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Name: Mary Margaret McBride

Years: 1899-1976

Residence: Retired to West Shokan, New York.

Brief Biography: A talk show pioneer and accomplished writer, Mary Margaret McBride was born in Paris, Missouri to a farming family. She attended boarding school with the help of a wealthy aunt and went on to put herself through the University of Missouri to obtain a journalism degree. From there, she became a skilled freelance writer for such publications as *Cosmopolitan*, until she began specializing in the writing of celebrity biographies. Soon after, McBride was hired by a New York City radio station, WOR, to do a women's show that made her pretend to be a "folksy grandmother." She did not keep the charade going for long and appealed to her listeners to accept her as 35 year-old single female reporter. For this, her listeners loved her and she developed a considerable following. She stayed with WOR until 1937 when she was hired by CBS. She remained with CBS until NBC lured her away in 1941. With NBC she received an unprecedented 45 minutes of air time, thirty minutes of which she devoted to interviews and fifteen to advice, commercials, and comments. In 1950, she switched to ABC where she stayed

until she retired in 1954 to West Shokan, New York. Throughout the remainder of her life she did a show three times a week from WGHG, a Kingston, New York radio station. That show was syndicated in 1960. Nearing the end of her life she broadcast her show from her own living room. As an extremely popular radio show host, fans say she became like an aunt of the family.

Major Achievements: At her peak, Mary Margaret McBride had a listening audience of six-million, most of whom were women. Her endorsements were highly regarded by her listeners. She authored many books including cookbooks and interviewed diverse guests such as political figures Eleanor Roosevelt, President Harry S. Truman, Queen Elizabeth II, Tibet's Dalai Lama, as well as many entertainers such as Bob Hope and Orson Welles.

For More Information: *How Dear to My Heart* (1940), *America for Me* (1941), *A Long Way from Missouri* (1959), and *Out of the Air* (1960).

References: <http://search.eb.com.online.library.marist.edu/eb/article-9125862>,
<http://www.anb.org.online.library.marist.edu/articles/18/18-02049.html?a=1&n=Mary%20Margaret%20McBride%20&ia=-at&ib=-bib&d=10&ss=0&q=1>.