

KARLA BAUR—

Student Career Girl

by Ann Baur

Technical Journalism Sophomore

MORE THAN EVER, I appreciate the prestige of the Home Economics Division at Iowa State College." This is what Karla Baur has to say after 15 months as an assistant foods editor on *Household Magazine*, Topeka, Kansas.

Karla spent three years at Iowa State before assuming her position. This year she is attending Kansas State College for her last year and a degree.

"A magazine editorial job has glamour, but it also takes hard work. One week I was in Chicago working with food photography. The next I was glued to my desk putting in commas and hyphens, checking recipe ingredients, and making frequent trips to the dictionary," Karla said.

"I can see dozens of courses that would be helpful in a foods-journalism career. I have a new appreciation of my classwork. Now as I attend each lecture and lab, I can see practical applications I could make in a foods editorial job."

Karla's biggest on-the-job thrill came when her first 4-color food spread, "Meals Men Like," appeared in print in the February issue of *Household*. It took 6 months for that story to grow from an idea into a published article.

"I loved working on *Household* because the people are so wonderful. They made me feel I was a real part of the editorial staff. I just learned to do one job and then something new would turn up. I worried for a whole week when I found that Mrs. Halderman, head of the department, was scheduled out of town, and I would have to represent her at a meeting with the public relations director of a large appliance company. It turned out he was as worried about talking with an editor as I was about representing the home department, so the day was just plain fun."

"No two days were ever alike. One day we would edit copy to meet the deadline. The next day might find us in Kansas City at a press preview introducing a new frozen meat pie. Or, we might be out on a field trip digging up a food story about ways to cook chicken."

The decision to join *Household* and leave her graduating class was the hardest one, "I've ever had to make." "Now that I'm back in school and planning to graduate next June I know more than ever how valuable the experience was. I realize that with a degree I could have given more to *Household*. But I know that being a senior will mean much more to me because of one wonderful year when *Household's* masthead carried my name as an editorial food assistant."



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