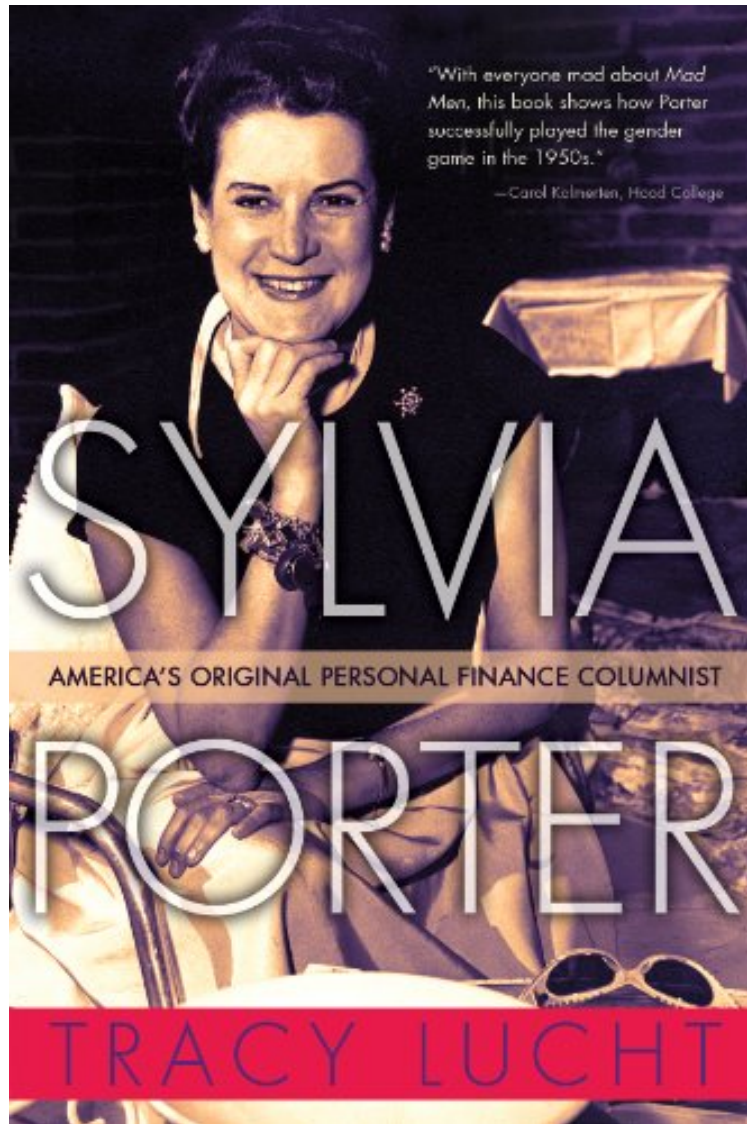


[Pdf free] Sylvia Porter: America's Original Personal Finance Columnist (New York State Series)

Sylvia Porter: America's Original Personal Finance Columnist (New York State Series)

Tracy Lucht

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Tracy Lucht : Sylvia Porter: America's Original Personal Finance Columnist (New York State Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Sylvia Porter: America's Original Personal Finance Columnist (New York State Series):

1 of 1 people found the following review helpful. Cutting Through the BafflegabBy takingadayoffSylvia Porter seems an unlikely subject for a full-length biography. She was a personal finance columnist for much of the second half of the 20th century. These days there are dozens, maybe hundreds of personal finance columnists dishing out tired advice

