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Volume I. No. 1



THE BEAM

Association of

WOMEN DIRECTORS

The NATIONAL ASSOCIATION OF BROADCASTERS

OFFICERS

RUTH CHILTON, *President*
WSYR, Syracuse, New York

RHEA McCARTY, *Treasurer*
WCOL, Columbus, Ohio

MILDRED BAILEY, *Secretary*
WTAG, Worcester, Mass.

DOROTHY LEWIS, NAB, *Coordinator*
535 Fifth Avenue, New York City

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WHAI, Greenfield, Mass.

MARY MASON, 4th district
WMAL, Washington, D. C.

RUTH LYONS, 7th district
WLW, Cincinnati, Ohio

PEGGY CAVE, 10th district
KSD, St. Louis, Missouri

HAZEL COWLES, 2nd district
WHAM, Rochester, New York

EVELYN HICKS, 5th district
WSGN, Birmingham, Alabama

RUTH CRANE, 8th district
WJR, Detroit, Michigan

ANN GINN, 11th district
WTCN, Minneapolis, Minn.

LEAH McMAHON, 16th district
KFSD, San Diego, California

VICTORIA COREY, 3rd district
KDKA, Pittsburgh, Penna.

MARJORIE COONEY, 6th district
WSM, Nashville, Tennessee

FLORENCE L. SHUGARS, 9th district
WROK, Rockford, Illinois

ANN HOLDEN, 15th district
KGO, San Francisco, California

NAB President Writes

TO THE WOMEN DIRECTORS OF NAB:

Congratulations on the accomplishments and growth of your organization!

The women of America form the bulwark of radio's patrons. Your work with women's organizations, war workers, listening and broadcasting groups constitutes an invaluable asset to this industry.

It is my hope that the extremities of war will give you only more determination to serve your country by serving its women, through radio.

Sincerely yours,

NAB War Conference

The National Association of Broadcasters is sponsoring a Radio War Conference in Chicago at the Palmer House, April 26-29. First annual meeting of the Association of Women Directors will be held Wednesday, April 28, at 8:30 p. m., in connection with the War Conference. Your attendance is requested provided it meets with the approval of your station management.

Ruth Chilton's Message

I've always heard that the first message of a first president should be an awe-inspiring declaration of policy. Somehow, this isn't the time or place.

As directors of women's programs we have a real job to do. We have, along with our fellow broadcasters, the power to inspire, encourage and promote the unity of men and women in this nation. We have the privilege of spreading the story of Americanism, the privilege to pass on to our listeners the policies, plans and aims of our government. We have a job to do behind our microphones and I know we'll do it.

This is the first Association of Women Directors in radio. We're the pioneers; we carry the torch. We must lay a firm foundation for the structure of the years to come.

The only way any broadcaster can succeed over a period of time is to be sincere, honest and thoughtful toward the listeners. We must be sure our material is informative and entertaining (entertaining is used in a morale sense). We should always be authentic and carelessness in the stress of war may destroy the very principles for which we are fighting. I believe, as an Association, we should cultivate friendship among ourselves and the exchange of ideas conducive to better broadcasting.

Today the question of women in radio is a serious one. Manpower is being taken for war and the addition of women to station staffs is an increasing reality. Radio is a serious business. It is the greatest medium of human expression ever known. It demands the finest, expects the best. It takes your time, requests your intelligence, needs systematized planning, a knowledge of many subjects, a keen personality and a commercial sense. Women on the air can be of great value during these times and afterwards. We mustn't miss this opportunity to make good. Let's prove by our performances that we have what it takes. I know we can do it.

THE ASSOCIATION—

When, Who, What and Why

WHEN—The Association was formed as a division of NAB at the annual convention in Cleveland, May, 1942. It was found that many directors of women's activities have rarely had an opportunity to meet with other women doing similar work. The idea was immediately applauded and the task of organization begun.

WHO—At first the membership has been confined to Directors of Women's Activities of NAB stations and/or women commentators actually broadcasting over NAB stations. About 300 such women are now members, representing every NAB District and almost all states. They are *active* members. Later on, it is proposed to include other women, such as public relations executives, etc., of NAB stations, advertising executives and other women definitely connected with broadcasting.

Each district and state has a chairman who is assisting with a membership drive and in getting information for the Bulletin and other Association projects.

WHAT—1. Already a survey has been taken of the releases being sent to the membership by various commercial sources and national organizations. In addition, eight directors from all parts of the country have sent in a sample of all releases sent to them covering a 10-day period. In cooperation with the NAB Broadcast-Advertising division, a complete list of such releases is now being made and information will be sent to each member that will be of distinct value, it is hoped.

2. Several national organizations or bureaus, such as National Council of Women, The National Safety Council, Children's Bureau, and Girl Scouts—have been sending a series of spot announcements to our membership. Many letters of appreciation have been received.

3. Requests have come from station managers for information about hours and length of our women's programs, types of sponsorship, etc. The Association will doubtless undertake a study in the near future.

WHY—The Association of Women Directors was inaugurated at a time when, due to war emergencies, women were about to assume many new responsibilities in the radio field, as elsewhere. It provides a clearing house for exchange of ideas and techniques, for the innovation and promotion of projects affecting the directors and the public and for the furtherance of social contacts.

If you do not belong and your station is a member of NAB, you are cordially invited to send your name to the President, Ruth Chilton, % Association of Women Directors, National Association of Broadcasters, 535 Fifth Avenue, New York, N. Y.

New Members of AWD

THELMA McNEIL CURREN, WAGE, Syracuse, N. Y.

MRS. LAPSLEY HOPE, WDOD, Chattanooga, Tenn.

MILDRED R. FLIPPIN, WMPS, Memphis, Tenn.

BETTY WELLS, KSO, Des Moines, Iowa.

BETTY LORD, WOC, Davenport, Iowa.

JANE FOSTER, KXEL, Waterloo, Iowa.

JERRY JAMES, KGLO, Mason City, Iowa.

ROSAMOND WILFLEY, KMOX, St. Louis, Mo.

DOROTHY MARTIN, KGBX, Springfield, Mo.

VIRGINIA DAVIS, KXOK, St. Louis, Mo.

BETTY GIRLING, WLB, Minneapolis, Minn.

DINAH DALE, WFAA, Dallas, Texas.

RUTH SCHLEBER, KGVO, Missoula, Mont.

MRS. ROYAL MILLER, KROY, Sacramento, Calif.

Chit Chat

Millicent Polley of KHBK Rock Island, Ill., formerly 9th District Chairman of the Association of Women Directors, is now stationed with the WAVES at Cedar Falls, Iowa.

Dorothy McCune, women's activities director of KVOO, Tulsa, has left to join her husband, a lieutenant of the Army Air Forces in California.

On January 9th, Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, gave a Tea in honor of Miss Ruth Chilton, President of the Association of Women Directors of NAB and Miss Elizabeth Goudy, Radio Director of the Los Angeles Country Schools and noted authority on Radio education. The following persons attended: Miss Kathryn Cravens, WNEW; Miss Margaret Cuthbert, National Broadcasting Co.; Miss Henrietta Harrison, Radio Director, Y.M.C.A.; Mrs. Harold V. Milligan, President, Nat'l Council of Women; Miss Grace Johnson, Blue Network; Miss Lucille Clark, Radio Chairman, Nat'l Fed. of Press Women; Mrs. Georgian Brown Harbeson, President, Society of American Painters; Miss Luella Hoskins, Radio Workshop, New York University; Miss Dorothy Gordon, Radio Artist; Miss Luella Laudin, Radio Chairman, Nat'l Council of Women, and Miss Esther Hilton, Director, Federation of Protestant Social Agencies.

Mary Jo Tate, of WMPS, Memphis, Tennessee, has joined her husband for the duration. Mildred Flippin is the new name and personality at WMPS.

Hazel Kenyon Markel, on leave from KIRO, Seattle, is a Lieutenant in the Naval Reserve, stationed at Washington, D. C., in the Public Relations Division. Hazel is radio director.

Irma Bitner, of KSL, Salt Lake City, is back on the job after a serious illness.

Dorothy Lewis, of NAB, addressed the Canadian Broadcasters Association at their annual convention in Toronto, February 15-17.

Bernice W. Foley, of WSAI, Cincinnati, formerly of WKRC, is producing a children's newscast every day at 5:00 P. M. The Cincinnati Board of Education is giving splendid cooperation. She gives a round-up of news and supplements that with stories about the countries discussed, stressing geography and history.

Ruth Chilton, President of the Assn. of Women Directors of the NAB, and Director of Women's Activities for WSyr, Syracuse, celebrates her eighteenth year on the air, March 27th, 1943.

Jessie Brown and Jackie Talley, of WFBL, Syracuse, were busy as bees the last couple of weeks in February, helping to uphold the women's division of WFBL, when the station celebrated its twenty-first anniversary.

(Continued on page 4)

HONOR ROLL

KATHRYN CRAVENS

WNEW, New York

A veteran in the radio industry, Kathryn has earned several honors: honorable mention from the Women's National Radio Committee; first prize for poetry and feature stories in an award made by the National League of American Pen Women in 1939; best-dressed woman in radio; favorite commentator of 2,500 Brooklyn high school children. A pet activity of Kathryn's is the American Theatre Wing. She works every week at Stage Door Canteen and is a member of the recently organized Theatre Wing Supper Club.

What Are You Doing for Uncle Sam?

Peggy Cave, KSD, St. Louis, reports St. Louis women on their toes in the war effort. A recent drive to recruit WAAC personnel went over with flying colors. Bonds, salvage and recruiting campaigns are booming with all radio stations pitching in the groove.

Gladys Borne, WISR, Butler, Penna., helped her station sell \$6,400 of War Bonds in 15 minutes.

Victoria Corey, KDKA, Pittsburgh, says her station is all-out in the war effort. (And whose is not?)

Our president, **Ruth Chilton**, WSYR, Syracuse, N. Y., describes "Women in Defense," a once weekly, 15-minute show sponsored by an insurance company, as presenting news of home front war activities of the Syracuse War Council through the interview method. Time is also given for armed forces recruiting. Time is allotted to the Civilian Mobilization Office by the insurance people. **Ruth** produces the ad lib show and it is now in its third year.

Mrs. Eleanor Boyd Whitelaw, WMOB, Mobile, Ala., writes that there has recently been a much greater enthusiasm in volunteer war work in her city. **Eleanor** has been working with local war groups and has changed the name of her program to "I Volunteer" and on the Wednesday show she names the "Volunteer of the Week" from the Office of Civilian Defense records. A recent activity was "Women in the War" week featuring bond luncheons and other war events on the station.

Susan Allen, KHQ, Spokane, Washington, tells of a special Public Service program series on KHQ Sundays at 10:30 a. m. Susan interviews informally various salvage chairmen and homemakers on the two sides of salvage—collecting and saving. Salvage questions from listeners are answered. Susan reports the broadcasts, originated June, 1942, have been instrumental in collecting many tons of salvage.

