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## INTRODUCTION

A ten question survey on children's television entitled, "Kids' TV... Help Us Make It Better", appeared in the January: 1976 issue of "Chatelaine", a Canadian monthly magazine. The questionnaire was designed and provided by the Children's Broadcast Institute, a non-profit organization for the betterment of children's programming and dedicated to informing the public on matters of children and television. What follows is a brief report on the results of this survey. The report takes four parts. Part I describes the nature and objectives of the questionnaire. Part Il outlines the nature of the responses given. Part III describes the data collection. The data yielded by the survey is reported in Part IV with brief comments on the data's relevance. A short summary concludes the report. Appendices include tables of findings and sample letters from respondents.

## I THE qUESTIONNAIRE

The questionnaire consists of ten questions -- five multiple choice and five with provision for open response. Because it was distributed through a national magazine, respondents were drawn from the general readership. The questions asked, however, indicate a parent"target". The aim of the survey is to gain further indication of parents' expectations and standards for programming watched by their children. A second objective is to ascertain family television habits. The ten questions follow.

1. How many children do you have aged 6 to 8 ? (Give.one answer only.)
a) 0ne
b) Two
c) More than two
2. How many children do you have aged 9 to 11 ?
a) One
b) Two
c) More than two
3. What is the name of the city in which you live, or which is nearest to your home?
4. Please list up to five programs that your children in each age group below really like to watch.
a) 6 to 8 years old
b) 9 to 11 years old
5. Please list up to five programs they are not allowed to watch.
a) 6 to 8 years ol.d
b) 9 to 11 years old
6. Please list up to five programs your children are encouraged to watch.
a) 6 to 8 years old
b) 9 to 11 years old
7. How often do you and/or spouse watch children's programs with your children?
a) Several times a week
b) Once or twice a week
c) Seldom or never
8. On the whole, do you think that TV
a) makes your family life better?
b) causes problems within the family?
c) has little or no effect on your family life?
9. How many TV sets are in regular use in your home?
a) One
b) Two
c) More than two
10. Feel free to add any comments you may have on children's television programming.

The number of questions asked was limited to ten in order to insure ease of response. It was felt that an excessively long questionnaire may discourage some readers of "Chatelaine" from answering: It should be recognized, therefore, that the information gained is necessarily restricted by the few questions asked. Although question ten was left open for comment, responses remained quite uniform and were
frequently in reference to the previousnine questions.

The questionnaire format in "Chatelaine" made no provision for the respondent to answer questions on the magazine page. Readers were requested to answer the questions on a separate sheet, giving the number of each question and letter of answer chosen. The relative inconvenience of this format was undoubtedly a factor in the very low number of responses received.

## II RESPONSES

Answers came typed, handwritten, printed, on stationery, bits of paper, box tops and order forms. Most responses were done accurately, but there was an expected number of replies which could not be included as data. Some wrote letters and ignored the questions, some gave answers not applicable to the questions, and others sent in their own questionnaires with answers. Generally, with some effort, the investigators were able to extract responses that yielded satisfactory information.

It should be noted here that three of the questions posed some difficulty for respondents and influenced the data. In response to question 3, "What is the name of the city in which you live, or which is nearest you home?", some gave more than one city and others were reluctant to name any. This question, of course, makes no provision for respondents to indicate that they are living in rural rather than urban settings.

Many respondents asnwered question 5, "please list up to five programs they are not allowed to. watch", and question 6, "Please list up to five programs your children are
encouraged to watch", with "All" or "No" programs. Since titles of programs were required by the question, such answers are of little assistance.

## Collection of Data

Responses were sent to: CBI, 50 Gould St., Toronto. The returns continued to come in until the end of April, 1976. The investigators recorded and organized responses on twenty data sheets prepared for the purpose. Data sheets were arranged according to province and according to ages of children reported ( $6-8,9-11$ years) in such a fashion that there were two data sheets (one for 6-8, one for 9-11) for each province. (only one sheet was required for Prince Edward Island as there was only one reply. The same applied to Northwest Territories.)

The number of responses and the limited number of questions made computerization of results an unnecessary expense. Simple frequency counts and percentage comparisons; though time-consuming and laborious, were sufficient for the data generated.

## III DATA AND COMMENTS

There were 520 responses to the questionnaire! Every province and the Northwest Territories were represented. Table 1 indicates the distribution of response frequencies by province. Table 4 indicates the distribution of total numbers of respondents' children by province. It should be clear on the basis of these two tables, that the low frequencies of responses by province (with the possible exception of Ontario and Alberta) make comparisons among provinces unfeasible. In general, correlations and cross-tabulations are rendered statistically "meaningless" and are, therefore, not a part of this report. What follow, therefore, are frequency counts and percentage comparisons that lead to statements serving for speculation and general comment only.

Each question inf Part IV is quoted in turn as it appeared in "Chatelaine," followed by a statement of data generated by responses. Following each statement is a short comment on the data's general significance.

There were 520 useable responses and 37 responses that could not be
used.A total of 557 . letters.

## Q. 1 How many children do you have aged 6 to 8? <br> a) One, b). Two, c) More than two

Data
Of the 644. children reported between the ages of 6 and 11,385 or $59.93 \%$ were between the ages 6 and 8 . (See Table 2) Of these, $77.14 \%$ were from families reporting only one child between ages 6 and $8,20.52 \%$ were from families reporting two, and $2.34 \%$ reporting more than two. (See Table 2) Alberta and Ontario reported the greatest number of children 6 to 8 (114 and 132 respectively) since they recorded the greatest number of respondents $(37.50 \%$ and $30.56 \%$ respectively, see Table l.)

Comments
See Q. 2
Q. 2 How many children do you have aged 9 to 11 ?

Data
Of the 644 children mentioned between the ages of 6 and 11 , 259 or $40.07 \%$ were between the ages of 9 an 11 . (See Table 3 ) Of these, $74.53 \%$ were from families reporting only one child between 9 and $11,22.39 \%$ were from families registering only two, and $3.09 \%$ reporting more than two. (See Table 3 )

Again, Alberta and Ontario reported the greatest number of children in this age group because of the large number of responses given.

A slightly greater number of children (39 or $9.86 \%$ ) were of age 6 to 8. Correspondingly, a greater number of the children were reported as 6 to 8 years in each of the $a, b, c$ variables in question 1 and question 2 combined. (see Table 4). The relative percentages of responses to $a, b$, and $c$ in question 1 vary only slightly from those of question 2 . (see Table 2 and 3.)

## Comments

The data needs little explanation. There is a relative balance between ages $6-8$ and ages $9-11$ represented in the sample. More than half of the children in both age groups come from families reporting only one child of a given age group. Parents with single children may tend to be more attentive to their welfare, particularly when young (6-8 rather than 9-11), thus accounting for the slightly larger response to question 1 than to question 2.

## Q. 3 What is the name of the city in which you live, or Which is nearest your home?

Data
There were 82 cities recorded by respondents. Edmonton was mentioned more frequently than any other city (188 times) and Toronto was second (55 times.). Table. 6 shows graphically the distribution of responses by city.

## Comments

The major, large cities of most provinces were listed. In Edmonton, one of the schools (Laurier Heights School) duplicated the questionnaire and distributed it to parents of children attending the school. This accounts in part for the great number of responses from that city. Toronto, the home of "Chatelaine" and the CBI and a city of large population is not surprisingly relatively well represented in the survey.
Q. 4 Please list up to five TV programs that your children
ineach age group below really like to watch.a) $6-8$
years old, b) 9-11 years 01d.

Data
(See Table 7) There was a wide and varied range of responses to this category. Table 7 represents only the top five programs in each group. The top five in rank
order, varying only slightly in degree of popularity, are "The Wonderful World of Disney". "Mr. Dress-Up", "Sesame Street", "Brady Bunch", and "Gilligan's Island" for children aged 6-8, and "Happy Days", "The Wonderful World of Disney", "Six Million Dollar Man", "Brady Bunch", and. "Star Trek" for the 9-11 age group. Only two programs, "The Wonderful World of Disney" and "Brady Bunch", have top five ranking in both age groups. The top five programs for both age groups combined (arrived at by combining real frequencies of responses) are "The Wonderful World of Disney", "Happy Days", "Brady Bunch", "Six Milifon Dollar Man", and "Sesame Street" (in rank order.)

