Katharine Sigety

Katharine (Kit) Sigety ’44 (Human Ecology) was truly a food pioneer. Beginning her food career as an entrepreneur, she founded and ran Video Vittles, a food production company for TV commercials and still photography. Kit was also one of the first women on food television. From 1950 – 1953, she played Sally Smart on Sally Smart’s Kitchen on WOR-TV, and from 1953 – 1956, was the Food Editor on NBC-TV’s The Home Show with Hugh Downs and Arlene Frances. As Food Editor, she paved the way for food media today, recording the first ever color television food demonstration and interviewing illustrious guests like James Beard, Charles Laughton, and Gertrude Lawrence. Her TV experiences ran the gamut from product introductions (i.e. introducing the GE microwave on public television with Ronald Reagan, and Saran Wrap), to food commercial appearances, to setting up a kitchen to test radiation effects on food and water for the atom bomb test in Yucca Flat, Arizona.