

1946

## Extracurricular Activities Provide Training For Business Positions

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# Training For Business Positions

*Tony DeLay, '45, former sports editor of the Daily Student, explains value of college activity programs as related to possible future positions*

WRITING home furnishings copy for a farm magazine may seem a far cry from reporting college sports activities. However, the relationship between my extra-curricular activities in college and what I'm now doing on the Successful Farming staff is not nearly so remote as it may seem.

My work is strictly in the home department of the magazine. Although my special subject matter responsibility is home furnishings, I find myself covering a variety of topics from home equipment to fashions and sewing.

Action on a story starts with merely an idea or suggestion. Sometimes the idea comes from a contributor's manuscript or another member of the staff; most of the time it's your own. Then there's considerable research to be done or maybe a trip or two to be taken to investigate every possible angle on the story.

Pictures play an important part in the presentation of most articles. Working on these is one of the major jobs of an editor. First, working with the art editor, you must decide how and what you're going to shoot; finally, you actually work with the photographer. The latter is one phase of this work about which an editor never can know enough. Each story, each picture presents different problems.



When all the information is gathered and all the pictures are taken, you can settle down to serious work on the article. Following through from the original idea for the article to the final foundry proof may take anywhere from 5 months to a year.

Traveling is an important aspect of the job of keeping up. Publishing a magazine that caters to a rural audience, we must give our farm readers what they want. To us this means making hundreds of contacts with farm women each year. We talk with them when we're scouting for stories. We get many letters from the farm women themselves, telling us

what they want to see in the magazine. Many fine and helpful reflections of their wants come from county and state workers in the Agricultural Extension Service, who work constantly with farm women.

ANOTHER job that falls in an editor's daily routine is reading free lance manuscripts. Not all of the articles that appear in Successful Farming are staff written. We receive hundreds of manuscripts each day, all of which must be read and evaluated, then rejected or accepted for publication. We also must assign special articles to outside talent authors who are authorities in their field.

What does all this have to do with part-time college positions and extra-curricular activities? Just this: The many, varied experiences which I had along the journalistic line in college have given me a broader background for any type of writing which I might be doing. Experience is always an asset, and in the writing field experience is a priceless ticket to greener pastures.

Such experience, and I don't mean just classroom experience, is easy to get in college. There are countless paying jobs which offer invaluable opportunities in making professional contacts while still in school. And contacts are important in getting the right position after graduation.

I feel that one of my most valuable experiences was a summer school position I had reading proof for the Book Department of the Iowa State College Press. This gave me a more profound appreciation of the necessity of accuracy in reporting and writing.

SPECIAL writing for the Extension Service Information Office gave me insight into the farm approach in writing educational copy. I became acquainted not only with agricultural editors, but with specialists in all divisions of agriculture and home economics. Editing an Iowa rural youth publication and doing special reporting for the Iowa Girls' 4-H Club also proved to be excellent background for editorial work on a farm magazine.

Feature writing for the Associated Press, the Des Moines Register and Tribune and the Iowa Homemaker gave a feeling of responsibility in being turned loose on a story, having to do research and writing acceptable to professional people.

Editing and condensing copy for the Daily Student and for WOI broadcasts proved invaluable in the constant effort to "keep it short—yet say everything important" in magazine articles.

You may not need to earn that extra spending money each week, or you may feel you haven't the time for extra-curricular work in your field. But I believe you can't afford to miss the opportunity!