

Cincinnati's Soap Opera Story

The Cincinnati-based Procter & Gamble (P&G) is credited with pioneering the daytime radio serial drama, which became known as soap operas. P&G first sponsored *Radio Beauty School* in 1927 to advertise their Camay soap and later produced *Ma Perkins* on WLW radio in 1933, a show that was later picked up by NBC.

Painted Dreams and the Concept of Soap Operas

Irna Phillips, a writer, created *Painted Dreams* in 1930, a domestic serial drama that resonated with housewives. P&G recognized the potential of this format for reaching their target audience.

Ma Perkins - A Landmark Show

In 1933, P&G sponsored "Ma Perkins" on WLW radio, a 15-minute serial that was a hit. The show's success led to a nationwide rollout on NBC and production moved to Chicago.

The Term Soap Opera

The term *soap opera* emerged from P&G's sponsorship of these daytime serial dramas on radio, where the shows were associated with their soap products like Oxydol, Duz, and Ivory soap.

P&G's Continued Influence

P&G continued to be a major player in the soap opera industry, producing and sponsoring numerous shows for radio and later television.