



*You may hear yourself as others hear you through voice recordings which may be made at Iowa State.*

**C**OAST to Coast! Radio programs go on continually 365 days a year. With approximately 100 homemaker and home economics broadcasts throughout the country every day, there is ample opportunity for a woman who is qualified, to obtain a profitable position in the field of radio.

There are too few home economists holding positions in radio. The fact is, few women can speak in a manner that is pleasing to the radio audience. Most of them who do speak are not trained and merely present the script prepared by home economics workers of the foods companies. Any home economics trained woman who can write her own script and also speak distinctly for the radio is very much in demand.

In addition to the quality of clarity, the voice must be sound-perfect; that is, little defects in emission and breath control must be guarded against carefully. Microphones magnify tone, and since there is no distraction such as the speaker's appearance or expression, these minor defects of speech are pounced upon by observant critics.

Words must be pronounced clearly and intelligently, but not in an exaggerated way. Exaggerated pronunciation used to be the bane of many listeners, but fortunately that evil is practically extinct. In pronunciation, the speaker must keep one step ahead of the crowd at all times.

"Silence is Golden," but when it comes to radio, the ability to speak in a pleasant voice will bring in the silver dollars. There are possibilities for experience in radio writing and speaking for students while in college. Most of the state institutions and other colleges have their own radio stations. Make it your business to become a vital part of those programs. With a little encouragement you'll be writing scripts, making little plays and dialogues, and practicing them on the radio station as part of your work.

Any defects which you may have in

speech can be corrected through your efforts in the available speech courses and dramatic clubs or drama courses. Listening to the radio is an excellent means of learning to compare good and bad radio speakers.

Personality seems to be an all-important characteristic necessary to obtain any position. Radio has its type of personality also. "It is defined as the quality of loveliness, conveyed through the sound of the voice. It is a sort of magnetism that sets up an electric current of communication, a nerve-tension without any nervousness. It is what is called 'it,' a genuineness, ease, naturalness, human warmth without consciousness of self." In the past men have made better radio speakers than women because men haven't an inferiority complex. They are natural; and the hardest hurdle of all in radio is self-consciousness, a feeling that the world is listening to your every syllable.

Rules for radio writing have not as yet been laid down because the whole thing is still in the guess-and-gamble stage. Recipes given over the radio must be carefully presented for their first presentation is their last. The spoken word must be caught the first time or it is gone forever. Timing of the words is important because repetition is impossible and the scripts must not be dead. Life and snap are essential or listeners will turn the dial to other stations.

The home economist is the better one to write scripts for homemaker programs provided she doesn't get too technical. Her writing should be a result of actual experience concerning the topic about which she is speaking. If she places herself in the homemaker's position it is easier to explain the demonstration to the listener.

The writer soon finds little tricks that make her talk more effective. It is most important to have a simple, natural style. The home economist must imagine she is on the neighbor's back porch just talking. She is guest,

*The following review of home economics in the radio world is based upon a section of the recent book, "Business Opportunities for the Home Economist," by Chase Going Woodhouse. This section, which deals with radio, is a compilation of the statements of many home economics radio program directors and executives.*

# Home Economics on the Air

by Jane Stallings

and her talk should be interesting, cheerful, sympathetic and not long-winded. She will build a personal relationship by using "you" and "I" often.

The first paragraph must catch the lively news, a quip or anecdote, or simply a statement of what the topic is and why it was chosen. The succeeding paragraphs, developing the topic, may hold interest through the use of a narrative style or such careful sequence of stating the facts that the thread of thought will never be lost.

The finish must include two things—a short summary to clinch the points in the listener's mind, and directions as to how she can get more information on the subject. A good talk always leaves the listener with something to do—and a good reason for doing it.

Highly experienced women are those qualified to conduct a regular home program for a radio station. Advertising usually governs the topics which will be discussed. Any kind of product is likely to appear although foods advertising predominates.

Personality would grow from these programs if the woman who prepared the continuity also presented the program. The demand today is for well trained women in art, science, home management, household equipment, quantity cooking, child care and nutrition. The speaker has two duties to perform in her talk—interesting the listeners and satisfying the advertiser.

"Effective presentation" is just another word for the showmanship which keeps your listeners interested. The radio audience, unlike many other audiences, doesn't have to listen till the end of the program. If the presentation isn't effective, they can turn the dial.

## SPRING FEVER

I want to go so far away  
I never could retrace.  
I want to stand alone on a hill—  
No hand to hold me back.  
Oh I would do so many things—  
The funds are all I lack!