Alma Kitchell, Blue Network commentator, several months ago announced that she was buying a war stamp a day while her son, **Charles**, was in the service. **Alma's** "stamp-a-day" plan has swept the country as mothers wrote the Blue telling how well they liked the idea and were following it out.

Millicent Polley, WHBF, Rock Island, Ill. (now in the WAVES), reports how **Jack Sherman**, WHBF production manager, did something about the tin cans being thrown on the city dump. **Jack** took a portable recording unit to the dump and transcribed a five-minute report on what he saw with a dump truck unloading cans furnishing swell background material. **Jack** punched his show by pointing out the dump ground was no place for tin cans these days. **Millicent** followed this up by taking a unit to a housewife's kitchen where four women gathered, in addition to the president of the Women's Club sponsoring the tin can drive, and the complete step-by-step process of properly preparing tin cans for salvage was described, with appropriate sound effects. The two records made a 15-minute show and collections following it jumped tremendously.

Listeners who tune in "Something to Go By" over KTFI, Twin Falls, Idaho, hear facts on everyday living in wartime. For something to go by in the war, that's the show for listeners in Twin Falls.

Florence Sando, WJAS, Pittsburgh, Penna., lists the transformation of her show for a department store in June, 1941, when it originated, from a breezy musical variety frame to a "Women's Digest" type featuring war information and news, assists for homemakers, cooperation with war and civilian defense agencies and selling her sponsor's merchandise. **Florence** writes she is trying to do all this "with a degree of good humor and optimism

that will reflect itself in the contribution I, through my listeners, make to the winning of this war."

Grace Johnson, Blue Network, reports that the Blue is now featuring programs supplying information regarding rationing, conservation, child care, nutrition and other fight-for-freedom homemaking to American women, including a new series on Victory Gardens.

"Your Wartime Job"

By **LINNEA NELSON**

J. Walter Thompson Co.

Congratulations on the formation of the Association of Women Directors!

The successful operation of your group seems even more desirable during this period of war than at any time during the past, because everyone wants the answers to today's problems *fast*. And by the sharing of the problems with which you are confronted, and the sharing of their solutions, you can be of greater service to the people of America than ever before.

Most of you know how seriously your audiences accept the things you say in your broadcasts, and through their confidence in you they expect help in many ways. There are new types of women in America today and you will be developing new audiences. While in the past you have been talking to women who led a fairly normal family life, today there are the millions of new brides and mothers whose husbands are at the far corners of the earth; the many who have answered the call to go into defense plants or other work, and the even greater number who must economize due to the reduction in the supply of food-stuffs and household equipment rather than for the sake of saving money.

Friend husband's temporary absence makes many women doubly appreciate what a handy man he was around the house—and so they've had to learn to hang pictures, fix the squeaky door hinges and walk the baby at night, tired or not. The listeners who were never forced to economize or take short-cuts in the past are now anxious to find out how to stretch a pound of butter or extend the lives of household articles.

Women Need Educating

When Milady finds she can't dash out and buy an alarm clock or a new toaster or some other item she'll do everything possible to keep the things she has in working order rather than do without entirely. Too many people are refusing to take today's war situation seriously until they find they can't get the things they want, and neither can their neighbors.

You may find you have lost some listeners due to their working hours, and if the percentage of women workers in your territory has increased to the point where listening is greatly affected, you too may find yourself on a new schedule. Most of these women have to be educated to the new routine of keeping their homes and families in good condition and need all the time-saving hints they can get. The women who have not yet taken what they feel is one of the greatest steps of their lives—that of going back to work—need to be taught that they too can continue to keep their homes and families going even though they do work away from home. Here you have a wonderful opportunity to help get the women workers that are so essential to the winning of the war.

Not being able to read the little crystal ball, it is difficult to predict the war time effect on advertisers. Those manufacturers not too seriously affected by priorities have an opportunity to continue getting new customers; others may be able to stress the merits of conserving their products and in so doing their names will ring a bell when we emerge victorious—to a greater appreciation of the things we took so completely for granted.

Editor

JANE WEAVER
WTAM, Cleveland

Assistant

VICTORIA COREY
KDKA, Pittsburgh

Editorial Committee

PEGGY CAVE, KSD, St. Louis, Mo.
ANN GINN, WTCN, Minneapolis, Minn.
LAVINIA SCHWARTZ, WBBM, Chicago
DOROTHY LEWIS, NAB, Washington

Ex-officio

RUTH CHILTON, WSyr, Syracuse, N. Y.

WOMEN TODAY

(An Editorial)

Never in all our history was it more important to have cooperation and understanding among the different nationalities in this country, among the different religions and above all between labor and management which must turn out our war materials. As William P. Witherow, president of the National Association of Manufacturers, said the other day:

"The precious value of unity has never been more apparent. There must be no dislocations in our march to victory any more than there would be dislocations in Army or Navy administration. This is no time to tamper with our form of government. Neither is it any time for high-pressure groups to strive for advantage. The common purpose is to win the war, and this, with God's help, can be done by a united people supporting our brave armed forces."

And that is the job that WOMEN TODAY have undertaken. War used to be strictly a man's business. It isn't any more. It isn't just a man's war when bombs burst upon defenseless cities. It isn't just a man's war when all the rights which women hold dear are imperiled. And it isn't only a man's war when women can help to supply the men at the fighting fronts. This is a woman's war, too, and American women are working to insure victory and a just peace."

Our part in the great scheme of things is to keep the American woman informed of the part she is playing and must play to insure that victory and that peace.

3rd District AWD Meets

Initial meeting of the 3rd district, Association of Women Directors, was held January 16 in Pittsburgh, Pa., with Victoria Corey, of KDKA, district chairman, presiding.

Speakers included: James B. Rock, KDKA manager; Harry Kodinsky, Office of War Information; Janet Ross, KDKA, and Evelyn Gardiner, KDKA. Others present included: Marjorie Thoma, KDKA; Florence Sando, WJAS; Patti Littell, W75P; Marie Wilke, W47P; Gladys Borne, WISR; Virginia Wade, WCED; Elsie Lichtenstul, radio agent; Francine Blum, WCAE, and Robert White, KDKA.

Plans for a permanent organization were set up after short talks by Misses Ross and Gardiner and Messrs. Rock and Kodinsky.

CHIT CHAT (Cont'd)

Hazel Cowles, WHAM, Rochester, and chairman of District Two, reports intensive activities on the home-front, and a successful commercial season.

Betty Griffin, of WIBX, Utica, has been making history with her young people's and children's features. Betty takes her radio seriously, and does a good job.

Florence Lovejoy Shugars, WROK, Rockford, Illinois, and Chairman of her District, says that WROK is very proud of Harriette Thompson, one of the first full-time women announcers in the country. Harriette has demonstrated her versatility by efficiently operating the studio controls and doubling in the continuity department, in addition to her regular air schedule.

Thelma McNeil Curren, WAGE, Syracuse, keeps her ten fingers occupied most of the day, doubling as Director of Women's Activities and Musical Director for the station, and participating in volunteer activities on the home-front.

It is with regret that announcement is made of the resignation of Miss Betty Patterson of WFAS, White Plains, N. Y., from the office of Secretary of the Association of Women Directors. Betty is returning to her farm at Ancram, N. Y., to do special war work. Miss Mildred Bailey of WTAG, Worcester, Mass., takes over the office.

Dorothy Lewis On Tour

Representing both the National Association of Broadcasters and the Office of War Information, Dorothy Lewis, NAB Coordinator of Listener Activity, left March 25 on a tour of 16 major U. S. cities.

Dorothy has been assigned by OWI to get audience reaction to a special list of war-time shows and manner of presentation of war information.

For the NAB, she will address groups on "Radio's Major Role in the War" and other related topics and will assist in the formation of Radio Councils of civic, professional and clerical representatives to further more discriminating and intelligent listening by the radio audience.

Her itinerary will include: Nashville, St. Louis, Kansas City, Tulsa, Oklahoma City, Fort Worth, Dallas, Little Rock, Memphis, Jackson, Birmingham, Atlanta, Greensboro, Winston-Salem, Richmond and Washington.

Radio Music Tribute

In an extension of remarks printed in the Congressional Record of Thursday, February 25, 1943, authored by Senator Reynolds of North Carolina, radio receives the following accolade in a letter quoted from Mrs. Margaret Banks, music director of WBIG, writing on "Music in War":

"The development of radio and the phonograph brings music to thousands of homes that it could not otherwise have reached . . . with our splendid inventions of records and transcriptions, music can now come into all sectors. . . ."

Ohio Institute

Members of the Association of Women Directors, NAB, are invited to participate in the Ohio Institute for Radio, April 30-May 3, at the Deshler-Wallich Hotel, Columbus, Ohio. The AWD will participate actively in the sessions. Rhea McCarty, WCOL, is host AWD officer.

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KGO, San Francisco, California

LEAH MCMAHON, 16th district
KFSD, San Diego, California

ANN STIRLING, 17th district
KJR, Seattle, Wash.

Meet the President

RUTH CHILTON

It takes a pioneer to pioneer! That's why Ruth is the first president of the first association of women in radio. She began her pioneering in radio eighteen years ago when that industry was considered a precocious infant not likely to outlast its first fragile swaddling garments. From a scintillating background as singer and dancer in vaudeville, musical comedy and with name bands, she has pioneered in radio ever since—writing, singing, producing, announcing. She is now director of women's activities at WSYR, Syracuse, N. Y., writing, producing and announcing her one-woman show "Ruth Chilton's Matinee" now in its sixth year.

She is a member of the National League of American Pen Women, Syracuse Zonta Club; takes active part in the Syracuse Chamber of Commerce and the Association of Education by Radio. Like most successful career women she has always time for one thing more:—she is guest lecturer at the Syracuse University Workshop, a frequent club speaker, and worked for the *Boston Herald Traveler* on the Woman's page under Marjorie Mills.

New Members of AWD

RUTH FRANKLIN, KXL, Oakland, Calif.
OLIVE KACKLEY, WCKY, Cincinnati, Ohio.
GERALDINE FOSTER, WBRE, Wilkes-Barre, Penna.
MRS. M. AUSTIN KING, KFXM, San Bernardino, Calif.
ALMA DETTINGER, WQXR, 730 Fifth Ave., New York City.
MADGE L. COOPER, WMRN, Marion, Ohio.
JEAN WRIGHT, WTOL, Toledo, Ohio.
EILEEN M. WRIGHT, WHCU, Ithaca, N. Y.
ELEANOR HANSON, WHK, Cleveland, Ohio.

If you do not belong and your station is a member of NAB, you are cordially invited to send your name to the president, Ruth Chilton, % Association of Women Directors, National Association of Broadcasters, 535 Fifth Avenue, New York City, N. Y.