Comments
It should be noted that at the outset regarding questions 4,5 and 6 that the responses were distributed over a large variety of programs. For question 4, for example, there were a total of 84 programs mentioned in Ontario for 6-8 year olds alone. In one province (Newfoundland) only two programs were mentioned more than twice. In another (PEI), no programs were mentioned twice. Across all provinces, the frequency of occurrence of any given program remained extremely low. The real frequencies of responses for any
programs are not sufficiently high to rank more than the top five programs meaningfully.

Nevertheless, programs rated highly in this survey sample correspond generally to those ranked through rating services (B.B.M. and Neilsen). It can be seen that all but two of the programs listed ("Sesame Street", "Mr. Dress-Up") are family-oriented programming or that which was originally intended as adult programing. "Mr. Dress-Up". is the only Canadian show mentioned in the top five.
Q. 5 Please list up to five programs they are not allowed
to watch. a) $6-8$ years 01d, b) $9-11$ years old.

Data
(See Table 8) The top five rated programs in rank order, varying only slightly in degree of popularity are: "Six Million Dollar Man", "Kojak", "Hawaii 5-0", "Police Story", "The Rookies" for children aged 6-8, and "Kojak", "Police Story", "SWAT", "Hawaii 5-0", and "The Rookies" for ages 9-11. All programs but "Six Million Dollar Man" and "SWAT" are mentioned for both age groups. The top five programs for both age groups combined, include all the above but "SWAT":

## Comments

All programs not allowed children. indicated above are crime oriented shows. "Six Million Dollar Man", quoted undesirable most often by parents for children aged $6-8$ is one of the top five rated programs by children 9-11 years. It is undoubtedly the case that children between 6 and 11 are drawn in by fast-paced, exciting programs -- the very programs most often ridiculed by parents.
Q. 6 Please list up to five programs your children are Data
(See Table 9) The top five programs in rank order for 6-8 years are : "The Wonderful World of Disney", "Sesame Street", "Electric Co.", "Jacques Cousteau", "The Waltons", and for 9-11 years : "The Wonderful World of Disney", "The Waltons", "Jacques Cousteau"., all Sports, and "National Geographic Specials". The top five programs for both age groups combined (arrived at by combining real frequencies of response) are "the Wonderful World of Disney", "Jacques Cousteau", "The Waltons", "Sesame Street", and "Electric Co.".

Comments
"The Wonderful World of Disney" continues to stand out as a valuable program for children (in the minds of parents of $43.37 \%$ of children $6-8$ and $40.79 \%$ of children 9-11.) It should be noted here that the responses given by parents to this questior were much more uniform than to the previous two questions on programming.

Fewer programs were mentioned in response to this question, 634 as opposed to820 in question 4 and 701 in question 5. (total no. of programs for all ages and provinces.) The same programs received endorsement by more respondents (with the exception of question 4, part b where percentages of children liking the same shows are very high) in comparison to other categories of questions 4 and 5 . Only two of the top five programs ("sesame Street" and "Electric Co.") are specifically produced for children. The remainder are family oriented. "The Wonderful World of Disney" and "Sesame Street" are both liked by children (see Table 7) and encouraged by parents (see Table 9.) "Jacques Cousteau" and "National Goegraphic Specials", though encouraged by parents are never mentioned as programs children like to watch (Q.4). It may be of interest also,
that although parents prefer their children not to watch violent crime programming (see Table 8), they encourage thern (children 9-11) to watch all sports shows. Sports, of. late especially, have been noted for violent content and hockey, in particular, is the subject of some controversy. $\frac{\text { Q. } 7 \text { How often do you and/or spouse watch children's }}{\qquad} \frac{\text { programs with your children? a Several times a }}{\text { Week, bl once or twice a week, c) Seldom or Never. }}$

Data
(See Table 10) $55.70 \%$ of respondents watch. with their children several times a week. $38.03 \%$ watch once or twice a week. $6.28 \%$ seldom or never watch with their children. Parents of single children 6-8 tend to watch with their children slightly more often than those with single children $9-11$. ( $58.28 \%$ to $51.52 \%$ for variable $a$, $35.57 \%$ to $42.00 \%$ for variable b)

## Comments

It should be noted that those parents who are concerned enough to fill out a questionnaire on children and television are likely also to spend some time with their children during viewing hours, accounting in part for the high response (over half of the respondents) to variable a.
Q. 8 On the whole, do you think that TV a) makes your family? c) has little or no effect on your family Tife?

Data
(See Table 11) $42.00 \%$ of respondents felt that TV has little or no effect on family life. $30.34 \%$ said TV makes family life better, and $27.66 \%$ claimed it causes problems. Differences in responses according to ages of children are not appreciable.

Comments
Although $55.70 \%$ of respondents ( Q.7) claim to watch TV with their children several times a week, $42.00 \%$ claim. that TV has little of no effect on family. life. Sitting together in front of $a$ TV set apparently is not considered an effect. Perhaps, however, those of the $30.34 \%$ who find TV improves family life are able to use television as a common ground on which to meet with their children (see. attached letters, Appendix C.) Some of the bad effects parents feel TV has on family life are mentioned in responses to question 10 . There is an indication here, however, that parents stand to benefit from information leading to a better understanding of the influences television
has on their lives. (Particularly those $42.00 \%$ who feel it has little or no effect.)
Q.9. How many TV sets are in regular use in your home?

## Data

(See Table 12) $70.95 \%$ of responses given indicate one set only; $25.47 \%$ indicate two and $3.58 \%$ more than two sets.

The differences in responses by age of children are not appreciable.

## Comments

The high degree of "fainity" watching among respondents ( $55.70 \%$ Q .7 ) would perhaps diminish were there a greater number of homes with two or more than two TV. sets. As it is, the high number of one TV homes (70.55\%) makes family viewing more likely..
Q. 10 Fee 1 free to add any comments you may have on children's programming.

Additional remarks were generally quite uniform. Four main kinds of remarks seemed to emerge referring to 1) scheduling of programs, 2) viewing habits, 3) content of programs and program types, 4) advertising. What
follows is an inventory of the most commonly noted references for each of the above four types (with indications of the number of times each statement occurred). A.listing of specific comments about Canadian produced programming appears in Appendix B.
A. few samples of letters received will be found in Appendix. .

Data
Scheduling of Programs

1) Children's TV specials are ususally shown too late in the evening for children to watch. (Interference with regualr bedtimes.) (30)*
2) "Adult" shows are shown too early in the evening. More warnings should be given in TV guides and before programs are shown to indicate that the subject matter may not be suitable for children. (23)
3) Thero schould be more children's and family shows between 6 and 8 p.m.. (17)
4) There should be better shows for children on Saturday mornings. (16)
5) Many good television programs that are suitable for children are on too late. (11)
6) There are not enough good programs for children between 4 and 6 p.m. when children get home from school. (3 respondents said there are too many kids'shows at that time to interfere with homework.).
7). There should be more family programming in the evening. (7)
7) There should be no children's programming from 5 to $6 \mathrm{p} . \mathrm{m}$. since it interferes with dinner. (5)

[^0]9) "Adult" movies and TV programs should not be promoted or previewed during children's viewing times. ..... (5)
10) There should be more and better programming for children on Sunday mornings. ..... (4)
11) Children's programs should not be dropped without warnings, as children grow to depend on some programs.(2)
Viewing Habits

