

JANICE LONG  
\$22.50  
Announcer

Exceedingly pretty blonde, dresses well. Had two and a half years training at Radio House, University of Texas, and is highly thought of by Mrs. Beal.

Works from 6 a.m. until 1:30 p.m. three days a week, from 9:30 a.m. to 1:30 p.m. other days. Hired for full time and says wouldn't mind working longer, especially on short shift days...Pretty groggy by 1:30 on long shift days. Like all announcers at our station, she operated controls while she is doing the announcing. This customary in smaller stations but considered rather hard--both requiring full attention of one person and likely not to do best job on either when trying to handle both. Says it took her about two weeks to learn to operate controls smoothly.

It is a foregone conclusion that folks--including me--like men announcers better than women announcers. However, I think Janice's voice exceedingly good for a woman, clear, rather deep, very distinct. Like it fine and have heard at least three other people, uninspired, comment favorably on it. Think she is valuable employee and certainly want to keep her.

Her ambition is to go to Columbia University and continue her radio studies. She wants to make a career in radio and is interested in dramatic field, not announcing. Wants to get all experience she can and seems quite satisfied with job at present, but certainly has ambition and training to go on up, so wouldn't call her too permanent. I think she has what it takes to get ahead--especially if any radio big-boys come in contact with that pretty face!

Expect more and more women will enter radio field, particularly announcing. Therefore am glad to have already one "top" one.

LOUISE SNEED  
\$27.50  
Book-keeper (formerly stenographer)

Think this young lady is quite competent and glad we have her. She has been with station longest next to Escoe--about three years.

She is red-headed, neat, nice appearance, good business-like manner around office, daughter of Austin attorney. Has BBA from University. Did 120 words short-hand and good enough on typing, then took court reporter course at University but says not too fresh on that high a speed because has had not use for it. Think she has more over-all knowledge of station than anybody next to Escoe. Consider her dependable, discreet.

Took her to lunch and talked with her quite a bit. She says she's been with station through many ups and downs and sometimes wondered why she stayed, since jobs really were plentiful at that time and her salary was not much, but there is something about radio that holds you, even if you are on the outer fringes like she is. She has come back up to the station at night and learned to operate the controls! This her own idea. Would be valuable in case of shortages of personnel we face.

I think she writes a very pretty letter, don't you? Her voice over the telephone and her manner as a receptionist are both pleasant and make a good impression. Caster says she can handle the books alright (he's the auditor) and she at one time did keep them. Jesse thinks very highly of her.

Escoe (with Jesse's permission) raised her salary to \$32.50 beginning last week. Jesse told him to request permission to do it at same time engineer's request. He went ahead and raised it, saying had formerly had book-keeping job that paid that much and he just changed her title and her work. Believe this puts him in clear on that--Bill Clark says it does. Dear, I remember what you said about increasing any expenses of station but I hesitate to risk paying a good employee ~~what~~ *less than* she can certainly get elsewhere and I approve this raise.

Miss Sneed seems to have a very cooperative idea about hours--says she doesn't mind staying late if it takes it to get the job done, the job being more important than adhering to exact hours. She worked 76 hours week of March 29 to April 3!!! Says this of course most unusual. Did not go home before 9:30 any night. Her attitude very matter-of-fact about this, not at all bragging or expecting praise.

Recommend that we keep Miss Sneed permanently. Think she's caliber of "Lyndon Johnson office force."

AUBREY ESCOE

Manager

\$60 plus 5% of business done

Mr. Escoe is not everything I would have him be but I think we would be in a heck of a position without him. I do not think it would be possible for anyone, even a business man of considerable experience and sense, to walk right in and take charge without previous radio experience. I can't believe Frank Quinn or anybody else could have managed without Mr. Escoe's also being there. In other words, if we hire somebody else who has no radio experience we must fit them into a job with some other name and leave Escoe there, at least for the present.

I do not know of any other station manager we have a chance to get--therefore I'd say it behoves us to hold on to Escoe.

He "weasels" somewhat in answers to unpleasant questions and it is hard to get a direct answer out of him. He is a little too glib with his talk--he can explain himself out of most anything rather than say "That was a mistake and we'll try to correct it." I think he is quite intelligent and well informed on radio--and there's surely a plenty to know about it!

He must be able to handle personnel pretty well or he would have been off the air long ago, considering the lack of prestige and money the station has suffered from, the acute competition for people, and the rather low salaries he had to pay (those engineers were low paid and Miss Sneed, who seems highly competent to me, had had \$27.50 without a raise for a couple of years.)

His sense of ethics are not quite what I would have them be, judging from his explanations of some of the debts we owe, according to the audit sheet, which seem to me to be moral liability if not an entirely enforceable legal claim...Escoe's idea is that if they don't have "the peice of paper" or if limitations has run we're in the clear and happy about it.

I do not think Escoe can ever have the position of respect and esteem in the community I would like my manager to have <sup>all</sup> among Austin's upper circles--he is too dyed with the troubles of the station. On the other hand, much of the defaulting and money troubles of the station was not his fault.

Right now he is faced with having to get an announcer (losing two part time ones this week), a salesman (losing one April 20), and possibly an engineer (may lose him any day without notice). I've asked everybody I know in the radio business about where to go to replace them and if they knew of any and they all say absolutely not--need them themselves. It is enough to drive one nuts and I think it is to Escoe's credit that he

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remains cheerful and goes about hunting others, saying meanwhile he can handle all the sales himself if he has to.

He puts in very long hours. I've read his reports and considering what I know of his activities from being around him or talking to him on phone believe them to be accurate enough--he spends at least twelve hours a day working on station stuff. He is always courteous and anxious to please--a little too much so.

I do not believe we can expect much "imagineering" and cooking up of new programs from him. Lord knows he hasn't had time, but even if he did I don't think he has that type of mind. And the station badly needs some bright new ideas to sell it to the community and tie it up with the community.

The more I see of the problems he has to meet, the more I think that, all things considered, he has not done a bad job.

In short, I believe that we would be worse off without Escoe than Escoe would be without us--at present, at least.

His draft status is 3A. He has a wife, child, and dependent mother. He says his draft board has told him that when it comes time to reclassify him they will put him in 3B.