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Girl Announcer Bravely Faces A New World

By TERRY TURNER

A little more than a year ago, Jorie Lueloff quit her job with the Central Intelligence Agency in Washington—possibly the day after she discovered some 42 signatures were needed to approve a two-word cablegram she wanted to send—and decided to try a new career.

She chose "communications" and went to New York City, "where, with complete naivete, I drew up a list of 20 newspapers, magazines and the like and began making the rounds."

Of course, she had no reporting experience and she had no writing experience. Details, mere details.

THE SECOND checkmark on her list was the Associated Press and the editors there must have shaken their heads in disbelief when she applied for a job.

But they gave her some tests, liked the results and, in effect, told her: "All right—we'll hire you. You can be our noble experiment."

Jorie kept the job, for 14 months, but apparently became restless.

"It seemed to me," she said the other day, "that television news had a kind of different dimension to it and maybe it would be interesting."



Jorie Lueloff

So she asked NBC for a job. Of course, she had no broadcasting experience. Details.

JORIE Lueloff still doesn't believe it but she now is in Chicago and soon will become the first female newscaster for NBC-TV's Chicago station, WMAQ-TV.

She'll be part of the large crew of on-the-air newscasters when the station expands its early-evening news show from 30 to 60 minutes, effective Sept. 6.

The station's decision to hire Miss Lueloff is an obvious tactical device—there is a growing trend throughout the country to put female newscasters on the air. Besides, WBBM-TV in Chicago already has two female newscasters.

males who add to that station's general news picture: Lee Phillip and Sheri Blair.

JORIE is undergoing constant training and rehearsal now, a process which might prove ego-destroying to a less poised personality.

"It's a strange sensation," she laughs. "You stand there, under the lights, and it's as if you're a piece of clay. I have no cheekbones, they said. So they put on different makeup. My nose is too short, they said, my lips too thin, my voice too weak. I have to lose 10 pounds."

"No, I don't know much about Chicago. No, I don't know much about television. No, I don't know much about news announcing."

Jorie Lueloff comes from a prominent Milwaukee family, is a post-debutante, spent a year studying in Switzerland and has traveled throughout the United States, North America, Europe and the Middle and near East.

She could have an easy, cushiony life if she desired. But fortunately there are persons in this affluent society who feel a need to test themselves, to excel, and who possess the kind of direct courage required.

Obviously, all this can't be done—but at WMAQ-TV you won't find anyone who

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