1) There should be no restrictions or censorship ofchildren's viewing by parents. (17)2) Parents should censor or control children's viewing.(15)
2) Many programs stimulate and encourage viewers to discusssubjects not otherwise broached; often of personalimportance. (9)
3) Parents and children should together select programming to be viewed. (8)
4) Parents should discuss TV programing with childrenas they are watching.(3)
5) Parents should encourage children to choose programs for themselves. ..... (8)
6) Children watch too much TV ..... (7)
7) Television should not be used as a babysitter.
8) Children should watch no TV on weekdays. ..... (5)
9) Parents should encourage activities other than watching television. (5)
10) If you move the TV set to an uncomfortable room orenvironment, less time will be spent watching it. (4)
11) Television prevents children from reading. ..... (2)
Content of Programs and Program Types
12) There is too much violence on television. ..... (30)
13) There is too much sexism on TV. ..... (22).
3). Television is a great resource.(11)
14) Educational shows should be entertaining as well as informative. (10)
15) There should be more educational programs for $k i d s$.(9)
16) There should be more Canadian content in children's programming. ..... (9).
17) Children's programs (CTV, CBC) have improved in thelast year. (8)
18) Cartoons are repeated too often. ..... (6)
19) There should be more shows written by children themselves. (5)
20) More children's shows should feature kids.(4)
21) Don't replace regular programming for kids with sportsspecials on Saturdays.(3)
22) It is good to see alternatives. to cartoons on Saturday mornings. ..... (3)
23) There are too many monsters on "Sesame Street". ..... (2)
24) There should be better grammar in kids' shows. ..... (2)
25) Canadian TV is better for kids than American TV. ..... (2)
26) A lot of children's programming is over their heads. ..... (2)
27) Pre-school programs are good. ..... (2)
Several mentioned specific kinds of programs they would liketo see more of:
18). More cartoons (7) (11 people said they prefer fewer.)
28) "Sesame Street" in the summer. ..... (8)
29) Science Shows. ..... (6)
30) Adventure shows with "good" heroes ..... (5)
31) Art Shows ..... (4)
32) Nature Shows ..... (4)
33) Folk Lore, Stories ..... (4)
34) School-related programs ..... (4)
35) Hunting and Fishing Shows ..... (3)
36) Fitness Programs ..... (3)
Advertising
37) There should be no commercials for children!s programs. (17)
38) Commercials have harmful effects on children.(5)
39) There are too many commercials. ..... (3)
40) There is too much high-pressure children'sadvertising befure Christmas. (3)
41) Commercials are louder than regular shows and thus,attract undue attention. (3)
42) Commercials depict unrealistic situations.(2)
43) Get rid of sanitary napkin ads. ..... (2)
Comments
The responses to question 10 indicated above are self-
explanatory and require little comment. Along with theseremarks however, parents strongly indicated that they
consider the topic of children and television to be very important. They expressed an interest and need for more information on the effects of television on children, and advice as to what parents can do. Several asked that a similar survey be conducted on pre-school children. There was expressed gratitude for the opportunity to give a viewpoint. The Children's Broadcast Institute was of interest to many respondents. Several remarked that it sounded like a worthwhile organization and many requested additional information about it. Finally, there was general praise for the CBI and "Chatelaine" in their interest and efforts in the area of children and television.

## IV SUMMARY.AND CONCLUDING REMARKS

The study, aimed at parents of children 6 to 11 years old, was designed to find parents' expectations and standards for television watched by children, and to determine some "family" viewing habits: There were 520 (useable) responses to the ten questions carried in the January issue of "Chatelaine.". The small number of responses renders the. study statistically unreliable, allowing only for general comments.

There were silightly more children 6 to 8 years old reported than 9 to 11 years old, indicating, perhaps, a larger measure of concern by parents with very young children, particularly when there is only one child in the family. Aiberta and Ontario (Edmonton and Toronto) registered a greater number of responses than other provinces (and cities). Responses by parents across all Canada (comparisons between provinces were not possible due to low number of responses) indicate that children like programs that correspond generally to programs of high ratings in B.B.M. and Nielsen surveys. Parents indicate also that they prefer their children not to watch programs with violence and sex, the very programs often given high ratings by their offspring. They encourage their children rather to watch childrenor family-directed programs, usually of educational or informative value. Over half the parents watch television with their children regularly, and almost half maintain that TV has little or no effect
on their family life. Many parents indicated a keen interest in matters of children and television and indicated a desire for information and advice.

Responses indicate that television, playing a central role in the lives of many families, has potential to be damaging or beneficial, depending on the responsibility of both programmers and parents. Programers need to understand the values and standards deemed important by parents. Parents are in a position to use television as a common "ground of understanding with their children, through discussion of what is suitable to watch and through discussion of what they watch as they watch. Those who are dedicated to understanding child-TV-parent relationships have the responsibility to dialogue with programmers, parents, and children alike.

## APPENDICES

## A. TABI.ES

B. COMMENTS ON CBC, CTV AND LOCAL PROGRAMMING
C. SAMPLE LETTERS


APPENDIX A

TABLES

TABLE 1

> Number of Responses by Province

| PROVINCE | $\begin{gathered} \text { NO. OF } \\ \text { RESPONDENTS } \end{gathered}$ | PERCENTAGES | $\therefore$ RANK |
| :---: | :---: | :---: | :---: |
| PEI | 1 | . 19 | 9 |
| NFLD | 8 | 1.54 | 8 |
| NOVA SCOTIA | 20 | 3.85 | 5 |
| NEW BRUNSWICK | 16 | 3.08 | 7 |
| QUEBEC | 17 | 3.27 | 6 |
| ONTARIO | 159 | 30.56 | 2 |
| MANITOBA | 17 | 3.27 | 6 |
| SASK | 32 | 6.15 | 4 |
| ALBERTA | - 195 | 37.50 | 1. |
| BC | 54 | 10.40 | 3 |
| NWT | 1 | . 19 | : 9 |
| TOTAL | 520 | 100.00 |  |

(Percentages refer to no. of responses out of 520 for each province.)

## TABLE 2

Q. 1 How many children do you have aged 6 to 8 ?
a) One
b) Two
c) More than two

| PROVINCE | TOTAL NO. OF CHILDREN | $\underline{\text { a }}$. | $\underline{b}$ | c | RANK |
| :---: | :---: | :---: | :---: | :---: | :---: |
| PEI | 1 | 1 | - | - | 10 |
| NFLD | 4 | 3 | 1 | - | 9 |
| NOVA SCOTIA | 19 | 16 | 2 | 1 | 5 |
| NEW BRUNSWICK | 14 | 13 | $\cdots$ | 1 | 7. |
| QUEBEC | 13 | 10 | 3 | - | 8 |
| -ONTARIO | 132 | 105 | 25 | 2 | 1 |
| MANITOBA | 16 | 10 | 6 | . | 6 |
| SASK | 26 | 20 | 6 | - | 4 |
| ALBERTA | 114 | 86 | 24 | 4 | 2 |
| BC | 45 | $32^{\text { }}$ | 12 | 1 | 3 |
| NWT | 1 | 1 | - | - | 10 |
| TOTAL | 385 | 297 | 79 | 9 |  |
| PERCENTAGE OF | TOTAL | 77.1 .4 | 0.52 | . 34 |  |

TABLE 3
Q. 2 How many children do you have aged 9 to 11 ?
a) One
b) Two
c) More than two

| TOTAL NO. OF |  |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| PROVINCE | CHILDREN |

TABLE 4

Combined Results of Q.l,Q.2

| PROVINCE | $\begin{aligned} & \text { TOTAL NO. } \\ & \text { CHILDREN } \\ & \hline \end{aligned}$ | PERCENTAGES BY PROVINCE | a | b | C | RANK |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PEI | 1 | . 75 | 1 | $\cdots$ | - | 9 |
| NFLD | 9 | 1.40 | 8 | 1 | - | 8 |
| NS | 25 | 3.88 | 20 | 3 | 2 | 5 |
| NB | 20 | 3.11 | 18 | 1 | 1. | 7 |
| QUEBEC | 20 | 3.11 | 15 | 4 | 1 | 7 |
| ONTARIO. | 204 | 31.67 | 159 | 40 | 5 | 2 |
| MAN | 22 | 3.42 | 12 | 10 | - | 6 |
| SASK | 44 | 6.83 | 32 | 12 | - | 4 |
| ALTA | 230. | 35.72 | 173 | 50 | 7 | 1 |
| BC | - 68 | 10.56 | 51 | 16 | 1 | 3 |
| NWT | 1. | . 15 | 1 | - | - | 9 |
| TOTAL | 644 | 100.00 | 490 | 137 | 17 |  |
| PERCENTAGE OF TOTAL BY CATEGORY a,b,c |  |  | 76.08\% | 21.27\% | 2.65\% |  |
| PERCENTAGE OF TOTAL BY AGE |  |  |  | . |  |  |
| 6 to 8 | $59.93 \%$ | . | 60.61\% | 57.66\% | 52.94\% |  |
| 9 to 11 | 40.07\% |  | 39.39\% | 43.34\% | 47.06\% |  |

