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Career in Television

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*The Forecast for You as a
Future Home Economist is a*

Career in Television

by Patricia Binder

Technical Journalism Junior

IT DOESN'T take a crystal ball, a pair of golden earrings, or a gypsy robe to forecast a bright future in television for you Iowa State home economics women.

Do you think you'd like to work with television some day? The field is so new; and so much improvement is needed, that the challenge will be tempting to anyone with bright, fresh ideas and a will to work.

Take the advice of an experienced TV star—Gladys Price, Home Service Supervisor in Los Angeles, who says: "Due to the lack of available television talent willing to perform at current prices, home economics women have an excellent opportunity to get in on the ground floor."

The home economist on television must have a definite personality which can be caught by the TV camera. She must not disillusion her audience, she must not lecture, and she must be conscious that she is actually walking into the living room of her listener.

Suppose you were making a cake on a homemaking show, and the electricians forgot to check the oven. You open the oven door, saying cheerfully to the critical homemakers watching, "And here we have the finished product, ——" And there was your masterpiece, a soggy mass of uncooked batter. Would you stammer and stutter around, or would you take it in your stride and pass over the incident with poise? This is the challenge that any potential home economist must face as she presents her demonstration.

It is easily seen that a television star must have poise, an excellent voice, personality, attractive appearance and a flair for showmanship. However, the actual demonstration itself is but a part of the TV show. An able home economist may find herself filling the job

of script writer, program director or production manager.

The Division of Home Economics at Iowa State realizes that its graduates may be interested in this phase of work. At present, plans are being made to include a television-training course in the curriculum. This

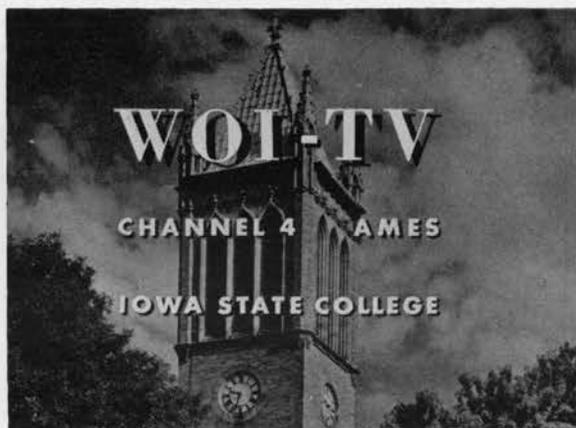
course may be offered spring quarter of 1951. Principles of televising techniques will be taught, with speech work, demonstration, and household equipment courses necessary as prerequisites.

The problems faced in such a course will be difficult ones indeed. To be a successful video star, a demonstrator must be able to talk interestingly for half an hour without a script. Dexterity is especially important. The demonstrator must handle her foods efficiently and without apparent effort, meanwhile keeping up a running stream of conversation.

WOI-TV has made some progress in the home economics phase of its television program. With the aid of a television planning committee, faculty members have presented such programs as how to make pastry, how to bake a birthday cake, use of the automatic ironer, and how to stencil with textile paints. This series of programs has been presented since the beginning of August. Movies are shown because "live-television" demonstrations are impossible at the WOI station at the present time.

The filming of these 15-minute programs is a vivid, if not tiring experience, according to Martha Duncan, the WOI voice who broadcasts the Homemakers' Half-Hour each week day. "We are working under rather difficult conditions at the present," she says. "We rehearse each little part over and over, working many

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study is not important in itself. If, however, it is an indication of a girl's concern over her inability to meet the demands of college life as a whole, it is a nervous symptom of some importance.

When we are asked to give the most important rules for maintaining top efficiency during college years, we answer that certainly adequate rest and a well-balanced diet are vitally necessary for all students. But to keep up a good work standard during 4 years at college a student must have not only a real interest in attending college but also the basic capacity to study successfully without too great a price to herself. And she must have more immediate goals, academic and social, than the long-range goal of graduation. Satisfaction from your studies and the self-expression and gaiety you find in campus activities and dates are essential to your health and ability as a student. You need to take pleasure in the process of being educated.

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Career in Television

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hours to produce the 15-minute show. No definite listener responses have been received to date, but we believe that this is a step in the right direction," she continues.

When cameras and lights necessary to produce video shows are obtained by WOI, the Home Economics Division will also have its finger in the pie. Look-ins on sewing, foods, and art classes may be televised, showing the students doing actual class work. Demonstration shows for homemakers in their kitchens, similar to those given on national networks, may also be given.

"The opportunities in this at Iowa State are unlimited," says Dean P. Mabel Nelson, of the Division of Home Economics. "We have a golden opportunity to distribute home economics news in a new and different way through the medium of television."

Iowa State College is the only campus in the country which operates a television program. With this advantage, and with the possible TV training program next spring, Iowa State may turn out some of the finest TV demonstrators and personalities in the nation. In a few years it may be you who appears on the television screen and says to thousands of homemakers, "Today I should like to prepare for you . . ."

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