Dorothy Lewis' Message

*Given at the Annual AWD Meeting in Chicago at the
NAB War Conference*

MANY of you will recall that on my various tours in 1939-40, visiting 350 stations I made a truly significant discovery. I found *you*, hundreds of you, directors of Women's Activities. In this capacity you were doing a pioneer job; selling merchandise, helping your women listeners with daily problems and opening vistas to the world outside.

I found you—fell in love with you and the service you render to America. What astonished me was the fact that few of you had ever met another woman director. I said to myself, à la Lincoln, "If I ever get a chance, I'll hit that thing hard." The opportunity came through my office with the NAB, which organization immediately saw the importance of your contribution. The rest of the story is well known; how we met at the Cleveland NAB convention, organized and how rapidly the AWD has grown. . . .

Going back into radio's dim, distant past in 1928-31, I, too, carried on this type of program over several stations and did a department store merchandising job as well. I know how loyal women listeners can be to women broadcasters. I know what power we have to mould the opinions of the homemakers and mothers of America. No more important task confronts the radio industry. Your national officers realize this fact and we hope to extend the service already begun; that of sending out releases from accredited national non-commercial organizations, giving you material of an informational, inspirational character. These releases supplement your own fine libraries and leaven the mass of excellent commercialism that inevitably reaches your desks.

In closing, let me wax sentimental. I have lived long enough, at mid-forties, to have anticipated several trends and initiated a few "firsts." If the hand of fate should change my destiny, I feel that the formation of the AWD will be one of the finest achievements of my life. Of course, I stand ready to do all I can to further its objectives. I commend to you the responsibility for its welfare and the outlining of its purposes and projects. Through you, faith in our American System of Broadcasting will be sustained; through you, new ideals and the capacity to translate them into action is possible; through you, a revitalizing of spiritual values may be forthcoming and through you the fate of a nation may be changed.

★ EDITORIAL STAFF ★

Editor

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DOROTHY LEWIS, NAB, New York

Ex-officio

RUTH CHILTON, WSYR, Syracuse, N. Y.

Chit Chat

Dorothy Lewis and **Ruth Chilton** were the featured speakers at the Wednesday morning breakfast, May 19th, at the Onondaga Hotel, Syracuse, for the Congress of the Colony of New England Women. Their subject was "Women in Radio" and we're told there were many interesting viewpoints on radio in general, expressed by the assembled company.

Our treasurer, **Rhea McCarty**, WCOL, Columbus, Ohio, made a most charming hostess for the visiting members of AWD at the Ohio Institute. During the sessions she interviewed **Dorothy Lewis**, **Ruth Chilton**, **Mary Mason**, **Grace Johnson**, and **Gloria Chandler** as guests in her program, "News Thru the Eyes of a Woman."

Women now are holding almost every job that exists in radio, but we met at the Ohio Institute one woman who is holding them all. May we present **Dr. Grace Ingledue**, WFBN, Findlay, Ohio, half owner of the station, president of the board, program director, production manager, director of women's activities, commercial scripter, and engineer. For recreation, she broadcasts three children's programs a week!

Ruth Crane, WJR, Detroit, has added to her 15-minute program six days a week as "Mrs. Page," a series of five-a-week afternoon broadcasts on "Women at War." These with her staff job as commercial editor keep her hopping. This seems to be the general lot of the women broadcasters!

Mrs. Richard Ramsdell, former "Jane Weston"—WOWO, Fort Wayne, now reports for daily duty at WSYR, Syracuse, N. Y. A soldier-husband stationed in the East caused the change.

Lavinia (Duffy) Schwartz, director of Public Service programs for WBBM, Chicago, and CBS in the Midwest, has been appointed assistant deputy chief of the OWI Radio Bureau, Chicago, it is announced. **Don Stauffer** stated that she has been doing excellent work for OWI in the past years of wartime activity. **Duffy** is one of the editors of AWD's "BEAM."

Alma Kitchell, Blue Network personality, was a guest at ship-launching when **Dionne** Quints christened five ships. She writes: "The opportunity to see and broadcast about the **Dionne** Quintuplets was one of the highlights of a long and interesting experience in radio. They are five delightful little girls, unspoiled and natural. Singularly unconscious of the drawing power of their small persons, they were intensely excited about the crowds which they believed had come only to see the launchings of the five cargo vessels. They are exceedingly patriotic and well-informed about the war and knew full well the destiny of the ships they were naming. Somehow you can't help loving them."

Mary Mason, WRC, Washington, D. C., was guest speaker at Ohio Institute on the "Broadcaster's Part in the Battle of Food as Seen by a Station Women's Program Director."

CALLING DX! CALLING DX! We need more news from the other side of the Rockies! Let's hear from some of you western gals! We want to know what you're doing!

Virginia Wade, WCED, Du Bois, Pa., has off the press a wartime cookbook that even the men in her listening area have contributed to . . . which should certainly make it a best-seller . . . what with the number of husbands who're doing their own cooking now that their wives have gone into uniform or are on the production line.

We regret to announce that **Jane Weaver**, WTAM, Cleveland, has found it necessary to resign her post as editor, due to increasingly heavy wartime program demands. Many thanks for the fine work you put into it, Jane! You'll all be seeing her name many times on our pages in the months to come. **Victoria Corey**, KDKA, Pittsburgh, was appointed to fill her place at the recent meeting of Women Directors in Columbus. **Peggy Cave**, KSD, St. Louis, has been appointed to associate editor. **Eleanor Hanson**, WHK-WCLE, Cleveland, has graciously consented to serve on the Editorial Committee. Welcome back, **Eleanor**! We missed you when your station was not with NAB!

Evelyn Hicks, of WSGN, Birmingham, Alabama, and her daughter were injured in an automobile accident recently. We hope to have news of their recovery soon.

Congratulations to **Mildred Bailey**, WTAG, Worcester, who celebrated the third anniversary of her "Afternoon Journal" in June.

An announcement of particular interest to AWD members comes from the Columbia Broadcasting System. On August 1st, **Mrs. Dorothy Rowden** will join the CBS staff to act as liaison with women's organizations and to develop public relations activities in this important field. **Mrs. Rowden** was public relations director for the American Library Association. She is on the staff of the Institute for Adult Education of Teachers College, N. Y. City, and is editor of the Adult Education Journal. Welcome to the radio industry and a salute to your fine achievements, **Mrs. Rowden**.

With the exception of a few trips out of town to address special meetings, **Dorothy Lewis** expects to be in the NAB New York Office and at her farm, Echo Corner, Kinderhook, N. Y. She invites all AWD members to drop in for a chat. Members are warned, however, that they may be pressed into service helping to can produce from the victory garden. However, fishing and boating on her lake and riding await hardy souls.

Dorothy's latest fish story concerns her loss of a 4½ pound bass, hook, line, sinker and bright new spinner.

Hilda Wochrmehr, continuity supervisor, WOWO, Fort Wayne, had the privilege of taking back from Columbus news of the two WOWO prize winners in the Ohio Institute awards: "Tom Wheeler's Daily News Letter" in the Agricultural awards, and "Abe Andrews" in the Personal and Daily Life classification.

Rhona Lloyd, KYW, Philadelphia, writes that women's directors in the eastern half of the third district are making plans for a rousing get-together in the near future.

HONOR ROLL

MIRIAM DICKEY

KFAR, Alaska

She writes:

"Being in a semi-active war zone and quite close to an active zone, there is much of a military nature which runs through our broadcasts. Naturally, censorship prevents my telling you much of what is going on up here, but I can assure you that Alaska is a very interesting place to be these days. Since our morning listening audience up here now includes many men who work night shift and also many servicemen who are stationed in outlying posts, we have to keep away from too much stress on purely feminine household subjects. And in giving recipes, we occasionally give some that the boys in camp can try with their limited supplies. I shall look forward to receiving further copies of THE BEAM."

And we add that the Association and all women are fortunate to have **Miriam** representing us on the fighting front, broadcasting in a combat zone. More of your dramatic story in a later issue. Meanwhile, orchids to you, **Miriam Dickey**, of America's farthest north radio station.

Women for the Services

By LIEUT. HAZEL KENYON MARKEL

(Radio section, public relations, USN)

At the outset of the war, the major problem confronting the Nation was manpower. Men to man the machines, the guns, the plows—men to fill the ranks of the armed forces. And very soon a disturbing shortage of that manpower faced America. Where to turn to supply it? The young men of the country were joining up to build the vast military machine made necessary by the exigency of war. Three other sources remained. Youth, older men, and women. Youth did a job—is still doing a job—on after-school hours, on vacation time, and in part-time positions. Older persons rapidly filled many of the places held formerly by their sons and daughters. But women offered the largest single reserve for the many industrial and civilian duties necessary to winning the war. Women answered the call with enthusiasm and challenge. They quickly took over a large percentage of the jobs in war industry, and they filled the gaps created by men leaving for service in the many and varied civilian pursuits.

War continued; more men and more men were needed; until yet today, manpower, or perhaps more specifically womanpower, is a number 1 on the list of Uncle Sam's major problems. Now, it has become a necessity—a very grave necessity—that women be used not only in the factory, on the streetcar, in the store, but on the farm, and finally, in the military services themselves. The need is growing greater daily. The job is too big, men cannot do it alone. Women *must* help! And here is where the women directors come in. This is a women's problem, and the woman director will want to tackle it. And the story is an exciting one! Today all three branches of the fighting forces have their women's organizations. Women are doing gladly and doing well all the many jobs behind the lines which women can do. They are doing the things they did in civilian life and many things more and, of most importance, they are releasing more men daily for front line duty. But more women must replace more men—a great many more men. And the first job is to make the women of America realize this, realize that their efforts, their work is of utmost significance right now.

Women's Service Varied

All the many things women are doing in the services should make a stirring appeal to women everywhere. What can be more thrilling than women manning the control towers of one of the Nation's major air bases, directing the incoming and outgoing traffic of planes. Teaching America's future aces of the air to fire the guns that are to blast the enemy, or instructing flyers to pilot planes through darkness and fog by means of instruments! Women are serving as aviation mechanics, as code and signal workers, as hospital corpsmen, as radio operators and radio repairmen, working at confidential duties, using highly technical skills with electricity, X-ray, physiotherapy. They are working in Navy Yards, training stations, air bases, hospitals, and supply depots. These are but a few of the important places that women can fill! No matter what the job in civilian life, there is a place in the service for it. Yes, it is a story that can be told with drama, excitement, and appeal.

Add to the story the way women have been received in the services. From all over the Nation come reports of "good fellowship, patience, understanding, and appreciation." Perhaps best summed up in the invitation of Lieut. Gen. Thomas Holcomb, Commandant of the Marine Corps, on the occasion of the formation of the Women's Reserve of the Marines—"We of the Marine Corps invite you to join us, to wear our uniform, to share our trials and triumphs, to march with us to victory." Everywhere women are working beside men as colleagues, as equals, as friends. It is a comradeship and experience that women will always cherish.