## TABLE 5

Q. 3 What is the name of the city in which you live,
or which is nearest to your home?


TABLE 7
Q. 4 Please lisi up to five TV programs that your children in each age group really like.

|  | PROGRAM | PERCENTAGE* | RANK | REAL NO. |
| :---: | :---: | :---: | :---: | :---: |
| (6-8 Yrs.) | THE WONDERFUL WORLD OF DISNEY | $33.76 \%$ | 1 | 130 |
|  | MR. 'DRESS-UP | 21.29\% | 2 | 79 |
|  | ) SESAME STREET | 20.51\% | 3 | 82 |
|  | BRADY BUNCH | 19.74\% | 4 | 76 |
|  | GILIIGAN'S ISLAND | 12.46\% | 5 | 58 |
|  | HAPPY DAYS | 41.69\% | 1 | 108 |
| (9-11 Yrs.) | THE WONDERFUL WORLD OF DISNEY | 35.13\% | 2 | 91 |
|  | Six million dollar man | 30.11\% | 3 | 78 |
|  | BRADY BUNCH | 17.76\% | 4 | 46 |
|  | STAR TREK. | 15.44\% | 5 | 40 |
| (ALI. AGES) | THE WONDERFUL WORLD OF DISNEY | 34.31\% | 1 | 221 |
|  | HAPPY DAYS | 21.58\% | 2 | 139 |
|  | BRADY BUNCH | 15.99\% | 3 | 103 |
|  | SIX MILLION DOLIAR MAN | 15.06\% | 4 | 97 |
|  | SESAME STREET | 12.26\% | 5 | 79 |

* PERCENTAGES refer to comparisons of top five programs only. They are based on the ratios between real nos. of responses to each program and the no. of children reported in each age group and all ages i.e. 385,259 , and 644 respectively.


## TABLE 8

Q.5. Please list up to five TV programs they are not allowed to watch.
$\qquad$

PROGRAM
SIX MILLION DOLLAR MAN
KOJAK
HAWAII 5-0
POLICE STORY
THE ROOKIES
12. $46 \%$
$14.67 \%$
$11.58 \%$
$11.11 \%$
3
$10.81 \%$
428

THE ROOKIES
$10.42 \%$
5
27

KOJAK
POLICE STORY
$14.59 \%$
$12.5 .7 \%$
12.42\%
$11.18 \%$
11.02\%

5
3
SIX MILLION DOLLAR MAN
THE ROOKIES

| PERCENTAGE* | RANK | REAL NO. |
| :---: | :---: | :---: |
| $15.84 \%$ | $\therefore$ | 1 |

KOJAK
$14.67 \%$
1
38
POLICE STORY $11.58 \%$ 2 30

HAWAII 5-0
.
, 29

HAWAII 5-0
.
4
94

| (ALL AGES) HAWAII 5-0 | $12.42 \%$ | 3 | $80^{\circ}$ |
| :---: | :--- | :--- | :--- | :--- |
| SIX MILLION DOLLAR MAN | $11.18 \%$ | 4 | 72 |
| THE ROOKIES | $11.02 \%$ | 5 | 71 |

(9-11 Yrs.) SWAT

* PERCENTAGES refer to comparisons of top five programs only. They are based on the ratios between real nos. of responses to each program and the no. of children reported in each age group and all ages i.e. 385,259, and 644 respectively.

TABLE 9

## Q. 6 Please list up to five TV programs your children are encouraged to watch.

PROGRAM PERCENTAGE* RANK REAL NO.
THE WONDERFUL WORLD OF DISNEY ..... 43. 37\% ..... 167
SESAME STREET $21.29 \%$ ..... 2 ..... 82
(6-8 Yrs.) ELECTRIC CO. $21.03 \%$ .....  3 ..... 81
JACQUES COUSTEAU $15.06 \%$ 4 ..... 54
THE WAL.TONS $14.02 \%$ ..... 5 ..... 58
THE WONDERFUL WORLD OF DISNEY 40. $79 \%$ ..... 105
THE WALTONS 20.88\% ..... 2 ..... 54
(9E11 Yrs.) JACQUES COUSTEAU ..... $15.05 \%$
3 ..... 39
ALL SPORTS $15.05 \%$ ..... 39
NATIONAL GEOGRAPHIC SPECIALS $13.89 \%$ 4 ..... 36
THE WONDERFUL WORLD OF DISNEY 42. $25 \%$ 1 ..... 272
JACQUES COUSTEAU ..... $15.21 \%$ ..... 97
(ALL AGES) THE WALTONS ..... 13.97\%
3 ..... 89
SESAME STREET ..... $13.66 \%$
4 ..... 8.7
ELECTRIC CO.13.52\%586

* PERCENTAGES refer to comparisons of top five programs only. They are based on the ratios between real nos. of responses to each program and the no. of children reported in each age group and all ages i.e. 385,259, and 644 respectively.

TABLE 10
Q. 7 How often do you and/or spouse watch children's programs with your children?
a) Several times a week
b) Once or twice a week
c) Seldom or never

| PROVINCE | a | b | c |
| :---: | :---: | :---: | :---: |
| PEI | 1 | - | - |
| NFLD | 6 | 4 | - |
| NOVA SCOTIA | 14 | 9 | - |
| NEW BRUNSWICK | 14 | 5 | - |
| QUEBEC | 6 | 10 | 4 |
| ONTARIO | 119 | 79 | 1 |
| MANITOBA | 13 | 4 | 4 |
| SASK | 31 | 10 | - |
| ALBERTA | 95 | 82 | 26 |
| BC | 37 | 27 | 3 |
| NWT | - 1 | - | - |
| TOTAL. | 337 | 230. | 38 |
| TOTAL PERCENTAGE | $55.70 \%$ | 38.02\% | 6.28\% |

TABLE 11
Q. 8 On the whole, do you think that TV a) makes your family life better? b) causes problems within the family? c) has little or no effect on your family life?

| PROVINCE | ㅁ | b | c |
| :---: | :---: | :---: | :---: |
| PEI | - | 1 | - |
| NFLD | - | 2 | 7 |
| NOVA SCOTIA | 12 | 8. | 3 |
| NEW BRUNSWICK | 7 | 4 | 6 |
| QUEBEC | 6 | 7 | 8 |
| ONTARIO | 66 | 52 | $82^{\circ}$ |
| MANITOBA | 7 | 7 | 7 |
| SASK | 15 | 11. | 19 |
| ALBERTA | 47 | 51 | 94 |
| BC | 21 | 23 | 26 |
| - NWT | 1 | - | - - |
| TOTAL | 182 | 166 | 252 |
| TOTAL PERCENTAGE | 42.00\% | 27.66\% | 30.34\% |

TABLE 12
Q. 9 How many TV sets are in regular use in your home?
a) One
b) Two
c) More than two

| PROVINCE | a | b | c |
| :---: | :---: | :---: | :---: |
| PEI | 1 | - | - |
| NFLD | 8 | 1 | - |
| NOVA SCOTIA | 19 | 4 | - |
| NEW BRUNSWICK | 17 | 2 | - |
| QUEBEC | 14 | 6 | 1 |
| ONTARIO | 64 | 40 | 3. |
| MANITOBA | 12 | 9 | - |
| SASK | 36 | 5 | 1 |
| ALBERTA | 129 | 66 | 13 |
| BC | 65 | 2 | 1 |
| NWT | 1 | - | - |
| TOTAL | 366 | 135 | . 19 |
| TOTAL PERCENTAGE | 70.95\% | 25.47\% | 3.58\% |

## APPENDIX B

COMMENTS ON CBC, CTV AND LOCAL PROGRAMMING

The following are typical comments by province on CBC, CTV and local progranming, beginning first with Newfoundland. Statements are reduced here for clear understanding.

