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# CRN Segments

## Round Five: Facebook of the 50s

June 2017

### Series information & episode cue sheets

<b>Title:</b>	Facebook of the 50s
<b>Producer:</b>	Jane Arakawa
<b>Station:</b>	2NSB Northside Radio
<b>Episodes:</b>	10
<b>Duration:</b>	90 sec
<b>Tagline:</b>	Social Media of the 1950s #RetroFacebook
<b>Bait:</b>	<i>The clickbait of the 50s</i>

#### Series Synopsis:

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

#### About CRN Segments

The fifth round of CRN Segments is now available for on-air use by Australian community broadcasters and stations. Each series is comprised of 10 short pieces of drop-in content designed to be well-suited to radio magazine programs and specialist shows.

For more information and to retrieve series for airplay visit the CBAA website: <http://www.cbaa.org.au/crnsegments>

Produced with the assistance of the Department of Communications and the Arts via the Community Broadcasting Foundation - [www.cbf.com.au](http://www.cbf.com.au)

# Facebook of the 50s

## Episode 1 of 10 #High Heels on the High Seas

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

The next segment steps back to when women were first accepted into the services, and when career opportunities were a hot topic.

### Audio cue in -

*It's time for Facebook of the 50s with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this Women's Weekly share of August 1950 - and it's hashtag #High Heels on the High Seas*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21<sup>st</sup> Century Community Radio Network.*

### Your back-announce:

We've come from Morse code to Twitter - Taking up a career in communication now may amount to a dot or a dash.

### Additional information:

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# Facebook of the 50s

## Episode 2 of 10 #Call Waiting

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Well it's worth remembering that the telephone was just as important as a smartphone is today.

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this Women's Weekly share of November 1950 - and it's #call waiting*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21<sup>st</sup> Century Community Radio Network.*

### Your back-announce:

Imagine sharing phone lines with a stranger. But now two year service agreements and call waiting are considered as standard practice for telephone companies.

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# Facebook of the 50s

## Episode 3 of 10 #Meaty Measures

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

'Sustainability' is a hot social media buzz word - and may have started as economy measures at the local butchers.

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this Women's Weekly share of May 1951 and it's #meaty measures*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21st Century Community Radio Network with financial assistance from the Community Broadcasting Foundation.*

### Your back-announce:

That's an experience of 'sustainable shopping' in the mid-20<sup>th</sup> century. Of course, baskets and re-usable shopping bags are now de-rigueur (DU RIG-GER) for any sustainably conscious consumer.

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# Facebook of the 50s

## Episode 4 of 10 #Clickbait

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Outrageous stories are often used by social media platforms to draw people into their site, so 50 years ago, what did it take to get you to open a magazine?

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this commentary by Dorothy Drain of January 1950 - and it's #clickbait*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21<sup>st</sup> Century Community Radio Network.*

### Your back-announce:

Paranoia of the 1950s with extra terrestrials spying on us. But now we are more concerned with who is watching our website searches and tracking our location.

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# Facebook of the 50s

## Episode 5 of 10 #Time For Television

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Well, as the following looks at, we've had the fear that technology will rule our lives for some time.

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this Women's Weekly article of January 1956 - and it's #Time for Television*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21st Century Community Radio Network.*

### Your back-announce:

So those were our imagined perils of technological advance. And now we carry around a telephone, movie theatre and complete office suite in our hands every day!

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# Facebook of the 50s

## Episode 6 of 10 #Retro Spanx

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Corsets and bras were burnt in the 1970's - but it seems that female foundation garments are back in fashion.

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this full page advertisement - and it's #RetroSpanx*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21<sup>st</sup> Century Community Radio Network*

### Your back-announce:

Let's face it, wage equality should be a top priority for the foundation of the 21<sup>st</sup> Century Australian Woman.

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# Facebook of the 50s

## Episode 7 of 10 #Flying High

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Your Facebook news feed may be filled with glamorous images of friends' overseas trips that tantalise us with their beautiful scenery - but do they show the reality of hours spent travelling?

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this commentary August 1950 - and it's #flying high*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21st Century Community Radio Network*

### Your back-announce:

Perhaps this century's sort after travel destinations will be about going totally off the grid.

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# Facebook of the 50s

## Episode 8 of 10 #Royal Ring In

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

It doesn't matter how we receive it, any story about 'A Royal' rules our news feed.

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this Women's Weekly article of July 1950 - and it's #royal ring in*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21st Century Community Radio Network*

### Your back-announce:

Social media will be buzzing with the engagement news for one Royal Red Head.

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# Facebook of the 50s

## Episode 9 of 10 #Lamb Luxuries

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Today our social media pages are full of online shopping choices, but gift giving takes more thought than a simple click.

### Audio cue in -

It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this commentary by Dorothy Drain of November 1950 - and it's #lamb luxuries

### Audio cue out -

That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21st Century Community Radio Network with financial assistance from the Community Broadcasting Foundation.

### Your back-announce:

I'd be very happy to receive a whole Lamb Roast for my birthday present, as long as someone else cooks it.

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# Facebook of the 50s

## Episode 10 of 10 #Manners Maketh the Man

A humorous reflection on social media by Penelope Hereford-Jones, who has seen it all before and is not all that fussed with Facebook. Producer Jane Arakawa has researched and recorded Penelope's topical social snippets selected from the Women's Weekly social jottings of the 1950s. From the fears of new technology overrunning households to budgetary sustainability and royal shenanigans, the clickbait of the 50s is revealed in the hashtag.

Producer: Jane Arakawa

Duration: 90 secs

Interviewee: 'Social commentator' of the 1950's: Penelope Hereford-Jones

### Your intro:

Social media inundates our lives, but has the content changed much since the early social jottings in print media of the 1950's?

Does the manner in which you swipe left or right alter the outcome of the decision?

### Audio cue in -

*It's time for Facebook of the 50's with Penelope Hereford-Jones. Let's join Penelope as she reviews the social media of the 1950's - she's LIKED this Women's Weekly SHARE of August 1951- and it's #Manners Maketh the Man*

### Audio cue out -

*That was Penelope with her Facebook of the 50's moment, recorded at Northside Radio for the 21st Century Community Radio Network with financial assistance from the Community Broadcasting Foundation.*

### Your back-announce:

May our 21<sup>st</sup> Century social interactions always be full of polite exchanges and opening doors for others

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To station presenters: did you enjoy this series? Find it useful? Have any suggestions? Email [crn@cbaa.org.au](mailto:crn@cbaa.org.au) with your feedback.