Recruitment Is Local Problem

The problem of interesting more women in joining up is a local one mainly. The networks, in cooperation with the Office of War Information, are doing a splendid overall national task, but the local situation is one in which much can be and must be done. Let's consider a few ways to attack this job. First, it would be well to confer with your local public relations and recruiting officers, to learn the actual needs of your particular locality as to numbers wanted, numbers possibly available, and qualifications necessary. Consider your program plans in the light of these needs. Consider approaches and appeals for the different audiences to which you play—women, schools, or general public. Consider approaches and appeals from the stand-

point of your geographical location. There undoubtedly will be a difference in the appeals in Maine than in Kansas.

There are many good program ideas that some of you have used and are using daily. I am inclined to think that more men speaking for the work of women in service is immeasurably more effective than the women speaking for themselves. For instance, a man with a wife, a daughter, or a sister in the service; a man returned from the front who knows the need for more men out there and hence more women here at home; the commanding officer of a WAVE, WAC, SPAR, or Marine to tell how she is "filling the bill" and the need for more such women; the man who is working beside a woman in uniform, what she is doing and how she is doing it. A yeomanette of the last war undoubtedly could tell a stirring and convincing story of women's military contributions. A woman who is a prospective candidate is good program material, asking the questions, expressing the interests of other prospectives.

Woman Director "Ideally" Equipped

And, it seems to me, the woman director is ideally equipped to carry on this campaign. As a leader in her community, she has an obligation and responsibility to this cause so vital to women and to the nation.

The many activities in which she takes part will serve richly to increase the "coverage" for the drive . . . her speaking engagements, the other shows on her station, her own special shows, all will be a means of telling her community the story of women in service and the growing need for more. She can talk to school groups, church groups, social clubs. The schools are an especially significant group to reach as it is from their ranks much of the womanpower for war will have to be drawn. The woman director can see to it that her public not only understands the needs fully but that they know the general requirements, and the duties. That every woman who listens faithfully for the daily voice of the WD on her radio will, in turn, take up the cause, accept and feel the responsibility to help, to tell her club, her church, her friends, yes and her family. For this is a woman's war, too. Dire is the peril of our country, grave the implications for the lives and hopes of each one of us. And who more than women are concerned? Our homes, our families, our very world are at stake!

DOROTHY LEWIS ADDRESSES NEW JERSEY WOMEN'S FEDERATION

Mrs. Dorothy Lewis addressed the convention of the New Jersey Federation of Women's Clubs May 20 at the Commodore hotel in New York City on the subject "The Importance of Radio in Education."

Mrs. Robert Cornelion, federation education chairman, introduced Dorothy.

The need to keep radio free and then to promote its use in our free school system to the enrichment of the educational process were stressed by Dorothy, who cited the "Texas School of the Air" as an example.

She pointed out that through the cooperation of the 170,000 parent-teacher members and 80,000 club women and laymen of civic groups, Texas has the only radio division of the state department of education in the U. S.

School equipment of the future will feature libraries of recordings as well as those of books, she predicted.

Dorothy stated that if we use radio as diligently and forcefully as Hitler has done, but to intelligent and constructive ends, the problems of democracy can be solved through our youth. Radio is the purest expression of the democratic process and is a potent factor in education, she concluded.

MEMBERSHIPS

All members of AWD must be on the staff of stations that belong to NAB.

Active membership requirements are defined as whether you are broadcasting and/or directly concerned with the presentation of women's and children's programs.

Associate members will include women executives in other fields of activities in NAB member stations (except women secretaries) such as public relations officers, technicians, saleswomen, etc. Also women in the fields of radio advertising; radio writing, producing and broadcasting; radio editors, etc., will be included. All applicants for associate membership must be presented to the membership committee and executive board for consideration. Their decision will be final.

What Are You Doing for Uncle Sam?

Inspired by the recruiting talks of **Lt. Hazel Kenyon Markel**, now radio director with the WAVES, our AWD president **Ruth Chilton** went to work on the local gals of Syracuse with a special shlow for the SPARS and presented one of those charming lassies in person.

Kay Halle, of WGAR, Cleveland, well-known commentator of the Cleveland Orchestra Broadcasts, has just completed a series of programs giving an inspiring account of the work in the war industries of her city. So effective were they that the president of one war plant she described made a special tour of his mill to see all the exciting details he had heard for the first time.

When you tune in the Office of Education's "VICTORY HOUR," each Tuesday afternoon on the BLUE, you may like to know that **Lieut. Hazel Kenyon Markel**, on leave from KIRO, Seattle, has recently been appointed liaison for the Navy's radio section for this series.

Alma Kitchell, Blue Network, adds a new one with "The Women's Exchange." This half hour show, Monday through Friday on WJZ, is in addition to her 15 minute Monday through Friday network program. It's exactly what the title implies—an exchange of useful ideas on subjects of interest to women today. Conservation takes the spotlight—with sewing make-overs, rationing and nutrition time savers, canning and gardening helps.

Your news editor reports the first mass recruiting of Marine Women Reserves in the country. Through her station, KDKA, Pittsburgh, plans were made with the mayor of the city to proclaim "Free a Marine to Fight" Day. The National Head of the Women's Reserve, **Major Ruth Cheney Streeter**, appeared for the occasion and the first mass induction was made over NBC coast-to-coast hook-up. So much for station initiative and patriotic responsibility.

Lieut. Hazel Kenyon Markel, Navy public relations, at Ohio Institute Breakfast for AWD, stressed the need for women broadcasters' help in the recruiting of women for the Army and Navy. She made a point that would be a good one to remember the next time you tackle the subject. . . . It's no longer a call that a woman can answer or not at her pleasure . . . it has become the duty of every eligible woman to volunteer. And if you want to know some of the grand jobs the WAVES are doing, write to her, Office of Public Relations, Navy Department, Washington, D. C., and she'll give you really startling information.

Elaine Ewing, OWI, reports new releases are available now that all your listeners will be grateful for. They're short cuts for homemaking. In these days when every woman is doubling up on her day's duties, you'll find these racy aids for war workers a swift audience-getter. You can reach her, Women's Division, Office of War Information, Washington, D. C.

Ann Ginn, WTCN, Minneapolis, has been appointed state chief of household salvage campaigns, by the WPB. She is also state chairman of the women's division of General Salvage. These new activities will mean a good deal of traveling; but she is one of the most energetic women in radio, as we soon learned from meeting her in Columbus; so we know her various activities at the station won't suffer from the new duties she is adding to her crowded schedule.

Evelyn Gardiner, KDKA, Pittsburgh, asks if other AWD members have commented on the increasing similarity in the tenor of OWI messages and that of the industrial advertising recommended by the national participation advertisers nowadays? When you give one, you've practically given the other.

Ruth Crane, WJR, Detroit, has been appointed to the advisory committee of WAC Recruiting for Michigan. The Army has apparently learned the value of the woman broadcaster in molding the public mind.

There'll be no shortage of trained workers and artists when KDKA's men go to war! Program director **Bob White** and production manager **Bob Shield** are conducting weekly classes in announcing, writing, producing, and engineering for women

staff members. Already some of the students have stepped up to take the controls.

And speaking of schools for Radio, **Judith Waller**, NBC public service director, is co-director of the second annual NBC-Northwestern University Summer Radio Institute in Chicago. She's teaching the course in public service programs. (To those students responsible for that up-and-coming publication, "On the Beam," congratulations! We'll be seeing and hearing more of you yet!

Colonel E. M. Kirby, chief, radio section, bureau of public relations, War Department, announces fact sheets are available from the War Department for those who are deep in war program writing.

Rhea McCarty, WCOL, Columbus, recently installed president of Bexley Women's Club, is working directly with Harrison Sayre, director of Civilian War Services in Ohio, to give her radio audience the latest information on the home front.

From **Ann Stirling**, KJR-KOKO, Seattle, district chairman of AWD, comes news of our women directors in the Northwest.

Ruth Poindexter, KXRO, features "Town Topics"—the Society Page of the Air, with weddings, births, club-notes, and social events the main material. On it are carried all government releases.

Jeanne C. Peckenpaugh, program manager, KVOS, Bellingham, Washington, lists "Back Page" and "Communique from the Home Front" as audience getters and says they're inaugurating a new program using government releases on food and other timely home front news.

Virginia Van Hoy, KUJ, Walla Walla, conducts "Let's Go Shopping" daily feature on war-time problems of food, clothing, housing, morale.

Gertrude Commerford, KPO, Wenatchee, Washington, finds her listeners eager for helpful hints for the combination career woman-housewife. Womanpower brings new problems for the woman director to solve.

Helena Rutan, KVAN, Vancouver, announces that in her vital defense area the "Home Defense Reporter" has a wide audience.

Expert gardener **Mrs. Stewart Clark**, KMO, Tacoma, uses her knowledge for the government's Victory Garden campaign in the five day weekly "KMO Garden Guide."

Evelyn Courtney, WKZO, Kalamazoo, reports a wartime style broadcast, a made-over fashion parade. "Best-dressed" (Vogue) Congresswoman Stanley was present and most enthusiastic about Director Evelyn Courtney's smart outfit, made from her husband's morning suit. Congratulations on your wartime ingenuity, Evelyn, the conservation suit is a beauty!

Orchids for Programs

"This is Rosemary" . . . editor-in-chief of the WGL Magazine of the Air, published Monday through Friday, a magazine for the American Homemaker in Wartime. Has a real "red-white-and-blue" binding, with all suggestions covering a wartime theme. "Magazine" divided into sections: Charm and Fashion; What's New; Interior Decorating and Gardening; Food and Homemaking; Meet the Ladies; Today's Best Buy in Food; Today's Hard to Get Item; Tomorrow's Men and Women; and This and That. On "Meet the Ladies" interviewees chosen at random from telephone directory, contacted by "Rosemary" and brought to the studio as guests. A poetess, head of a children's theater group, a negro maid, high school student, have been among the guests, and during recent flood, quite inadvertently, an actual evacuee. The "cover," which is used to open the show, is always a graphic word picture in keeping with the season, the day, or a mere figment of Rosemary's imagination. So detailed is this cover that listeners have actually drawn pictures of what they felt it must look like. "Patriotic Pete" is another daily character appearing in the magazine and is eagerly awaited as a favorite cartoon. This character gives Editor Rosemary a good chance to get in some clever "plugs" for salvage, bonds, tin cans, etc. One unique example of this happened on the day of the opening of the second war loan when Patriotic Pete appeared in the magazine wearing nothing but a barrel—he'd pawned his clothes to buy war bonds.

(Let's have your ideas!)

AWD Formulates War Policy at Radio Conferences

The AWD celebrated its first birthday with participation in two national radio meetings—the NAB War Conference in Chicago and the Ohio Institute at Columbus. Despite heavy wartime broadcasting schedules and the difficulties of transportation, some fifty members attended the session.