Newfoundland

- "Mon Ami" is not appealing.
-. "Chez Hélène" should come back.
.. Get rid of "Brady Bunch," "Partridge Family," "To Rome with Love."
- "Electric Co." should be on every day.


## Nova Scotia

- "Kidstuff" does not stimulate any interest in viewers. It has a particularly Hollywood glamour that is both unrealistic and rather obnoxious.
- "Sesame Street" is good except when it teaches kids to argue.
- Bring back "Rainbow Country" and "Swiss Family Robinson."
- Bring back "Get Smart" and "Star Trek."
- "Brady Bunch" and "Partridge Family" are unrealistic.
- "Mr. Dressup" is great.
- "Bugs Bunny" should come back.
- Bring back. "Dick Van Dyke" and "Lucy" shows.
.- "Six Million Dollar Man" should be on earlier.
- "Brady Bunch" and "Waltons" should never go off the air.
- "Partridge Family" is rerun too often.


## New Brunswick

- "Romper Room" has had its day.
- "Lassie" reruns have had it.
- "Circle Square" is too "preachy" and narrow.
- "Mr. Dressup" and "Friendly Giant" are great.
- "Dr. Zonk and the Zunkens" is an absolute disaster and embarrassment.
- "Brady Bunch" has false values and sexism.
.- "Partridge Family" and "Gilligan's Island" are insulting.
- "Nic and Pic" is excellent.
- "Rocket Robin Hood" and "Spiderman" are terrible.
- "Electric Co.," "Zoom,". "Mr. Rogers" are excellent.
- "I don't like•Romper Room'."
- "Sesame Street" is the best show on TV.
- There are too many reruns of "Brady Bunch". and "Forest Rangers."
- "Sesame Street" is the best children's" show on TV.


## Quebec

- "Sesame Street" is educational.
-. "Mr. Dressup". is helpful.
- Calibre of contestants on "Reach for Top" and "Just for Fun" are poor.
- The new Gordon on "Sesame Street" is insulting to a child's intelligence.
- "Polka Dot Door," "Mr. Dressup" and "Sesame• Street". are good.
- Slang expressions shouldn't be used on shows like "Sesame Street."
- "Flintstones" is mindless, sexist and idiotic.
- Hurrah for Radio-Quebec kids' shows.
- "Sesame Street," "Friendly Giant," and "Mr. Dressup" are able to entertain and teach.
- We need a follow-up for "Sesame Street."
- Bring back "Black Beauty."
- "Mr. Dressup" is always good.
- Bring back "Bugs Bunny."
- "Bugs Bunny" is demoralizing.
- Bring back "Born Free."


## Ontario

-. "Bobby Vinton" and "Emergency" are good family shows.

- "Brady Bunch," "Flintstones;" "Bugs Bunny" are good for kids.
- "Carol Burnett" and "Price ls Right" are not worth watching.
- "Police Story" is educational."
- Bring back "Planet of the Apes."
- Bring back "Kate McShane."
- Bring back "The Avengers."
- "Bugs Bunny" is too violent."
- Beachcombers" is worst show for kids .-- dangerous water habits.
- "Little House on the Prairies" is excelient for family.
- "Front Page Challenge" should be on earlier.
- "Sesame Street" and "Mr. Dressup" are good for preschoolers.
- Bring "Planet of Apes" and "Night Stalkers" back for kids.
. "Sonny and Cher" is good for kids.
- Glad to see "Bugs Bunny" off air.
.. "Friendly Giant" and "Mr. Dressup" are great for kids.
- "Welcome Back Kotter" teaches kids how to be stupid.
- "Happy Days" is silly.
- Game shows are far-fetched.
- "Mr. Dressup" is all-time tops.
- "Happy Days," "Little House on the Prairies," "Disney". are good for all kids.
.- "Brady Bunch" is unreal.


## Manitoba

- "Bugs Bunny" is too adult.
- "Flintistones" is sex-role stereotyped.
.- "Sesame Street." is too sexy for little kids.
- "Lone Ranger" is best show for kids I have ever seen.
- "Bugs Bunny" should come back.
- "Brady Bunch" and "Partridge Family" have too many reruns.
- "Charlie Brown" specials are wonderful.
- "Welcome Back Kotter" is on too early. -- kids love slang used and it's not good for them to pick it up.
- Thanks for taking "Bugs Bunny" off.
- Bring back "Bugs Bunny" and "Popeye."
.. "Performance" should be on after midnight.


## Saskatchewan

- "Sesame Street" should be shown several times on weekends so more children can see it.
- "Beachcombers". is excellent but needs better time slot (where it doesn't compete with something else that's good!).
- CBC productions are in poor taste and are suggestive.
.. "Friendly Giant" is good because of music.
- "Gilligan's Island" is good family show (they had good times, when things were rotten).
- "Brady Bunch" and "Partridge Family" are good fun.
... "Flintstones" are tops with everyone here -- especially the parents.
- CTV doesn't have enough for kids.
- Get rid of sexual innuendos in "Carol Burnett" show.
- "Sesame Street" is great and so is "Mr. Dressup."
- "Waltons" is nice family show.
- Glad "Bugs Bunny" is off the air.
- "Tommy Hunter" should be on earlier.
- "Sesame Street" and "Mr. Dressup" are fantastic.
- "Performance" should go in the garbage.
.. "Performance" is terrible.
- "Performance" is obscene garbage.
- "Coming Up Rosie" is ridiculous but not harmful.


## Alberta

- "Mr. Dressup" is the best.
- "Romper Room" is dul1.
.- "Mon Ami" is dull.
- "Friendly Giant" is dull.
- "Kidstuff" promotes Canadian identity and is going to be good.
- "Kidstuff" is "sick."
- "New Zoo Review" is innovative and creative.
- "Sesame Street" is great.
- "Sesame Street" and "Electric Co." are good and beneficial.
- "Flintstones" are undesirable.
- "Uncie Bobby" is of poor quality.
- "Flintstones" has sex-role stereotyping.
- "Beachcombers" is good.
- "Flintstones" has sex-role stereotyping.
- "Flintstones" has sex-role stereotyping.
- "Polka Dot Door" is good.
- "Uncle Bobby" is "absolutely the most stupid program."
- "Mr. Dressup," "Sesame Street," "Walt Disney" are great.
- "Mir. Dressup" and "Sesame Street" are the only suitable programs.
- "Uncle Bobby" should be off the air.
- "Peanuts and Popcorn" is good.
- Pleased to see better quality Saturday a.m. programs like "Kidstuff."
- "Kidstuff". has a bad influence on any age.
- "Mr. Dressup" and "Friendly Giant" are only good Canadian shows.
- "Mr. Dressup" is best show.
- "Sesame Street" is too loud.
- "Coming Up Rosie" is an insult to child's intelligence no matter what age. "All they do is run around doing stupid things and making a lot of noise."
- "Mr. Dressup" stimulates thought and action.
- "Polka Dot Door" is great.
- "Zoom". and "Electric Co." are stimulating.
- "Mon Ami" has no appeal.
.. "Chez Hélène" was always enjoyed.
- "Black Beauty" and "Walt Disney" were good.
- "Sesame Street" is too repetitive.
- Great praise for "Mr. Dressup."
- "Mr. Rogers" is excellent.
- "Castle of Frankenstein" is too scarey.
- "Sesame Street" and Canadian inserts are good.
- "Mr. Dressup" is encouraging.


## British Columbia

.. "Sesame Street" needs some quiet time.

