

1960

## Behind the TV Camera

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Shirley Thomas, home economist, and Carolyn De Lay, H. Ec. JI. 3, sample food to be used for TV commercials at General Mills, Inc.

## *What the World Doesn't See*

# *Behind the TV*

By Carolyn De Lay, H. Ec. JI. 3

**M**e, a television director? That was a far away pipe dream when I first stumbled upon the idea that I might like to make my career in the challenging medium of television.

After almost three years of training and on-the-air experience, I'm sure there is a niche in the world for the woman trained in home economics and television.

From that first program where I held the cue cards for thirty minutes to the recent program I directed about compact cars, the experience and training all pointed to my ultimate goal of combining home economics and television.

Home economics women in television at Iowa State learn a variety of things in associating their fields with television. Just as applied art has its work laboratories and foods and nutrition has its food preparation laboratories, the WOI-TV studio on campus offers professional facilities to students

for experimentation and development of ideas. Girls invade the "man's world" of operating cameras and directing, and they actually do these things on live programs broadcast to all of central Iowa. Pushing that 109-pound camera is one challenge met weekly by girls, and it's fun too!

"A Word to the Wives," a weekly 30-minute live television program, is produced and directed by the home economics students. Some of the programs produced this year included "A Dog For You?," "Hans Christian Andersen" and "The World of Contact Lenses."

What possibilities await the graduate home economist with television training and background work? The journalist writes television scripts for programs and commercials. The food and nutrition majors prepare photogenic dishes which appear in television advertising. A degree in education also offers possibilities in television, as do



Left: Education television interests Marge Peterson, H. Ed. 3, who has been working with closed circuit teaching on campus. Above: Pat Bloomfield, H. G. E. 2, concentrates on directing an on-the-air production over WOI-TV on "A Word to the Wives."

# Camera

the areas of household equipment demonstration and extension work.

Professional experience away from the college atmosphere can be acquired by students in summer apprenticeships where home economics women learn and earn in the Betty Crocker Kamera Kitchen, and KETC-TV, an educational television station in St. Louis. My experience with television commercials of Betty Crocker products last summer was an exciting realization of one of my goals.

Cedric Adams, Minneapolis television personality, rehearses a Betty Crocker product commercial with Carolynn De Lay at WCCO-TV. All food used in commercials is prepared by specially trained home economists in the Kamera Kitchen of General Mills, Inc.