Ruth Chilton presided over panel discussions and business sessions at both meetings. Speakers were Dorothy Lewis, coordinator of listener activities, NAB; Willard D. Egolf, NAB assistant to the president; Grace Johnson, director of women's and children's programs, Blue network; Gracia Wood, women's division, NBM; Elaine Ewing, OWI; Lewis H. Avery, director of broadcast advertising, NAB.

Previous officers were re-elected. An analysis and crystallization of the wartime activities of the members was made. Plans to extend these projects were incorporated into the following statement of policy: The Association of Women Directors of the National Association of Broadcasters pledges its wholehearted support and talents to the promotion of essential war projects. Believing that the enlistment of woman power for the services, for industry, and for civilian wartime activities presents an immediate and serious problem, the steering committee recommends that the members carefully consider the needs in their locality, and as their current major responsibility offer their services and talents to the solution of the problem.

Members Attending the Sessions:

Ruth Chilton, president, WSYR, Syracuse, N. Y.; Mildred Bailey, secretary, WTAG, Worcester, Mass.; Rhea McCarty, treasurer, WCOL, Columbus, Ohio; Dorothy Lewis, NAB, New York City; Mary Mason, district chairman, WRC, Washington, D. C.; Ann Ginn, district chairman, WTCN, Minneapolis, Minn.; Ruth Crane, district chairman, WJR, Detroit, Mich.; Peggy Cave, district chairman, KSD, St. Louis, Mo.; Florence Shugars, district chairman, WROK, Rockford, Ill.; Victoria Corey, district chairman, KDKA, Pittsburgh, Pa.; Marvel Campbell, district chairman, WAIR, Winston-Salem, N. C.; Frances Wilder, state chairman, KNX, Hollywood, Cal.; Jane Weaver, WTAM, Cleveland, Ohio; Duffy Schwartz, WBBM, Chicago, Ill.; Marjorie A. Wever, WHIZ, Zanesville, Ohio; Gladys Borne, WISR, Butler, Pa.; Virginia Pierson, WTAD, Quincy, Ill.; Judith Waller, WMAQ, Chicago, Ill.; Madge L. Cooper, WMRN, Marion, Ohio; Hilda C. Woehrmeyer, WOWO-WGL, Fort Wayne, Ind.; Verda Mae Ziegler, Fort Wayne Public Schools, Fort Wayne, Ind.; Grace E. Ingledue, WFIN, Findlay, Ohio; Gertrude Broderick, FREC, Washington, D. C.; Lt. Hazel Markel, U. S. Navy, Washington, D. C.; Capt. Ruth Morton, WAC, Washington, D. C.; Linnea Nelson, J. Walter Thompson, New York City; Dorothy Spicer, Chicago, Ill.; Hayle Cavenor, Regional Director, OWI, Minneapolis, Minn.; Madeline Johnson, WCOL, Columbus, Ohio; J. A. Barber, representing Ruth Schleber, KGVO, Missoula, Mont.; Lillian Gold, Chicago, Ill.; Kirt Cuff, Variety, Chicago, Ill.; Mrs. Oscar A. Ahlgren, president, Indiana Fed. of Women's Clubs; Mrs. R. F. Grosskopf, 7th District, Indiana Fed. of Women's Clubs; Mrs. Esther Cook, state radio chairman, Wisconsin Fed. of Women's Clubs; Mrs. Clarence A. Muth, Children's Theater, WTMJ, Milwaukee, Wis.; Mrs. George B. Palmer, national radio chairman, General Fed. of Women's Clubs and regional director of listener activity, Minneapolis, Minn.; Mrs. R. K. Stoddard, regional director of listener activity of NAB in Cedar Rapids, Iowa; Mrs. W. F. Ottmann, regional director of listener activity, Omaha, Nebr.; Mrs. Robert Stirling, Illinois Federation of Women's Clubs; Willard Egolf, NAB, Washington, D. C.

Committees

The following committees were appointed at the annual meeting:

Release Committee:

Margaret Cuthbert, NBC, New York City
Mildred Bailey, WTAG, Worcester, Mass.
Peggy Cave, KSD, St. Louis, Mo.
Ruth Lyons, WLW, Cincinnati, Ohio
Dorothy Lewis, NAB, New York City
Rhea McCarty, WCOL, Columbus, Ohio
Lavinia Schwartz, WBBM, Chicago
Ruth Chilton, *ex officio*, WSYR, Syracuse, N. Y.

Steering Committee:

Chairman, Ann Ginn, WTCN, Minneapolis
Victoria Corey, KDKA, Pittsburgh
Marvel Carter Campbell, WAIR, Winston-Salem
Mary Mason, WMAL, Washington
Ann Erickson, WHAI, Greenfield
Ruth Lyons, WLW, Cincinnati
Peggy Cave, KSD, St. Louis
Hazel Cowles, WHAM, Rochester
Evelyn Hicks, WSGN, Birmingham
Ruth Crane, WJR, Detroit
Leah McMahon, KFSD, San Diego
Marjorie Cooney, WSM, Nashville
Florence Shugars, WROK, Rockford
Ann Holden, KGO, San Francisco
Ann Stirling, KFR, Seattle

By-laws Committee:

Chairman, Ruth Chilton, WSYR, Syracuse
Mildred Bailey, WTAG, Worcester
Grace Johnson, Blue Network
Dorothy Lewis, NAB, New York
Victoria Corey, KDKA, Pittsburgh
Dr. Grace Ingledue, WFIN, Findlay
Rhea McCarty, WCOL, Columbus

Membership Committee:

Chairman, Mary Mason, WMAL, Washington
Ann Ginn, WTCN, Minneapolis
Rhea McCarty, WCOL, Columbus
Dorothy Lewis, NAB, New York
Lavinia Schwartz, WBBM, Chicago

To: AWD
From: Ruth Chilton

We missed you at our NAB War Conference in Chicago and the Ohio Institute meetings but we hope for better luck next time.

Our accredited membership list yields the astonishing fact that we now number 580 members. This letter carries my very best wishes to each and every new member! Next year, through local group meetings, many of us will become better acquainted. Meanwhile let us hear from you; what you are doing and thinking—and particularly news about yourself.

Yes, our meetings this spring were grand. Messages were brought from industry leaders, speeches made by experts and, best of all, we took our hair down in several closed sessions. Committees have been set up. For further information, read all about it, folks, in THE BEAM! How about a special cheer for Vickey Corey, our new BEAM Editor!

We have come a long way under wartime conditions. As we look forward we face roads with many a turn and obstruction, yet I have faith that an organization born and thriving during these hectic days will live and progress toward a happier peacetime era.

Above all, I hope we'll remember that the future of AWD is in the hands of each one of us. We'll strive to build fellowship and friendship, one for the other, that will guarantee the success of the Association of Women Directors of NAB. The year 1943 is a challenge to the AWD. We'll meet that challenge on the "beam".

May I express my deep appreciation to each and every one of you for your kindness and cooperation. Here's good luck for another year.

NAB PUBLICATIONS

The results of a special study on women's audiences recently compiled by our president, Ruth Chilton, and the executive officers, were distributed at the NAB War Conference in Chicago. They're invaluable sources of information and are now available for all women directors. If you haven't received a copy yet, you can get one by writing to Ruth Chilton, 535 Fifth Avenue, New York.

There's another little booklet that every woman director should read to get the listener's viewpoint. . . . It's titled "HOW TO LISTEN TO RADIO." See if your station has received a copy . . . if not, send to the NAB office, 535 Fifth Ave., New York City. You'll be nearly as wise as your audience after you've read it.

"The Network Serves the Woman Listener"

By GRACE M. JOHNSON

(Condensation of a speech made at Northeastern Radio Council)

RADIO in wartime must offer much practical help. It must provide entertainment, inspiration; it must sustain our courage. That is the problem network broadcasting faces today . . . and also the problem facing the woman director. As the homemaker's interests grow, we must increase our service and broaden our sphere of activity.

For assistance in solving the wartime living problems of the housewife, broadcasters have established the informative "how to" program: The Blue Network's "Mystery Chef," who explains the need for rationing, how to conserve on points and still feed the family amply and nutritiously. NBC's "Consumer Time" and "Betty Crocker" programs; CBS, "Fashions in Rations"; Mutual with its fine array of programs. Specific information is given on other programs on nutrition, consumer guidance, conservation, victory gardens, income tax, budget, and sewing.

Perhaps the greatest service the Blue Network has contributed to the mothers of America is its child care program, "The Baby Institute."

Child Problems Presented

Each weekday morning outstanding pediatricians, child psychiatrists, and pre-school educators present a physical or social problem in the life of a mother and her child from the time of conception until the child is ready for school. This meets the mothers' new awareness of their child care responsibility during the wartime drain on the medical profession.

With gas rationing and lack of transportation for lecturers, radio assumes a more important place in the lives of clubwomen. So, in addition to our regular forums and discussion programs, we broadcast many special programs for women dealing with national, international, and, particularly, postwar problems.

There are programs dealing with every phase of the war effort. To bring the mothers, wives, and sweethearts of our fighting men closer to their men, the Blue Network's "Men of the Land, Sea, and Air" broadcasts interviews with sailors, aviators, and soldiers in our own country and abroad. Whenever an American is to be interviewed from abroad we endeavor to contact the family. Sometimes this will take hours, sometimes days, but the results justify the time and effort as this mother's letter testifies: "We appreciate very much your notifying us of the London broadcast on which John was interviewed. It was a very great thrill for us. We haven't seen John for a year and a half. His older brother is in Australia. Thank you so much."

Education, music, religion for wartime living, these needs are all covered by special programs. They are part of radio's responsibility, be it network or woman director, of building and bettering our American family life. Because isn't that what we are fighting for?

"GRANDMA" DOROTHY

These lightning visits of Dorothy Lewis bring an infectious response of energy and efficiency from everybody in her vicinity. Even the stork responded with obliging promptness and delivered a beautiful nine-pound boy to her daughter, Mrs. Thomas A. Gage, while Dorothy was visiting her May 16th. Those of you familiar with Dorothy's years of contribution to fine music in radio will not be surprised to hear the new grandson, Thomas Lewis Gage, was greeted with a beautiful lullaby composed expressly for him by his grandmother, Dorothy Lewis, herself.

1943 RADIO INSTITUTE REPORT

NATIONAL ASSOCIATION OF WOMEN DIRECTORS, NAB

Ruth Chilton, Station WSYR, Syracuse, President of the National Association of Women Directors, presided at the 8 p.m. session when the topic—"The Woman Listener Discovers New Horizons in Wartime" was discussed. Preceding the four speakers, Ruth Chilton introduced the following Women Directors who participated later in the Round Table Discussion: Peggy Cave, Station KSD, St. Louis; Victoria Corey, Station KDKA, Pittsburgh; Ann Ginn, Station WTCN, Minneapolis; Ruth Lyons, Station WLW, Cincinnati; Mary Mason, Station WRC, Washington; Rhea McCarty, Station WCOL, Columbus; Lavinia Schwartz, Station WBBM, Chicago; and Jane Weaver, Station WTAM, Cleveland. Also, she presented Dorothy Lewis, coordinator of listener activity, NAB, who said she was happy to witness the very wonderful occasion of having the National Association of Women Directors of NAB sponsor this important session because *women* today really have power!