- I like French inserts in "Sesame Street."
.. "Friendly Giant" is great.
.- I dislike "Bugs Bunny" for its violence.
- "Circle Square" is great.
.. "Nuts 'n Bolts" should be back on.
- "Walt Disney" makes kids tense and uptight.
- "Mr. Dressup" is best.
.. "Star Trek" is terrifying to kids.
- "FBI" is too violent.
- "Forest Rangers" is good for kids.
- "Brady Bunch" and "Partridge Family" are too good to be true.
- "Mr. Dressup" is great.
- "Sesame Street" is terrific.
- "Davey and Goliath" is a good program -- with good lessons for kids.
- "Sesame Street" encourages abuse of grammar and is too repetitive.
- "Bugs Bunny" is too violent.
- "Vision on" should be model for future shows.
- "Fit Stop" should come back.
- "Coming Up Rosie" is frantic, unfunny and uninteliigible.
- "Sesame Street" and "Mr. Dressup" are great.
- "Walt Disney". is excellent.
- "Uncle Bobby" is scheming.
- "Romper Room" (Miss Betty) is condescending.
- "Brady. Bunch" is too good to be true.
- "Rupert the Bear" was great -- bring it back!
- "Claxton Boys" was complete loss -- kids didn't understand it.
- "Romper Room" has always been condescending.
- Dissatisfied with many aspects of "Sesame Street."
-- "Chez Hélène" should come back.
. "Mon Ami" is poor.
- "Forest Rangers" is generally good -- little ones don't•like scarey situations.
.- "Beachcombers" is awful.
- "Swiss Family" is disappointing.
. "Zoom" and "Electric Co.". are great (CBC or CTV should carry them).
- Bring "Bugs Bunry" back.
. "Coming Up Rosie" and "Dr. Zonk and the Zunkens" are ridiculous.
- Need cartoons bàck like "Bugs Bunny." .
.. "Mon Ami" is confusing.
.. "Friendly Giant" is inconsistent.
- "Brady Bunch" and "Partridge Family" are good but repeated too often.
. "Nuts 'n Bolts" is good but on too early on Saturday.
- "Circle Square" is good.
- "Cher" shouild be banned.
.- My two-year-old loves "Sesame Street" and "Mr. Dressup:"
- "Waltons" should be on earlier.
- The whole family likes "Six Million Dollar Man."
.. "Sesame Street" should be shown during out-of-school hours.
- "Electric Co." is good.
- "Zoom" is very popular -- encourages participation.
- "Children's Cinema" should be expanded.
- "Beachcombers" should continue.
.. "Walt Disney" makes kids tense (too dramatic and emotional).
.. "Beachcombers". makes kids tense.
- "Mr. Dressup" is excellent.
- "Friendly Giant" is okay.
- "Romper Room" concentrates too muci on teacher who is too condescending to kids.
- "Sesame Street". is too slick and glib.
- "Mon Ami" is okay.
- "Mr. Dressup" is good but Casey is sometimes too sassy.
- "Romper Room" could be better.
- "Forest Ranger" is very good.
- "Sesame Street" is excellent.
- "Coming Up Rosie" is ridiculous.
- "Partridge Family" -- kids don't like.
- "Hi Diddle Day" ịs ridiculous and so is "Nic and Pic" and "What's New?"


## APPENDIX C

SAMPLE LETTERS

1. a)one:
2. not applicable
3. Mattome, Y , T.
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RV for Children Questionnaire

1. 2
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3. Vancouver
4. (a) Sesame Street, CArole Square, Mr. Dressup, hockey (and other sports), Kiddies on Camera
(b) Ctrole Square, Kiddies on Camera, Sesame Street.
5. all the rest - detective programs, movies, comedies, song and dance shows (both a and b)
60
6. (a and b) - Circle Square, Queen's Christmas message; occasional specials like Nutcracker Ballet and Dioken's "A Christmas Carol" at Christmas, or Rose Bowl parade
7. (c) rarely, on such seasonal occasions as above
8. (c) what we see we enjoy, and we don't mind the children seeing - but we feel there are other activities much more important so we do this only a little
9. (a) one - we had a small black and white, and three years ago got a fairly nice color set very cheaply from a family who were moving, so gave away our black and white to my wife's parents
10. We are more print oriented than $\mathbb{T} V$ oriented, for entertainment. My wife and I occasionally watch a program together, perhaps one hour in two weeks, usually a police detective story, as pure escapist fantasy. We both read a lot, and have read to the children since their infancy, so they all love books and reading now themselves. Still, they are attracted by the TV screen, and $I$ 'm sure if we turned it on they would be there hypnotized a fair bit of the time.

We have our IV in the basement under the stairs, so it's not in front of us tempting us to turn it on and waste a late or time, and the setting is pretty bare down there so we go to Watch when we want and plan to rather than haphazardly.

One important concern to us, for ourselves as well as for the children, is the profanity in speech. We also dislike the Bugs Bunny cartoon attitude of hitting, chasing, falling, even killing, with the "deceased" getting up and walking away, since children are less able to distinguish reality and fantasy.

We like the religiously sponsored programs. Circle Square is on regularly, and the children like the stories, Interviews, singalong songs, etio., and we appreciate the values. There . was another one last fall which was good, Nuts 'n Bolts. On both of these in wife and I watched with the children the first couple of times to sea if it was okay.

About ads, we dislike ads on children's prograng, both because it seems to take advantage of them, and because they learn not to believe what they ace told. If we are around we turn the


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s-various nature specials
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Nationat Gecoraphic.
5. a) $1 / 4$ $\qquad$
$\qquad$
b) 1 The Rookies

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3-3 3+rets of Sor Frencisco $\qquad$

$\qquad$
5 - Cannon $\qquad$
6. a) $\quad 4 / a$
b) 1- Klectric Company

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Here are the answers to the questions in the January 1976 issue of Chateatne magazine regarding children's programing.

1/a.
2/ a.
3/ Edmonton.
4/ $6-8$ years old - Friendly Giant
Mon Amd
Mr. Dressup
sesame Street
The Electric Company
9-ll years old - same as above. as well as the forest Rangers.
5. 6-8 years old - adult movies

Castle of Frankenstein popcorn Playhouse. the cartoons shown on Saturday.

9-1] years old a same as above.
6. 6.8 years old - educational children's shows.

Swiss Family Robinson.
The val tons
The Electric Company.
Sesame street.
9-1l years old " same as above.
7. a.

8. bo

## 9. $a_{0}$

10. I feel that many of the children $\mathcal{F}_{\text {g }}$ shows show violence; eg. The Bugs Bunny Roadrunner Hour, the cartoons on Popcorn playhouse. Fen in cartoon form this has an effect on the children's behaviour. Also some use astrology etc, eg. Castle of Frankenstein shown on Sat. am. These are things that come from the Devil and are not good to watch. I used to let the children watch Startirek, shown on weekdays from $5-6 \mathrm{n} . \mathrm{m}$. on ch. 13. I have found that the children have come to take what happens on the show for the $A$ and apiary it to life each day, when it is actually some scientist's idea of what will hamen in the future. Also it has as a theme, evolution which is only a theory, not a fact, and to some degree it is violent.

Another thing I would like to see stopped, is the use of a co:meroinl on Ch. 13 about a Black Sheep Band. I have phoned the station and register od a complaint but the commercial is still being shown on the $6: 00$ news from $6-7 \mathrm{p} . \mathrm{m}$. It the commercial must be shown it should be shown later on in the evening

$\frac{\text { MLBERTA }}{\text { S0ity }}$

Dear Sir or Madam,
Finally there comes a survey so 1 can voice my opinion on children's programming. My children complain to me and now I can voice their feelings. We ifve in the country and my children travel 35 miles by bus to school. That means they get up at $6: 30$ to be ready to leave at 7:25. They are young in age, so for them to be able to cope with early mornings, they have to be in bed by no later than 8:00, which is when most of their favourite programs are just coming on. Their time to watch T.V. is from 6:00 till 8:00, but then if there isn't hockey on the set, then it's sports, weather and news. I grant you, the best children's viewing is on in the late afternoon, eg. Coming up Rosie, Forest Rangers, Electric Co., etc. but remember this, country kids don't come home until 5:00. I'll answer these questions now, eventhough my children don't get a chance to watch too many programs, least of all their favourites like The Walton's (a fine family program, Sun。 8:00), Charlie Brown specials (alway: on from 8:00-9:00), Rhoda (Mon. 8:00), Happy Days (Tues. 8:00), Carol. Burnett (Thurs. 8:00): At least one favourite, Littje House on the Prairies, is for them to watch and is a truly good family show.
1/b two girlis, l-.-6 1m8
2/ none
3/ Medicine Hat, Alberta.
4/ a) Little House on the Prairie
b) Happy Days
c) Mery Tyler Moore
d) Carol Burnett
e) Beachcombers

