lawton Wright

Every girl who looks with longing eyes toward the field of radio wishes she had a magic key with which to unlock the gates, for she is confident that, once inside, she would be in fairyland. But “being in radio” doesn’t mean a life of roses and leisure, or of formal dinners with radio celebrities every evening. No, indeed, work is the one thing you are sure to find each day—enough to keep you busy full time and often over time.

If these preliminaries haven’t been too discouraging, the questions uppermost in your mind, no doubt are these: What qualifications do I need to possess to fit me, a home economist, for radio? If I attain these qualifications what are my chances for obtaining a position?

Suppose we consider first the opportunities open in radio for the home economics trained woman. The chief types of positions are: director of women’s programs or her assistant; home advisor; writer of continuity and commercial copy for food and other household products, either directly for a radio station or for an advertising agency; and free lance radio speaker on homemaking and closely related subjects. Besides these positions which are perhaps best filled by the home economist, there are the other positions in radio filled by women which are not closely allied to the home economics trained woman. Chie, these are the program director, station manager, musicians, singers, actresses and announcers. A great many women with talent have found an opening widening into broadcasting by accepting routine jobs such as hostess, stenographer and filing clerk. However, the more ambitious person will accept such a position only as a last resort.

The field of home economics in radio, while comparatively small, is by no means saturated. At present there are 619 radio stations in the country, including those operated by state colleges. No census has been made as to the number of these which have home economists in charge of the women’s program. The number of large stations is limited but there are numerous small stations, many of which are just beginning to realize the value of a women’s program, conducted by a home economist who is able to give authentic information on homemaking to its listeners. There are other stations which are large enough to support home making programs which do not have them probably because they have not been approached by a home economist who could sell them the idea.

In the maze of qualifications desirable for actual broadcasting, three attributes stand out as most important:

First, authentic material which is of interest and help to the homemaker, not only on food but on all homemaking problems—clothing, home management, child care, child training, citizenship, health, ad infinitum; second, ability to write this material in such a way that you will arouse and keep the interest of the listener; third, a pleasing voice and radio personality, coupled with a feeling of ease before the microphone.

Part of this comes with training and experience, although a portion of it is due to an inherent trait. Naturalness of speech, without loss of a certain amount of formality, is the goal for which one should seek, according to experienced critics. Full, round tones, clear enunciation and good inflection, without the handicap of colloquial accent are further speech ideals toward which to strive.

Many girls who have radio as a goal will find it necessary to create a position for themselves. How? Write several types of programs, submit them, together with your personal qualifications, to the program manager of the station you prefer and ask for an audition. You may get one soon; you may not get one at all. If you are not granted an interview within a reasonable length of time, try another station. If you are in doubt about the quality of your voice over a microphone, secure an audition through a broadcasting school. Such an audition is nominal in price and includes advice by a voice teacher experienced in radio technique. This done, your real job is that of selling your idea to a station which has never had a similar program. But it can be done.

At the risk of a certain amount of repetition, let me answer the question which is uppermost in the mind of the home economics student who has set radio as her goal, namely, “What can I do while I am in school to help... (Turn to page 10)
Fill Vacant Hours

and meaning of good music. One credit is given for this class.

Private lessons in voice are given by Professor MacRae; in piano they are given by Miss Rosalind Cook and in violin, by Mrs. Frederick Schneider, instructor in music; and in orchestra, by Professor Hawley.

**Keys to Radio**

me in obtaining a radio position after graduation?**

Answer number one: Write, write, write. Take courses in journalism and advertising. Write as many stories as you can find time for and try seriously to sell them. Radio writing differs somewhat from newspaper and magazine style, but this experience is nevertheless invaluable. The home economist in radio is often asked to write commercial copy in order to secure the viewpoint of the woman listener and to include authentic home-making helps. Advertising courses are of great help in this.

Answer number two: Cultivate your voice. Whether you finally reach a radio position or not, voice culture will be a definite aid in almost any kind of home economics position you fill.

Answer number three: Let your voice instructor know you are interested in radio and she may be able to let you work before a microphone occasionally, especially in schools such as Iowa State which operates a radio station.

Answer number four: Learn to type. Being able to type will help you in all your college work, especially in journalism, and will aid you greatly in securing your first position, for the chances are great that you will have neither a secretary nor a stenographer in the first few years out of college.

Answer number five: Secure as much general information on all home-making subjects as possible, because no longer is food the only subject which women listen for on the radio. They are interested in the best colors to use in their living room, how to train their children to be good citizens, the building of an adequate home library, the prevention of contagious diseases, and innumerable other subjects of a similar nature.

Answer number six: Although your class schedule will not permit much of this, arrange to listen to various women's programs on the air occasionally. The better acquainted you are with them, the more originality you should be able to offer when you are ready to cast your own net among competitors.

The field of home economics in radio is not crowded. If you strive earnestly toward it, have a strong constitution, and are not afraid of work, your chances at present are good for obtaining a position in radio.

**Washington Spot**

(Begins on page 2)

of Georgia and Nevada, the cost of living for bachelors is likely to go up. A tax of $250 per year on bachelors and married men and women living apart is being considered by Georgia legislature. Before the Nevada legislature is a proposal for an annual $10 tax on unmarried men between the ages of 25 and 50. And even the women may not escape. Senator Ryan plans to propose a tax on spinsters. Who says liberty is free? . . .

And from another source comes the story that more than 1,600,000 children or 12.7 percent of the relief population were born to families on relief between October 1929 and October 1933. To reduce the birthrate in families of the non-supporting class, it is suggested that employables on relief be transferred to work jobs. This increase in responsibility would put children in the liability class for families of small earnings and would probably lower the relief family birth-rate.

**Dressmaker Tip**

(Begins on inside cover)

the two materials being stitched from slipping. Stitching lines may be marked with chalk. If you are stitching round a corner or angle crease the angle in from the corner.

Begin stitching at the outer edge using the right hand side of the presser foot as a gauge for all stitchings.

In quilting a padding is put between the two layers of cloth being stitched. This may be cotton wadding in suits and coats, but a layer or two of cotton flannel is best for other garments.

The stitching itself may be done either by hand or machine. If straight rows of machine stitching are used the quilting gauge which can be set for any spacing is convenient. Unless this can be used the pattern should be accurately marked with tailor's chalk or basting threads. Overlapping circles are a nice pattern.

Heavy cotton cord may be used in place of the regular padding. This must be placed in rows and basted in place. Stitch between the cords.

A warm salmon color combined with a beige-gray is used effectively in House Beautiful's new Bride's House.