"Advertising Does Double Duty on the Home Front" was the subject of the opening address made by Lewis H. Avery, director of broadcast advertising, NAB.

In the round table discussion, which was kept plenty alive with pertinent questions directed to the above speakers and also to the women directors with the audience participating, it was emphasized that in America today thousands of women, whose wartime job is in the home, need to be told of the paramount importance of their wartime responsibilities. Furthermore, with new horizons lifting to *women* it was pointed out that Radio is one of the most potent factors in making women realize what a great contribution they are making and can continue to make on the Home Front!

It was disclosed that unfortunately too many advertisers are unfair about carrying their load. Avery suggested that women directors and women broadcasters should explain to Station Managers how advertising can best tie into all the various Government campaigns such as salvage and other vitally important promotions thru OWI, OPA, and WPB that touch directly the homemaker's life. Dissemination of this information presented in simple, understandable, everyday language reveals what is needed and why and how Mrs. American Housewife can help. It was interesting to have one of the listening audience say "one of the things that is most appealing to the women listeners is to have a woman broadcaster tell them in her *own* words about current topics of particular interest to women—they believe *her*!" Whereupon both the audience and women directors questioned the amount of radio script and advertising continuity that was actually being written by *women* to appeal directly to women—for instance, the discussion of *nutrition* in the kitchen lingo using Governmental information issued to press and radio for planning and presenting women's programs.

It was gratifying to learn that some commercial sponsors feel that a *service* not a *selling* program is sufficiently important to merit sponsorship as a wartime service for women on the home front. In conclusion, Mrs. American Housewife is discovering new and broader horizons and *women* radio commentators can and are playing an important role in her education.

New Station Members of NAB

We extend welcome to new stations who became members of NAB at the recent War Conference in Chicago.

KCMO, Kansas City, Mo.; KCRC, Enid, Okla.; KEEW, Brownsville, Texas; KPFA, Helena, Ark.; KGDM, Stockton, Cal.; KGFL, Roswell, N. M.; KHUB, Watsonville, Cal.; KILZ, Denver, Colo.; KSN, San Francisco, Cal.; KSCJ, Sioux City, Iowa; KTBS, Shreveport, La.; KWFC, Hot Springs, Ark.; WDAK, West Point, Ga.; WEBR, Buffalo, N. Y.; WGGM, Gulfport, Miss.; WGRC, New Albany, Ind.; WHBQ, Memphis, Tenn.; WJPA, Washington, Pa.; WKBB, Dubuque, Iowa; WKBO, Harrisburg, Pa.; WTOL, Toledo, Ohio; WWPB, Palm Beach, Fla.; WIIK, Cleveland, Ohio; WHKC, Columbus, Ohio; and four managed stations of the Texas State Network.

We suggest that our district chairmen write to the managers of the stations in their districts inviting their women directors to join with us.

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THE BEAM

Association of
WOMEN DIRECTORS

The NATIONAL ASSOCIATION OF BROADCASTERS**OFFICERS****RUTH CHILTON, President**
WCAU, Philadelphia, Pa.**RHEA MCCARTY, Treasurer**
WCOL, Columbus, Ohio**MILDRED BAILEY, Secretary**
WTAG, Worcester, Mass.**DOROTHY LEWIS, NAB, Coordinator**
535 Fifth Avenue, New York City**District Chairmen****ANN ERICKSON, 1st district**
WHA1, Greenfield, Mass.**MARY MASON, 4th district**
WRC, Washington, D. C.**RUTH LYONS, 7th district**
WLW, Cincinnati, Ohio**PEGGY CAVE, 10th district**
KSD, St. Louis, Missouri**LILLIAN C. JARMAN, 13th district**
KTSM, El Paso, Texas**HAZEL COWLES, 2nd district**
WHAM, Rochester, New York**EVELYN HICKS, 5th district**
WSGN, Birmingham, Alabama**RUTH CRANE, 8th district**
WJR, Detroit, Michigan**ANN GINN, 11th district**
WTCN, Minneapolis, Minn.**EVADNA HAMMERSLEY, 14th district**
KOA, Denver 2, Colo.**VICTORIA COREY, 3rd district**
KDKA, Pittsburgh, Penna.**MARJORIE COONEY, 6th district**
WSM, Nashville, Tennessee**FLORENCE L. SHUGARS, 9th district**
WROK, Rockford, Illinois**MRS. W. C. GILLESPIE, 12th district**
KTUL, Tulsa, Okla.**ANN HOLDEN, 15th district**
KGO, San Francisco, California**LEAH McMAHON, 16th district**
KFSD, San Diego, California**ANN STIRLING, 17th district**
KJR, Seattle, Wash.

NBC Establishes Women's Activities Division

Creation of a Women's Activities Division to establish channels of communication with women directors of all NBC-owned and operated stations was announced recently by William Burke Miller, manager of NBC's Public Service Department.

The new department, recognizing the importance of women in the wartime radio pattern, began functioning October 1.

The Division will exchange information and suggestions with the manager of the central division, Public Service Department, Chicago, and the western division outlet in Hollywood.

Chairmanship of the Division will rotate automatically after each four months' period. Duties of incumbent will be to conduct correspondence and to distribute information among eastern, central and western divisions and the NBC O-and-O stations.

Margaret Cuthbert will serve as chairman the first period with Jane Tiffany Wagner for the second and Mrs. Doris Corwith, third.

In outlining her objectives, Miss Cuthbert said she "hoped to give credit, impetus and glamor to the work of the women of NBC-owned and operated stations and those independent stations affiliated with NBC by publicizing their total effort."

Ruth Chilton Moves to WCAU

Ruth Chilton, president of AWD, has passed another notable milestone in her long and scintillating radio career. WCAU is the station which was able to persuade her to bring her rich and varied talents to Philadelphia to take over their popular and well-established participation program "For Women Only." She will present informal chats on fashions, home-making, child care and the hundred-and-one subjects dear to a woman's heart . . . all in the refreshing, inimitable **Ruth Chilton** manner. Despite the title, however, we have reason to know there is a large percentage of the "sterner sex" who follow her broadcasts with the same keen interest as the women; for her interests are so inclusive that no one can be impervious to her charming personality.

We all join in wishing **Ruth** the best of success in her new position.

DOROTHY LEWIS TOUR

AWD has some vitally important projects shaping up. We hope that each of you in the cities listed below will plan to see Dorothy and give her your reactions and ideas.

City	Date	Hotel	Station Headquarters
Chicago	Oct. 5-6	Palmer House	None
Rockford	7	None	WROK % Koessler
Minneapolis } St. Paul }	8-9-10	Curtis Hotel	WTCN % DeHaven
Des Moines	11	Fort Des Moines	KSO % Lawrence
Iowa City	12	Univ. of Iowa Radio-Division	WSUI % Menzer
Cedar Rapids	13	None	WMT % Quarton
Omaha	14-15	Fontanelle	WOW % Gillin
Salt Lake City	17-18	Utah	KSL % Glade, Sr.
Missoula	20	Florence	KGVO % Moseby
Spokane	21	Davenport	KQA % Wixson
Seattle	22-23	Olympic	KJR % Moshier
Portland	24-26	New Heathman	KEX % Pangborn
Sacramento	28	Senator	KROY % Miller
Fresno	Nov. 1	Fresno	KMJ % Collins
Los Angeles	2-11	% Woollett 6923 Franklin Ave. Hollywood, Cal.	% Gilman Blue Network Sunet & Vine, Hollywood
Phoenix	12-13	Westward Ho	KOY % Safford
Albuquerque	14-15	Francescan	KOB % Quinn
Denver	16-17	Albany	KOA % MacPherson
Wichita	18	Lassen	KFBI % Linton
Kansas City, Mo.	19	% Truitt 6124 Walnut St. Kansas City, Mo.	KCKN % Atteberry Kansas City, Kansas
Columbia, Mo.	20-21	% Lawton Radio Division Stephens College	None

To New York

Correction

We wish to correct an error in the previous BEAM issues. **Mary Mason** is director of women's activities at station WRC, Washington, and not WMAL as listed. She is district chairman and chairman of the AWD Membership Committee. Please correct your files.

★ EDITORIAL STAFF ★

Editor

VICTORIA COREY
KDKA, Pittsburgh

Assistant

PEGGY CAVE
KSD, St. Louis, Mo.

Editorial Committee

ANN GINN, WTCN, Minneapolis, Minn.
LAVINIA SCHWARTZ, WBBM, Chicago
ELEANOR HANSON, WCLE, Cleveland, Ohio
DOROTHY LEWIS, NAB, New York

Ex-officio

RUTH CHILTON, WSYR, Syracuse, N. Y.

Extended Horizons

(EDITORIAL)

Through the daily mail response we women in radio are realizing more and more the responsibilities we hold to our listeners and community. We are like a valued, near neighbor, always ready with advice and cheer. In many cases, our voice is the one which the woman listener can turn to for sympathy and understanding. Our interests and discussions give her a new and wider horizon that she might not have achieved without us.

Our responsibility increases as radio extends its influence to a global sphere. Radio will have a major part in the post-war world in reconstructing countries and laying the foundations of lasting peace. This work extends to us as a woman director, as well. We interpret the world to the woman at home; through her we interpret it to her husband, her children. That world is as broad or as narrow as we make it. We bring that world into her home and our concept of it limits or extends her horizon.

If there are world-problems for women to face . . . and we know there are . . . ours is the responsibility, the opportunity, of setting their minds in a constructive pattern with a greater vision of the whole.

Escapist habits of thought are out-moded. It is the place of the woman director to present facts and truth that call the listener to face the world . . . not as she fondly wishes it to be, but as it is . . . a world of which she is a part and which she may in a small way help to mold.

There is no ceiling on opportunities for women directors today . . . we can go as far as our imagination and understanding will carry us.

Chit Chat

Peggy Cave, our associate editor, KSD, is conducting several business and discussion sessions at a National Radio Conference at Stephens College, November 19-21. General theme of the conference is "The Responsibility of Radio in the New World". Radio women from Nebraska, Missouri, Iowa, Kansas, Oklahoma, Arkansas, Tennessee and Illinois will be present. We're looking forward to hearing the results of this fine meeting.

Congratulations to Alicia Fuller on her recent appointment as program director of KQV.

And congratulations to Nancy Boothe Craig, WJZ "Woman of Tomorrow", on the birth of a baby boy.

A recent addition to women newscasters is Virginia Safford, WTCN. From her background of newspaper and magazine writing she is now radioing, "Postscripts on the News."

