



Sarah Hervey, '41, emphasizes menus, recipes and household tips on her daily Philadelphia program

HOME ECONOMISTS

ON THE AIR

By Charlene Stettler

A recipe and menu planning service is offered to listeners who write to Miss Hervey. "All recipes are tested in our Pennsylvania Dutch style testing kitchen before they are used."

As director of home economics for the H. C. Derby Company, Philadelphia, Miss Hervey explains that radio is just one of the media used for contacting the consumer. In order to present reliable and helpful information and suggestions on food buying, preparation and service of foods to homemakers, consumers are also contacted through lecture demonstrations for women's clubs and school groups.

WHILE the field for radio broadcasters is limited, more and more home economists are finding that their work requires occasional, frequent or regular radio appearances. A far larger number of home economists are called upon to do the "behind the scenes" work, prepare radio continuity or assist with production of radio programs. Some recent graduates have entered the radio field after experience with food publicity.

Winnifred Cannon, '41, KMBC's home economist, says, "My favorite work is the early morning visit to the market and the broadcast from there, called the Food Scout."

As "Betty Parker" she visits all the wholesale stalls, talking to the Italians, Jews and Americans to discover supplies and trends in fresh fruits and vegetables. The "Food Scout" is broadcast from the Kansas City Food Terminal at 8:15 a.m. daily. The purpose of this 10-minute program is to give homemakers an idea of what to expect in their local markets and also to indicate to retailers what they can expect to find.

Contacts at the market provide valuable background material for the second program, "Happy Kitchen."

Foods and buying tips, recipes and any interesting features concerning the kitchen are heard on the Happy Kitchen program which is broadcast for 15 minutes each week day at 9:30 a.m. except on Saturday, when it is heard at 9:15 a.m. for 30 minutes. The complete radio show is written by Miss Cannon.

Previously Miss Cannon was food publicist in the Department of Public Relations of the American Meat Institute, where she wrote news stories, radio scripts and prepared food pictures for release to hundreds of publications throughout the country. Miss Cannon received her bachelor of science degree in home economics journalism with a foods minor.

Producing and broadcasting a regular weekly broadcast and various others through the week is only part of the work of Gaynold Carroll, '40, of the War Food Administration in St. Paul.

Miss Carroll sends regular Market Basket releases, which cover the food picture in Minnesota, to 25 radio stations and to daily papers throughout the state. More than a dozen Twin-City food brokers, wholesalers and food handlers are interviewed each Monday by Miss Carroll to obtain the information.

"When I interview the brokers, I find out what foods they have on hand in large quantities and which ones need promoting. Usually these foods are fresh vegetables or fruits, perishables which need to be called to the attention of the homemaker or consumer.

"Household Forum With Bee Baxter," a weekly radio show over KSTP, is broadcast by Miss Carroll.

Sara Hervey, '41, conducts "Five Minutes With Dorothy Derby" six days a week over KYW in Philadelphia at 9:10 a.m.

Helen Horton, '41, works with the Department of Home Economics of the American Meat Institute, which furnishes radio releases to 505 radio stations. "Meaty Fillers" is a 6-page pamphlet of tips on the use of meat and lard which is based only on available supplies and is sent to radio and press food editors.

Former writer and producer of four weekly programs over WOI, Ione McNay became director of women's programs for WSYR, Syracuse, N. Y., recently.

Mrs. McNay produces and broadcasts "Today's Woman" daily during the week. It is a 30-minute program of news interviews, music and features of general interest. She also is asked to evaluate any program appealing chiefly to women which the station may consider broadcasting.

After completing undergraduate work in journalism at Kansas State College, Mrs. McNay received her master of science degree in technical journalism and textiles and clothing at Iowa State in 1942.

Betty Brady, '42, and Virginia Harding, '43, both assistant extension editors, work together in the Extension Service of Iowa State. Their radio work includes script writing for various WOI programs.

Miss Brady and Miss Harding are responsible for daily news flashes, "News for Homemakers," sent to 20 Iowa radio stations daily.

Radio demands of Dorothy Roost, '41, have been chiefly writing. Miss Roost, of the Public Relations Department of Swift and Company in Chicago, receives requests for scripts which vary from 5 to 15-minute radio talks and 10 to 30-minute interviews, to 30-minute shows using five or six people. She also prepares radio shorts to send to women who have home-making programs and 1-minute spot announcements about cooking schools or programs given by Swift and Company's representatives. However, broadcasting also has been included in Miss Roost's radio experience.

Jane Tiffany Wagner has been home economics director of the National Broadcasting Company for two years. In this capacity, she has been coordinator of many shows for the network.

Mrs. Wagner worked on the behind-the-scenes management of the 52-week Red Cross series, "That They Might Live;" the program on juvenile delinquency, "Here's to Youth," and a series of broadcasts given in tribute to the WACs, WAVEs, SPARs and Women Marines. Outstanding among the programs Miss Wagner has helped produce is the University of the Air series, "They Call Me Joe," which was broadcast over 400 overseas outlets.