5/ a) BeachcombersThe program is designed always for some actor to be in such serious trouble to cause crying in our house and worrying about whether everything will turn out alright. It's really hard to get them to sleep after their nerves and muscles hove been tensed up for half an hour:
b) Caninon-aphony as all get out; A much overweight man can die twice (almost) and still tackle two in-shape crooks and win and be hero.
c) On the Rocks--too much vulgar language and sexy insinuations for kids this age.
d) Phyllismmot a good show to my thinking. Seems they need something to fill in an extra half hour.
e) Rhoda-- just like Phyllis. Mary Tyler Moore is viewable but when they take two actresses out of one show and each try to have a show of their own, something lacks.
6/ I hove difficulty encouraging them to watch programs that they should be encouraged to when most things I'd like them to see are way beyond their bed time. Examples: Neture of Things, Front Page Challenge, Country Canada, This Land, etc. They learn a few things from Hollywood Squares. I'm thankful that Walt Disney is slotted for child's time because there would be discapointments if they couldn't watch that. Reach for the top is rood and of course love Sat. cartoons.
(2)

Causes problems putting children to bed when adults can stay up and watch all the good shows that they have to miss. I think T.V. takes a lot away from family life. When nothing good is on and no one likes the programs, we play family games or do crafts or make things in which we can communicate with each other, or go outside and do things. But when one or all the members are glued to the television, that's the centre of attention. I'm just glad in the country, they cant run a cable (or at least heven't yet), because heaven help if we had a choice of 45 , or 6 channels, we probably never would get to talk to one

9/a another let alone the fights as to who would get to watch what.
10. I think my voicing and comments came at the beginning and during my questionaire. I don't know. if my comments will do anything to change programing but it's a try. I know that there are numerous other people living in the country that go through the same thing with their children, or else don't have a regulated bed-time and flex things to accomodate the favourite programs.

Thank you,
pis. Colone

Laurier Heights ElementaryíJunior High 8210-142 Street, Edmonton, Alberta February 23, 1976

## The Children's Broadcast Institute Toronto, Ontario.

Dear Sin/Miadam:
The parent - teacher council at our school was most pleased to see Chatelaine's interest in the survey your institute is conducting on children's television protramming (January issue). Ne felt that we could show our support for your efforts by having the :survey circulated throuth our school newsletter. We received 140 returns, which we are enclosing. You will be interested to know that our local school board has tobulated the rosults from our area as well. Our froup found the comments under section 10 one of the most valuable parts of the survey. Again, our thanks to your organization and to chatelaine for your interest in our children.

## Sincerely,



Chairman, Parent-Teacher Council


Lourier Heights school



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(2) Non E
(3) SMFH700,











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1. a
2. a
3. Yorkton, Regina (our only 'IV channel is 7 which comes from Yorkton)

## 4.a Forest Rangers <br> Hound Cats <br> Littlesy llobo <br> Disney World <br> Electric Company

b. The Archies

The Partridee Family:
Jittlest Hobo
Rhoda
Waltons
50a Space . 1999
Police Story
b.Barney Miller
6.a Forest Rangers


Littlest Hobo
Charlie Brown Specials
Electric Company
Nature Specials
b Disncy World
Beachcombers
Ballet Specials
Nature of Things
7.b
$8 . b$
$9 . a$
10.I fe屯l thereis a real gap in Sunday morning religious programing. We have about four hours of religious type shows which are excellent but there are none for children. Here is a broad area which hasn't been taken advantage of at all.

10 continued; don't like the show Coming Rosie because it seems very ridiculus. Ilowever m. children are allowed to watch it becalise I don' t really think it jis harmful.
I also feel your survey should have included programing for 3 to 5 year olds so here are my choices for that aje group
I have one child aged $3 \frac{1}{2}$.
4. Sesame Street

Mr: Dressup
Also above mentioned programs preffered by my 7 year old 5. Space 1999
6. Encouraged are

Sesame Sireet, Mr. Dressup, Electric Company, Charlie Brown Specials

Yours truly,
Mrs. Doreen Wyatt
Kipling, Sask.

Lauds pilling
217-355 Sutton Avenue
WJNNIPEG, Manitoba
R2G OI


1. $a^{\prime}$
2. none
3. WInnipeg, Manitoba

The Lone Rang
4. a) Flintstones, Brady Bunch, Partridge Family, Bugs Bunny, Cartoon Party./
5. a) Batman, Movies for Adults, Maude, Starsky \& Hutch, Canadian Crimes.
6. a) It Is Written with Pastor Wandeman(Sunday), Walt Disney, Brady Bunch, Bugs Bunny, All nature films.
7. a)
8. b)
9. a)
10. Children's TV programming dis generally over their heads especially in cartoons that are story formed and have a lot of violence in them. I found that in watching Bugs Bunny the character player states anecdotes and jokes that $I$ would enjoy. They go fight over my little girls head when we watch them. The Flintstones have got a lot of funny skits etc. (but again the old)man vs. Woman situation which is quite harmful. Also the $m$ an of the house in this particular cartoon production is always bullying everyone around, another notion that is pretty harmful too. I always encourage her to view nature programs. The only thing I disapprove of is the constant teaching of Evolution without ever giving Creation (Biblical) equal time. I disagree with that entirely. Sesame Street taught her how to count in French and how to spell and generally is good but too sexy for little kids. I Elitnk the Io ne Ranger is the best show for kids I have seen since I was a child myself. Viewing them now as an adult I see that they are morally and legally viewable with quite a bit of fun thrown in.

Children's Broadcast Institute
50 Gould Street
coo RTA
Toronto
M5B 1E8

The Childrem's Renadcast Institute,
50) Gould st.,
c/o RTA ,
Toronto M5B 1E8.
Re: Chatelaine Jaruary Issue

1. Ni.
2. a
3. Windsor, netario
4. h.-Hanny Days, Walt Disney, Hockey and Snorts, Family Classics.Three Stons
5. b-Untouchables, faude, , All In the Family, (anythirig we feel really violent or too matures)
6. h-Underworld Worlid of tachmes Consteau, Snecials re Animals, etc. the series 'Tom Brom's School Tays', Valt Disney.
7. b
8. a
9. b
10. We feel TV can be very educational but feel the lack of mood CBC content in Windsor. We have no C'IV. When our children (14) and (10) were youncer, we felt Sesme Street the best, al.so Mr. Dressun. k'e would Like to see some Gerald Durrell specials but in this area, carnot anticinate this in the future. However, wen the children ro to their Grandmother's in Toronto whon hes cable, they find so many stimulatine brogrammes, elso myself. Caradian television has a great variety of nrorrammes to offer arid fee]. we should be nroud of our shows. Just wish we could see a few more.

Have also filled in a questionnaire re Tube Lof for the United Church, very similar to the above. Cinidren are curious and need stimulation - TV can give them this with very careful nlannine.

Mrs Ellzabeth Lang F.O. Box 217

Vermilion Bay, Ontario POV 2VO
January 10, 1976
Dear Michele:
Ihe following is my (and the two boys) response to your request for information re childrens programs.

1. (a)
2. (a)
3. Dryden
4. (a) Bugs Bunny Disney World Mr. Dressup Sesame Street Wild Kingdom (best of all)
(b) Space 1999

All. In The Family MASH
Disney World Chico And The Man
5. Police Story

Cannon
cBC Drama (on occasion)
(because of their bedtime, there is not much more to choose from)
6:30 News (although the older boy needs to watch news reports for school reports)
6. Disney World

Sesame Street (joungest child)
Nature programs (both children) Electric Company
What's New? (Harry Mannus and Sandy Lane)
7. (a)
8. (a)
9. (b)
.We are located in Northwestern Ontario and only get the CBC. Although everyone complains (local people) bitterly about the progams, on the whole I think that we watioh muoh more educational type programs than the places where multiphe channels are avallable.