Another newspaper girl . . . Kay Kenney . . . has deserted her daily column which was featured in 250 newspapers for three years, in favor of the microphone with "Kay Kenney's Conclusions" now heard on WFMJ.

Since our last issue, Alma Dettinger, WQXR, celebrated the second anniversary of her program "Other People's Business". And Mary Margaret McBride cut the cake in honor of her third anniversary with WEAF.

Olive Kackley, WCKY's goodwill ambassador, sets a record at which broadcasters may shoot. She has spoken to more than 1000 civic, professional and business organizations, or an audience totaling more than 500,000 persons. During her career as a dramatist she has trained more than 100,000 persons, many of whom reached stage and radio success. At present her speaking engagements extend into next year. In addition to her speaking engagements, she's heard in twelve programs, seven days a week: her "Olive Kackley" program daily except Sunday; "Famous Women", Monday through Friday; and "Prologue", a program of philosophy and literature, every Sunday.

Ann Ginn, WTCN, is president of the Women's Advertising Club of Minneapolis. She has that comprehensive human touch in radio that makes children beg to name their baby sisters after her . . . and we're told the farmers grow her name on their squash!

When Ruth Lyons, WLW, puts in a call on her "Petticoat Party Line" they're all listening! She gave her annual picnic this summer with over 12,000 women of the Party Line and their friends, husbands, and children in attendance.

Mr. and Mrs. Stan Lee Broza, WCAU, are still receiving congratulations for their "Children's Hour." With more than 15 years to its credit, the program has received "Tune-In" Magazine's award of merit.

WANTED . . . an AWD 8th District Committee Member from Indiana! If you're interested, drop a line to Ruth Crane (Mrs. Page, to her listening audience), WJR, Detroit.

'Victory, Like Charity Begins at Home'

By Hayle C. Cavanor

(Following out the idea stated in our Columbus meetings to be more active in war and public service, we present an article from a former program manager of WCCO who is now regional director of the Office of War Information. The OWI Womanpower Campaign received top ratings during the month of September; but we can't believe that it ends there. One million additional workers must be added to the labor force in 1944 . . . which means that every month in the coming year must have an urgent appeal for workers. We suggest, however, that you follow the advice given in the Woman's War Program Guide for September and find from your local U. S. Employment Service manager what the woman-power needs of your community are before you go into the subject on the air.—EDITOR.)

ON SUNDAY afternoon of December 7, 1941, every man in the United States listening to the radio wanted to enlist, and every woman was quite ready to take over any task, no matter how gruelling or how lowly, for their own United States had been cruelly, wantonly attacked.

Now, in September, 1943, through almost super-human effort, the situation of the United States has changed. Uncle Sam is no longer unprepared, with his back to the wall. He is armed to the teeth and has taken the offensive. The attitude of the men and women on the home front also has changed. Overconfidence has swept the nation like a prairie fire. It has become an enemy which must be destroyed. The feeling that the war is already won, that we can relax and coast along now until the Axis collapses, is an exceedingly dangerous one. To quote the words of the Secretary of the Navy Frank Knox,

on July 20, "only a careless fool would pretend that we have done more than make a good beginning."

Just how has overconfidence affected the home front? Here are a few examples:

Let's take a look at the records of the American Red Cross. During the past six weeks thousands of Americans have broken their appointments to give their blood to the blood banks—blood which might have saved the lives of American soldiers. Thousands of nurses aides and grey ladies, needed desperately as the armed services recruit more and more nurses, have resigned from this important voluntary work in hospitals. Local Civilian Defense Councils complain that many members of their volunteer groups have ceased to do their work conscientiously or consider it vital. Civilians say "no danger of bombings now—the war is practically won, and blackouts here are a joke." But, even more serious than the situation in the Red Cross or Civilian Defense Councils is the effect on war agencies and war plants. Women are resigning from their jobs in defense plants at a time when the War Manpower Commission is scraping the bottom of the war manpower barrel and is seeking 3,000,000 additional women workers in the next twelve months. WPB salvage officials report that housewives are becoming careless about saving tin cans and grease. They have found many farmers openly indifferent about selling their heavy scrap, although the farmers have been warned that the steel plants cannot operate without this heavy scrap.

Over-optimism on the home front should not be fought with pessimism but with facts.

What Can Be Done About It?

The women commentators and women program directors of radio stations in the United States can probably do as much, if not more, than any one group to prevent American optimism from delaying American victory. Facts and figures upon which to base broadcasts can be obtained from local War Production Boards, War Manpower Commission officials, officials of Civilian Defense, U. S. Employment offices, hospitals or the American Red Cross. All of these agencies have experienced information men whose files are bulging with not only facts and figures, but good human interest stories. Your regional OWI radio officers will put you in contact with these information men or get the material for you.

American women must first be told the facts, then persuaded, inspired or shamed into doing their share. Interviews with leaders in the community, well known entertainers or soldiers home on furlough who are donating blood to the blood banks may inspire others to do likewise. Talks by salvage and scrap experts may bring home the vital need of fats and scrap. Educators who have made a study of world geography, or aviation experts, can frequently convince the public that every country in the world must be prepared for a defense against bombing until the war is over. Doctors, hospital superintendents, nurses and public health workers can explain that hospitals are not money making institutions and quash the rumors that nursing aides and grey ladies help swell the coffers of these institutions of mercy. In some instances they have actually helped to keep the doors of the hospitals open.

Women broadcasters can also be of assistance to the War Manpower Commission and the U. S. Employment Service by featuring broadcasts with grandmothers who have dropped their knitting or afternoon bridge and gone into war plants to work forty-eight hours a week, releasing a man for the fighting front. Interviews with war brides who have entered a munitions factory to help make the bullets their husbands will use may inspire other women whose husbands are in service to get into essential war work. Programs presenting women in any kind of war work are of timely interest these days if they tell other women why they took a war job, how they trained for it, and how they manage their households while they help win the war.

What Are You Doing For Uncle Sam?

Eleanor Hanson, director of women's activities at WKH-WCLE, Cleveland, and a member of our own BEAM Committee, was one of 15 women chosen by Mutual to be a WAC for a week! She went through the training routine at Fort Oglethorpe and says it was the most exciting experience in her career. Radio is lucky to get her back!

When you read the fulfilled quotas of Ohio's Third War Loan you can give **Katherine Fox**, WLW, part of the credit. She spent much of the time in Cleveland serving on the advisory committee for women's activities for the drive in that state.

WOWO'S **Jane Weston**, cooperating with the OCD, conducted a six weeks' period of "Canning Classes of the Air". Nearly a thousand listeners enrolled. Actual demonstrations were conducted by home economists of the area. Last program of the series brought in women enrolled in the classes, selected at random from mail received. A "True or False" quiz show on what had been taught in the classes gave a tangible answer to the efficacy of the course. Students were sent "certificates" upon completion of the lessons. Already plans are under way for next year's classes. Incidentally, **Jane's** a bride now . . . so we all send our best wishes to the new **Mrs. Bill Stewart**.

Elinor Lee's "Home Service Daily" program, WTOP, Washington, D. C., was named winner of the local radio program awarded by the National Advertising Agency network. It's a program to answer war-time needs of the housewife, and all indications are that it has done it quite successfully! Congratulations, **Elinor Lee!**

Women are handling many unusual jobs now, and **Dorothy Crandall** has taken on a unique one. She's one of the country's few agricultural broadcasters. She's just joined the Department of Agriculture's New England Radio News Service, and is filling a job that's been vacated twice this year by men now in the armed forces.

And speaking of war service, **Mary Ellen Trotter**, WCCO, is one of two women in Minnesota who hold a First Class Radio-Telephone Operator's license. She joined the engineering staff in 1942.

Have you heard the BLUE program "This Is Official"? It's scripted by **Sylvia Milrod**, known for her WINX "Victory Starts At Home." She is on leave from that station now to do the necessary research and writing for the network.

Martha Lewis' "Musical Clock" beamed to war workers from WGL has picked up a considerable audience at Baer Field army base. **Martha's** wake-up music and correct time are on the air while the boys are straightening up their barracks. One soldier fan wrote: "We like your music and comments so well, we can even stand to hear you tell about all those fancy doodads you try to sell. If we were in the market we'd certainly go right out and buy them." There's salesmanship for you!

"Food as a Weapon" takes the spotlight this month in the nation's campaigns. And as usual women in radio play a leading part. **Mrs. Vianna D. Bramblett**, WLW nutrition expert, writes a weekly "No Point Menu" and nutritional article for the station's radio news clipping sheet in their wartime food series. She is a member of the nutrition committee of OCD.

A little lady who's proving that age doesn't count is "**Johnny**" **Kathryn Gould** . . . just 16, but in complete charge of pro-

gramming, producing and announcing for Fort Wayne's FM station W49FW. She's had five years' radio experience as singer, narrator, and director of a chorus of 60 voices. Her dad is **Jay Gould**, the well-known character "Doctor Hickory" formerly heard on the Blue.

From Totem Broadcasters, Inc. (and isn't that a picturesque heading?), **Ann Stirling** reports her program "A Woman Wonders" is now going into its fifth consecutive year. Another half-hour, Monday through Friday, which she presents, is "Homemakers Calendar." It's marvelous how these girls do it! During her vacation she worked on her farm from dawn to dark. That's helping Uncle Sam both on duty and off!

And how many others of our girls are taking their responsibility to the nation's food seriously this year . . . going home each evening and week ends to care for their gardens and put up the extra fruit and vegetables in cans? In line with this **Dorothy Lewis** spent Labor Day canning a bushel of beans from her farm!

Public Service in broadcasting is radio's answer to that phrase in the broadcaster's code: "Public interest, convenience, and necessity." NBC's Public Service Department held its annual fall meeting in September to make plans for the network in the coming year. And as usual, women played a prominent part in the planning. **Judith Waller**, manager of the Central Division Public Service Department, Chicago, reported on the Second NBC Northwestern University Summer Radio Institute, and on the activities of the Central Division. **Jane Tiffany Wagner**, director of war activities for women, discussed women's war activities for the year to come. **Margaret Cuthbert**, director of programs for women and children, reported on women's activities other than those directly connected with the war effort. **Doris Corwith**, assistant to the public service counsellor, and public service lecturer, was called upon for recommendations as an outgrowth of her travels and activities. **Dr. James Rowland Angell**, public service counsellor, presided.

Emphasizing the importance of proper nutrition, **Olga Johannes** conducts the "Victory Food Club" on WROK, Rockford. Scheduled Monday through Friday mornings, the program is presented in cooperation with the local OCD nutrition committee. War-time food saving hints, stretching scarce foods, suggestions for balanced menus and general recipes are among the topics covered. **Olga's** an excellent cook and listeners agree that she knows what she's talking about. **Miss Johannes** and **Lorna Lane**, WROK staff organist, are one and the same.

