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Journalism is for You

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HOME ECONOMICS MAJOR:

Journalism is for You

by Ann Baur

Foods and Nutrition Sophomore

If you once thought about majoring in journalism, then decided dashing around the country as a reporter was exciting and romantic, but not for you, read on.

Whether your major is applied art, textiles and clothing, food and nutrition, child development or household equipment, some background in journalism may mean that your future beckons with added opportunities.

Your home economics major will teach you important fundamental concepts and new ideas in one specific field. Journalism is the bridge to communicating what you know to the homemaker through newspaper and magazine, radio and television. Formal home economics training provides the building blocks. Journalism helps to build.

Journalism for F&N Majors

Fascinating jobs in food photography and advertising await students who combine food and nutrition and journalism. Jane Brintlinger, a graduate of '55 working with Pillsbury Home Service Center, is experiencing just this type of work. Jane says enthusiastically, "I develop recipes, create advertising and promotion ideas and assist with food photography."

If you're wondering how journalism is used in a specialized field, take a look at Miss Madge Miller, a busy food and nutrition professor on our campus. She presents home economics programs on radio and television, even writing her own scripts. Miss Miller will tell you that journalism plays a definite part in her work.

Miss Lenore Sullivan, professor in institutional management, found journalism instruction very help-

ful when she set about to write her cookbook, *WHAT TO COOK FOR COMPANY*.

All of these people are food majors who have found a background in journalism challenging as well as valuable money-wise.

Opportunities in the field of food and journalism are innumerable. They vary from preparing consumer service material like recipe folders, booklets and directions on packages or checking advertising copy, to preparing food and setups for photography and conducting store demonstrations.

Journalism for H Eq Majors

Household equipment majors — you can use journalism too! In the home service area journalism helps in presenting the latest in appliances to the public and in developing, testing and writing recipes. For the equipment major, the ability to report on the work being carried on in the form of well organized and well written reports is important. The ability to express oneself clearly in written material to consumers means selling the product!

Journalism for AA and T&C Majors

Attention applied art and textile and clothing majors! Journalism is for you. There's a definite place for journalism in interpreting trends, products and ideas to consumer, producer, manufacturer, distributor and advertising agency. To enter the advertising field it's necessary to master principles of photography and to learn to write in clearly understood terms. And don't forget the opportunities in magazine writing in interior designing and decorating.

Journalism for Extension Majors

Are you an extension major? Combine it with journalism and watch your job possibilities soar! A graduate of last spring, Jane Montgomery Herbold, now working in the Information Service of Iowa State College says, "Classroom and laboratory work are just the beginning of education. With graduation behind and a career starting, I can see the valuable application of each lecture and lab. I'm realizing that education doesn't end with graduation." Jane writes home economics articles for the weekly booklet, *Better Iowa*, for Iowa daily papers and radio programs throughout the state. Jane says, "As I find information for each article I realize how important home economics is to the homemaker, and how journalism helps me to tell the homemaker what she wants to know."

The Journalism Department offers valuable courses to supplement a home economics major. Look into such courses as photography 317, magazine writing 426, 427, advertising 325, and radio and television writing 475. These few courses give any home economics major, a minor and a good background in journalism.

Journalism expands home economics and brings into full bloom any home economics major.

If you are in home economics — then journalism is for YOU!

The Homemaker Workshop this month is your "in" to ex- plore the field of Journalism.

JAN. 19, 26, FEB. 2—1-2 p.m.
GALLERY, UNION

CONTEST



Greet 1957 in a sparkling college room so comfortable and cozy you'll be glad to spend the whole New Year in it.

Whether you're fixing up, painting up, cleaning up before the judges for the Homemaker College Room Contest knock on your door, or just adding a few new touches to your old room for your own enjoyment, there are plenty of inexpensive ways to personalize your college home.

One Coed's solution for a colorful rug in her room is a do-it-yourself project involving \$2.80 and 20 minutes.

From a furniture store, buy three fiber mats — they are each 3 x 1½ ft. at 89 cents a piece. With heavy black thread, sew the seams of the fiber mats together. And, you have a 3 x 4½ mat that costs less than one-half what a shag rug costs. Colors: green with red, brown or black fleck. Your new rug can be cleaned with half the effort, too — just sweep over it.

ANNOUNCING:

JUDGES

With judging for the Homemaker "College Home Contest" taking place during the week of January 7 to 11, we thought you, whether contestant or bystander, would like to know something about our contest judges. We are happy to introduce:

MRS. MARY KAY OVERHOLT, instructor in technical journalism and staff member of the College Press.

MISS NEVA M. PETERSEN, associate professor in applied art. Miss Petersen teaches Interiors and is most interested in new ideas for college room decoration.

MR. THOMAS LAWTON, associate professor in applied art. Mr. Lawton teaches Textile Design. Contestants, how does your room look from the "man's angle?"

PRIZES

First Place: Pair of Bates "George Washington Heirloom Bedspreads."

P. S. If you peek into the February Homemaker the minute it hits your residence, you will find the complete "inside" story about the winning contestants and their room. Good Luck, all.