Jumps in Journalism

Catherine Raymond

Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation
Raymond, Catherine (1939) "Jumps in Journalism," The Iowa Homemaker: Vol. 19 : No. 8 , Article 8.
Available at: http://lib.dr.iastate.edu/homemaker/vol19/iss8/8

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
Catherine Raymond tells us an intelligent journalist can reap a variety of good positions.

Journalism—This word brings a picture of crowded copy rooms, jabbering typewriters and the reek and roll of heavy newspaper presses. But the newspaper world cannot lay sole claim to journalism, for there are other phases and occupations which demand an intimate, tested knowledge of the public mind and its reaction to the printed word. For some of these, newspaper experience is not necessarily a prerequisite.

With the development of the field of advertising more and more stress is given the skillful use of words. Appropriate accompaniment must be given gorgeous magazine and newspaper layout, and here journalism has entered with a zest.

Women, eager to enter the huge store of opportunity which is the journalism world, cannot jump through a window. They must prepare to enter the door fully aware of the requirements and able to meet them. Most journalists unite in their belief that nothing surpasses the merits of a broad education. By broad they refer to an acquaintanceship with all subjects as well as a thorough comprehension of many of them. This does not necessitate a college education, but it has been said that it is impossible to have too much education for journalism. On the other hand, it is impossible to judge a journalist by the amount of education she has had. The distinction lies within the individual's ability to carve out a well-rounded background for herself.

The little bookworm who once may have been told to cure her lazy longing to lie for hours, entranced with the adventures of Huck Finn or the poignant story of Little Women, has formed a valuable habit. Wide reading of everything from biography to criticism is prescribed as a necessary part of a journalist's life, and there is no time like the present to begin the development of an active interest in literature in all of its forms, including a daily reading of all of the news.

There are no limits on the amount of writing a potential journalist should do, and a daily pursuit of either a hobby or a vocation is wise. Newspapers offer the most familiar field for women in journalism. The society and women's pages followed by the book review section offer great opportunity. More women hold the position of reporter than any other position, but few of these are with metropolitan newspapers. Seldom does a woman become an editorial writer or an assistant or associate editor.

Many women journalists are reviewers of plays, art, music and books, while others aspire to the positions of drama or music critics. These are positions for which the men still maintain a priority right.

There are certain features which are thoroughly feminine even to their conception. Such a one is narrative advertising. The creation of just such an idea as this is the best means through which a woman gains the attention of her editor.

The range of magazine positions includes work on trade journals, women's mass magazines, house organs, youth, fine arts and film magazines. The woman reigns in the women's magazines, for we have yet to learn from men about child-rearing and homemaking. The magazine demands greater versatility of its employees than does a newspaper as well as a variable personality and ability.

When a woman chooses advertising as her field she seldom finds her work boring, for here she may be expected to handle any number of jobs, no two of which are alike. In department stores there are opportunities in writing, assistant advertising managing, space selling, publicity directing or broadcasting which is still on the definite upgrade. As a specific example one woman composes radio sketches, arranges historical displays, conducts fashion shows and writes hand bills for one store, at the same time writing "blurbs" for book jackets in her spare moments.

Dare devilish publicity agents are usually men, for in most cases a woman is employed directly by the party who is being publicized. Her publicity work is for social welfare, miscellaneous business houses or individuals. Women journalists may be employed by agencies, too, in which case they are kept busy with a limitless variety of jobs.

Journalistic "voices of experience" oppose the feeling that this field is overcrowded. They say, instead, that persons have been concerned with the technical training rather than with the building of a firm foundation of general knowledge. Many knew how to write, but few knew what to write.