Orchids for Programs

Orchids to **Mrs. R. H. Eddy**, KHQ, for her radio personality "Mrs. Edna Perry" and the "Morning Mail"! In these days of increasing retail store advertising and promotion by radio, **Mrs. Eddy** and the "Morning Mail" are blazing a new trail in personalized radio shopping service. Her sympathetic understanding of women's needs and problems in wartime shopping has made it an outstanding success. There's another "Mrs. Perry" who's on duty at the department store to handle the customers who come in to shop with her in person, and to handle the large volume of mail orders that come in after each broadcast. **Mrs. Eddy** finds she has to serve not only as shopper advisor, but as a sort of Dorothy Dix-Emily Post combination to her listeners. The program carries a full schedule of war service items as well. It does its share of recruiting for women in the armed services, Red Cross activities, and plays an outstanding part in solving civic needs and problems. So for original and ingenious community service and entertainment ideas . . . here's to you, **Mrs. Eddy**!

(Send us your idea.)

Does Your Survey Speak For Your Audience?

By **Elizabeth Reeves**

Knox-Reeves Agency, Minneapolis, Minn.

PERHAPS the objective of sponsored radio can best be defined as an effort to devise programs which combine the highest entertainment standard possible with consideration for the widest audience acceptance.

The radio audience is of course the most diverse audience possible to assemble. It is, in short, everyone.

The question then becomes "What do most people want to listen to most?" There have been many efforts to find the answer to this question. Popularity trends are measured by Crossley and Hooper audience ratings and independent surveys are constantly being made in an effort to determine audience preferences. These methods are good as far as they go. There has been, however, one rather striking variation in that occasionally a program which has a high audience rating in the Crossley and Hooper percentages does not come in for voluntary approval by independent small groups, while just as often the programs which win their approval are not programs which are generally the most popular according to other surveys.

There are several possible reasons for this. It may be that the women who vote on these independent surveys are not familiar with the entire field, or it may be that they are not typical of the average radio listener, and therefore their choice would never follow the trend of the majority. This is a very important fact to determine since these women represent the most articulate listener, and since, in most cases, they purport to speak for the radio audience at large. If the sponsor is guided by them, will his program be led into paths of greater general popularity, or will he sacrifice the approval of the vast inarticulate mass which has been his audience? As long as these articulate groups function independently, the sponsor will be left in doubt as to the thoroughness of their methods and therefore as to the value of their findings.

Since the organization of radio council groups by **Mrs. Dorothy Lewis** during the past few years, it has become increasingly possible for radio councils and sponsors, or their agencies, to get together in an effort to find the answer to the question of what radio audiences want. As well as to these other questions, do these women who comprise the radio councils speak for the majority? Are their methods thorough enough to be a value? Are the agencies open to suggestions? Is it possible by working together to raise both the popularity and the standard of sponsored programs?

In an effort to make a beginning at least in forming some sort of working plan for finding the answers to these questions, a survey was conducted last May 28th through June 24th in Minneapolis by **Knox Reeves Advertising, Inc.**, in cooperation with Minnesota Radio Council groups. The technique of the survey was worked out by the Research Department of **Knox Reeves** according to accepted commercial survey standards. **Mrs. George B. Palmer**, coordinator of listener activities for the Minnesota Radio Council, organized the listening panels. The plan was as follows:

The survey covered eight programs—four on CBS and four on NBC. One hundred twenty-five women were selected from radio council groups. Half of these women listened to NBC, the other half to CBS for a period of two weeks. At the end

of this period those who had been listening to NBC changed to CBS, and the CBS listeners changed to NBC, with a few changes and additions to personnel. The women were paid one dollar a week. Two hundred fifty dollars, or half the total amount, went for a nurses' scholarship; the other two hundred fifty dollars was used for a radio scholarship. The method was quite simple. Questionnaires were distributed every week. These were filled out every day and mailed back to the agency. As each week's listening period ended, a postal card was mailed to Mrs. Palmer by each of the women in the panel noting that the programs had been listened to and the reports sent in. Payment was made to Mrs. Palmer for the radio scholarship and to Mrs. L. R. Upham for the nursing scholarship, as the women all understood their time was contributed to these scholarship drives.

Questionnaires Ask Reaction

The questionnaires asked for reports on the listener's reaction to story material and also a vote on preference of the program heard. The reports were not signed except by number, so that the identity of the voter was known only to the person who tabulated the master list. At the conclusion of the survey all comments were tabulated so it was possible at a glance to get an accurate cross section evaluation of all eight programs so far as this group was concerned. No attempt was made in this survey to get suggestions from the women as to what type of program they might prefer to those listed on the survey. It was felt that this would open up an entirely different phase of listener-sponsor relationship. The purpose of this particular survey was an attempt to get the articulate reaction of the typical listener. The women on the panel were not asked not to listen as critics, but rather to express spontaneous enjoyment or disapproval of the programs which were to be regarded solely as entertainment.

Eventually program planning may become a very important part of radio council activities. If it is to be successful, however, it must come as the fruit of a realistic attitude which has been nurtured through actual experience in listening to and evaluating programs which carry the seal of acceptance of the majority of listeners. Since radio depends entirely upon voluntary popular acceptance for its success, no program can be considered successful unless it has what it takes to command popular acceptance. Successful radio program planning, therefore, can only be achieved when programs are conceived with their cultural or entertainment values considered in relation to their degree of audience acceptance. This requires experience and familiarity with the whole field of radio toward which listening is the first step.

The Minneapolis survey, while it represented a rather small sample and therefore its conclusions were not considered final, was, nevertheless, considered a very valuable guide toward a better evaluation of the programs concerned. At the same time, the council groups themselves required a more thorough knowledge of the kind of programs which are typical of daytime radio fare. It was felt, I believe, by all concerned that a beginning had been made from which a closer working relationship could be developed between those who plan radio programs and those who listen to them.

PEABODY "LISTENING POST"

This year radio stations come into close contact with the people chosen to evaluate programs for the George Foster Peabody Award (the Pulitzer Prize of radio). Local committees have been set up throughout the country. Two thousand persons in more than a hundred cities in some forty states will evaluate programs in their own communities and make recommendations to the National Board.

Washington Radio Woman Among Award Nominees

Among honorable mentions given in connection with the annual Josephine Snapp Award at the summer convention of the Advertising Federation of America this year, one was to Elizabeth B. Grove, of WTOP, Washington, D. C.

A silver cup is awarded the top nominee, while the four honorable mention recipients receive plaques.

Noteworthy was the fact that this honorable mention was given not for a radio program alone—but for Mrs. Grove's work on a complete advertising campaign which she conducted while she was with the McCord Co., Minneapolis, Minn.—proving BEAM'S point that opportunities for radio women to become versatile advertising women are wide open.

The campaign which won the plaque was for a process of permanent waving, developed by a Minnesota laboratory. Its significance lay in the fact that this product was the first of its kind to be advertised—and accepted—on a national basis. To begin with, there was a certain amount of public prejudice because of the method the process used. So in addition to the basic problems of any campaign—advertising, marketing, merchandising, promotion—there was an important job of trade and public relations to be done. It was a challenge to the agency—and it required a woman's point of view. The account executive, Louis Melamed, called on Mrs. Grove, who as radio director was first and foremost a copywriter.

The scope of the campaign was all-inclusive. It began with the foundation research done by the manufacturer, and continued on up through every phase of an advertising job—product testing, product naming, package design, market research, media research, merchandising plans, the preparation of both trade and consumer booklets and of the advertisements themselves—and finally, a complete publicity program. In most of these campaign steps, Mrs. Grove participated. She was active in the campaign planning, and she wrote all of the copy, including not only the ads, but the copy for the merchandising material and the publicity stories for release to beauty and fashion editors.

The campaign was an outstanding success. The process is today the leader in the chemical permanent waving field. This is a credit, of course, to the quality of the process itself and to the sound thinking of the agency which put it on the market, but the story does not stop there.

The BEAM feels that this campaign, with its accompanying award, is proof of the fact that there are opportunities today—and growing opportunities—for radio women to prove their ability as informed, able advertising women—in short, for radio women to step into the breaches caused by the war, and show that they have the required "basic training" for planning sound, integrated, success advertising campaigns.

Radio stations, like advertising agencies—once proving-grounds for bright young men—are undergoing a change. Most of the bright young men today are on sterner proving-grounds. Given a chance, the girls can do much to help hold the fort, and the clients, till the boys come home.

AWD Committee Activity

During the spring of 1943, a survey of the quality and character of the releases sent to women directors and broadcasters by commercial organizations and information services was conducted. Sampling of the membership throughout the country revealed that women were receiving from 35 to 80 releases in a ten day period. It was found that distribution was spotty and regional. A careful investigation of all these releases was made

and information was set forth in chart form, which was forwarded to every member. The chart carried two questions:

1. Do you receive this material?
2. Do you use the material?

Out of 580 charts, 162 were returned or about 27%.

Specific information on the acceptance of any of the listed releases is available at the AWD New York office.

Our Release Committee has been working on a *Masthead* for AWD releases which is now ready and will be used by the various companies and information services that have been authorized by our Release Committee. Use of the masthead must be OK'd by the Release Committee for *each* mailing.

After discussion with the Public Relations Committee of the NAB, it was determined that the women directors should **check regularly** with their **station managers** all of the AWD and commercial releases. The station manager has the privilege of discarding all releases contrary to his station policy. All AWD members will exercise caution in giving unnecessary credit lines and should be doubly careful to check everything so that potential clients for sponsored time are protected.

It is always the privilege of the woman director to rewrite, in her own style, all releases sent to her. We are under no obligation to give releases verbatim, as long as we present the information authentically.

Consult your release chart for any services you desire, and which you are not receiving, then write directly to the address of the service given on the chart, or to the AWD office at 535 Fifth Avenue, New York. Be sure your correct title and address is on file with the release services you wish to receive.

PUBLICATIONS

Do you know women's latest achievements in radio and what they are contributing to the industry? NAB has a new brochure to give you a picture of the technical accomplishments of the "weaker sex." It's a "Tribute to Women Technicians and an Invitation." Your station manager has a copy. Get it from him and read it. There are some ideas you'll be glad to include in the next speech you make to the Civic Club.

There's another booklet telling the story of radio in wartime. It's presented by NAB in collaboration with the CBS, BLUE, NBC, MUTUAL Networks: "This Is an Army Hitler Forgot." Stations and advertisers have employed \$100,000,000 worth of talent and time to reach the radio audience with vital war messages. Don't forget this radio army the next time you tell of radio's modern wartime accomplishments.

The Writers' War Board is making available to stations a group of talks on various phases of the war effort. These talks may be obtained through the Committee on Speeches and Speakers . . . at 122 East 42nd Street, New York.

Washington Correspondent

From the nation's capital we hear that **Mary Mason** of Station WRC, Washington, has accepted the appointment to serve as Washington representative for the AWD. **Mary**, being in the thick of things, will be in a position to keep us in the "know" on activities in Washington, vital to the interest of our members and their listeners.