

1952

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Recommended Citation

Will, Dorothy (1952) "Home Economics Editor," *The Iowa Homemaker*: Vol. 32 : No. 7 , Article 3.
Available at: <http://lib.dr.iastate.edu/homemaker/vol32/iss7/3>

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Home Economics Editor

by Dorothy Will

Technical Journalism Sophomore

KEEPING IOWA and the nation up-to-date on Iowa State College home economics news calls for many resources on the part of Miss Candace Hurley, college home economics extension editor.

When Miss Hurley joined the extension staff, she assumed the role of an interpreter. Her basic job is to make the ideas and methods developed by Iowa State's home economists clear to homemakers.



In this two-way relationship with the home economists and the homemaker, Miss Hurley first finds out about valuable new developments. Then she assumes the role of a journalist saying, "How can I present this information so that every homemaker will find it useful and understandable?" In her third role as an extension editor, she asks herself, "Is this worthwhile knowledge that our readers won't discover in any other way?"

If the new information can pass this three-way test, Miss Hurley is ready to make use of her many mass-information tools. She and her staff write home economics stories for all daily and weekly newspapers in Iowa. Most Iowa women are acquainted with June Brown, the home economics editor whose articles appear frequently. But few know that June Brown is really the small, dark-haired woman named Candace Hurley, who ghost writes under this name.

"Of course, we don't neglect the women outside of Iowa with our new information," assured the smiling home economist as she was interviewed at her office in Morrill Hall. The staff sends out radio news flashes, and some of these may go as far east as New York City. "We have several other methods of reaching the nation's homemakers," she added. The extension staff continually supplies story tips for national, regional and state magazines.

"Sometimes, though, the editors of these magazines are looking for a specific family who carries on certain interesting activities," she revealed. "Then I get in touch with the county extension workers to see if they have met such a family. By now we've all learned to keep our eyes and ears open for those families who will make an interesting story because of a certain hobby."

Publicity work

Probably Miss Hurley's most important mass-information tools are the extension home economics publications and bulletins. She handles every phase of these booklets from idea to distribution. Miss Hurley's first job is to make the specialist's idea and research easy to understand. Then she plans the size and form of the booklets.

Publicity covers another phase of the busy editor's work. She sends out releases concerning the activities of Iowa State's home economists and is Public Relations Chairman for the Extension Department of American Home Economics Association. Some of her most interesting publicity is correlating the work of the extension department with radio and television home economists, Martha Duncan and Margaret McKeegan.

Varied activities

As a specialized activity, she handles 4-H publicity. "I was a 4-H member, myself," she disclosed, "and won a scholarship to the University of Wisconsin on the basis of my home economics experience as a member." After graduation from Wisconsin, she became one of the first home economics extension editors at Iowa State.

"Even in my so-called extra-curricular activities, I'm also an interpreter." Last summer the entire extension journalism staff was host for six weeks to 40 Europeans who were learning to write about agriculture and home economics. "I worked closely with nine women teaching them how to write about home economics, what to publish, and why."