like "save \$5,000 a year by not buying that latte before work" and "stocks are a good investment for the long run." But in Sylvia Porter's younger days, there were no personal finance columnists. She got her start as a Wall Street reporter, so she had to know big finance, which she did. However, as a woman, she was not expected to be able to comprehend such complex matters, so she signed her reports "S. Porter" until she had become such a well-known and respected reporter that the Secretary of the Treasury was aware of her writing and followed it, although he did not always agree with what he read. When he found out S. Porter was a woman, he was surprised, but continued to follow her writing, and they even became friends. Porter became successful in part by writing about subjects that other reporters shied away from, such as bonds. That way she didn't have to compete with others until she was well-established and had a large readership. She also wrote about complex topics in a clear and incisive way. She cut through what she called "bafflegab." Porter went on to become an industry, writing a syndicated column, books about personal finance and income taxes, she gave speeches and appeared regularly on interview shows. She hired many young writers to do more and more of her writing, and didn't always treat them fairly or give them credit. It's interesting to read how she broke through one barrier and became extremely successful. It seems unlikely that her path could be followed in today's marketplace, but it's an inspiring story. 0 of 0 people found the following review helpful. Amazing woman who stood up for what she believed! By Judith Peterson Sylvia Porter was an amazing woman, well ahead of her times. She wrote about finance so that the average person could understand it. She stood up for women and taught them how to earn and save. She opened the eyes of Americans to the world of money. Her column became more than that. She became a brand. Many people helped Sylvia throughout her career in her writing. She was stubborn in her ways and did not give credit to the actual ghost writers she had. Credit where credit is due was not her way. She worked hard and took credit for all that had her name on it. Sylvia opened the doors to women in journalism. We have a lot to thank her for.

Sylvia Porter (1913–1991) was the nation's first personal finance columnist and one of the most admired women of the twentieth century. In *Sylvia Porter: America's Original Personal Finance Columnist*, Lucht traces Porter's professional trajectory, identifying her career strategies and exploring the role of gender in her creation of a once-unique, now-ubiquitous form of journalism. A pioneer for both male and female journalists, Porter established a genre of newspaper writing that would last into the twenty-first century while carving a space for women in what had been an almost exclusively male field.

. . . an excellent job of bringing Ms. Porter into the reader's life, sharing her successes and challenges, and enlightening us as to the role this woman played in the lives of many women . . . -New York Journal of Books (New York Journal of Books) *Sylvia Porter: America's Original Personal Finance Columnist* by Tracy Lucht traces the path-breaking career of a pioneering journalist. Porter (1913-1991) was the first personal finance columnist who wrote a number of best-selling books on the same topic. . . . Lucht, who teaches journalism at Iowa State University, traces Porter from writing about finance amidst the Great Depression to her final years when her opinions carried great weight- she was regularly on the air, she edited a magazine, and she wrote her columns. This is the first Porter biography. (Chris Sterling CBQ- Communication Booknotes Quarterly) In 1942, the directors of the New York Stock Exchange were disturbed to learn that S. F. Porter, one of the most experienced and prolific financial writers of the day, was, shockingly, a woman. How could this have happened in a sphere that (at that time) was regarded as exclusively male terrain? The perpetrator of that incident? Sylvia Porter? Carved a remarkable 60-year career in a realm where only a few women had gone before, laying the groundwork for today's burgeoning personal finance genre. Tracy Lucht tells her story in the recent book: *Sylvia Porter: America's Original Personal Finance Columnist*. (Susan Tomchin Jewish Woman Magazine) Although now mostly forgotten, back in the 1970s, columnist Sylvia Porter was a household name; putting her moniker on *Sylvia Porter's Money Book* (1st ed., 1975) helped turn the tome into a best seller. Lucht (journalism and communication, Iowa State Univ.) examines Porter's ambiguous legacy as a trailblazing female journalist, personal finance pioneer, and canny businesswoman and self-promoter who eventually tarnished her journalistic reputation by relying too heavily on researchers and ghost writers. Lucht examines Porter's shrewdly constructed (and seemingly contradictory) self-presentation: the so-called "glamour girl of finance" simultaneously subverted and embraced traditional gender norms. She strove to be smart and tough while at the same time stereotypically feminine and even coquettish. Lucht argues that by flattering (and sometimes flirting with) men, Porter was able to gain entrance into the male-dominated field of mid-20th-century journalism as, paradoxically, "one of the boys." While refusing to whitewash Porter's shortcomings as a feminist and a journalist, Lucht paints a picture of a complex, important figure in American publishing. An interesting and worthy addition to any academic collection with a strong focus on journalism. Summing Up: Recommended. Students at all levels; faculty; researchers. (R. P. King, Long Island University, Brooklyn Campus CHOICE s Online) Lucht's book is an excellent addition to the growing literature on women in newspapers (Kimberly Wilmot Voss, University of Central Florida AMERICAN JOURNALISM) About the Author Tracy Lucht is assistant professor of journalism in the Greenlee School of Journalism and Communication at Iowa State University.