Personally I am a 1 . V. sddict and espectaliy so here because there are no good radio programs to tune into during the day. The reason for this is because of the minerals in the rocks around -- at leasti that is what everyone tells me. I think that really the CBG does a pretty good job.

One of my biggest complaints is that there are no early Saturday morning prokrams for the children. Our winter usually lasts from November to the middie of May and that is a long cold period. At present their selection is Sesame Street, Mr. Dressup and Mon Ami, which are quite young programs. The children have very littje cartoons -- they used to have half an hour of Bugs Bunny (thats all in the cartoon line) at five p.m. before Christmas, but now they sometimes don't get that, because of sports running into the time slot. I would love to see something like the old Laurel \& Hardy, Three Stooges, Abbot and Costello moves, peppered with a few cartoons. Thls could start about 7:30 a.m. Saturday and run until the noon hour.

Our weather here is such that it is usually much too cold in the early morning for the children to go out. I prefer that the sun be up for a few hours beeore they go out to play. Our temperatures range anywhere from $10,20,30$ below $(\hat{y})$, but once the air has warmed up a little bit we have excellent snow conditions for cross country skiing, tobogganing, snow shoeing, alit of which we do.

Of course these complaints are only the Northern Ontario people (and of course further north and west) but not Central and Southern Ontario.

Another complaint of mine, which I wanted to make clear to the people that are doing that study on TV violence, is that I object to some of the terrible violence that appears on the $6: 30 \mathrm{p} . \mathrm{m}$. News. Sometimes there are terrible pictures which a parent is not able to foresee, i.e. prisoners being executed in viet Nam or the Middle East, people jumping from a burning high rise building to their death, men jumplng over buses or cars with motorcycles to their death or drastic injuries and once there was a little sirl who had her arm cut off by a farm implement by accident. It is strange that sometimes I have wanted my husbar. to watch something like this on the $11 \mathrm{p} . \mathrm{m}$. news and they dondt repeat it! Why not keep these awful sights until that late night news?

As for CBG drama, that is pretty poor at times. It seems that they have to bring sex in a very vulgar way (very often) and the bad language is usually repeated and repeated. Believe me, I am not prissy by any means (having moved from England in 1957 and everyone knows what the English programs can be like). Somehow many of the CBC programs come acroes as very crude indeed.

Generally I am pleased with what CBC offers educational, sports, cultural (ballet, music), women daytime programs. It is just some of their drama and I think they could improve a little on the ohildrens programs.

I must mention that we have just come back from a Christmas holiday with relatives in Oakville, Ontario. There my children probably could have watched cartoons from morning to night if they chose. Apter the first few days they hardy wanted to watch any cartoons at all.

So, for me, the one channel TV (CBC) is sort of a regulator. The children have time for outdoors, sports and personal time around the house doing their own favourite things.

I suppose I have been rather long winded, but I enjoyed the opportunity to tell you what I think. If you are not interested in my comments about CBC, etc., maybe you could out that part oof and mail it over to the CBC there in Toronto for what it is worth.

Please excuse my typing, I am doing this on my lap on a rusty old portable typewriter which has sticky keys : : :

Sincerely,


Mrs. Elizabeth Lang P.O. Bor 217

Vermilion Bay, Ontario IOV "VO
P.S. Today is Saturday and the children have been waiting all day for the Bugs Bunny program at $\$$ pom., but it appears that they have taken their only cartoon off!
P.P.S My 9 year old has just read this letter and has informed me that there is no point in my telling anyone these things because no one will pay any attention or even cares:!:


.awimicter kay - Mom if Ryrucect
1.19 Navel, Fiber,
T821N世
2. none
3. Fall, Quebec

419
The Rascals
The Electric Company
Walt Disney
Emergency
batman or Bacichcombers
5 'a as restrictions except fer vickie or subject matter might be: upsetting
$\therefore$ 'a Mir Dress - Lip
Capt. Kangaroo
So same Siret (when he's home from school Sesame Siret
Fine Electric Company

- Wilatren's Cinema

Animated Classics
News spercils - Space kicunchings, w\%...
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eke... $\left\{\begin{array}{l}\text { enjoys these }\end{array}\right.$
Gill cartoons
10. Sn the whale, we cire pleased with the ifuality of the ehildren's TV. pragrams. Ine wish the "Polka bot Doer" would returi to its 8 aim. time slot. My \&iour $4_{2}^{1}$ year old watches Mr. Dress wep and Sesame street faithfully.

With what is available for childven on TVE; good book's in the home, materials available for creativity, physical activity, and conversation, ete.... I have found that my children arequiteady to begin formal educational instruction in the schools. I believe. that all these help to develop and macture the learning processes; or, in other words, set the stage for learning.
"My only criticism is reserved for "slang expressions" used on Sesarne street. I know "communication is the name of the game" but children do learn language or spech patterns py repeating what they hear and I get a little tired of hearing of child in an elementary school use one expression for every reaction. However, this one weak spot is greatly over shadowed by all the many good qualities of Sescome st.

Children's Broadcast Institute
50 Gould st.
coo RTA.
Toronto, Ontario.
SHes Madam,
In response to the request in the January issue of Chatelaine I am hereby submitting my answer sheet to your questionnaire on children's television.

May I add in passing that I am a firm belelver in children's rights and that $I$ find the American concept of "Family Hour" a complete joke. I don't think anyone should be exposed to violence on television. And as for sex, I am sick and tired of having it confused with violence.lf a program has sex in it that non-exploitive and in good taste $I$ have no objection whatsoever. to my children :watching it. What I do object to however is my children being fed constant crap on television. What do producers think? That children have no taste? Why should they always have to be the "victims" of super-LB productions? Hoping these and other comments will help you try and solve the whole mess, I wish to express my greatest respect for your organization.I remain,
$1 / b$
2/a
3. Montreal

4/a:Charlie Brown specials Good Times
All in the Family
Six Million Dollar Man
Chico and the Man
/b:same as above plus MroChips, The Art of Cooking and McGowan \& Co.
5/a:most police shows except Kojak(violent).Kojak is amusing。 The Flintstones(sexist)
Saturday morning cartoons(mindless and sexistisometimes violent)
/b:same
My children aremot and have never been very much encouraged
by myself or my husband to watch so called "children's shows"。 The latest atrocity is Kidstuff.All of them at one time or another watched Sesame Street, but none were ever exceptionally enthusiatic about it.
We never allow ourselves or any of our children to watch the worst insult to the public's intelligence on the air today, namely, The Funny Farm.I also discourage religious shows, as both my husband and I are agnostic, and I seldom let my children watch some of the garbage that is on french television in Montreal, although we are all bjlingual.

6/:a:Charlie Brown specials,
All in the family (with certain explanations and discussions afterwar MOst news, information and talk shows, Chico and the Man, M*A*S*H* (talented cast)
b.mostly same.My eldest daughter likes to watch creative programmes such as Mr.Chips(consiruction, repairs, etc.) and cooking shows, especially Art of Cooking with Pol Martin, and I encourage her to watch these when she can. None of my children are very athletic, but they do like to watch swimmers and gymnasts and skaters when the occasion presents itself. I encourage this since they never watch hockey, baseball or any other more popular spectator sports.
7/:c. We discourage most children's programs becaage they are usually dull cheap and under our children's level of intelligence alreadysthey ar 6,8 and 1 id. We watch almost all other shows with our children. They mostly like what we watch and we have no makor arguments over what to watch.
8/:I'd have to say better, although the effect is minimal. But watching TV together gives us a bit of peace and quiet and relaxation together in the eveningosave for a few exceptions our children do not watch Tv dufing the day as both my husband and $I$ work at home and do not li! to be distrutped by the sometimes noisy TV. We usually discuss TV togeth afterwards and find it most rewardingo When my husband and I have a discussion about a program the kids just naturally join in. Ihey are getting to be real sharpies.

In.this way J'd have to day it makes family life better.
9/:a (However it is a small portable set and is dragged around the house a lot,sometimes giving the illusion that there are half a dozen TV's around. We used to have two TV's, even three at one point. However after the second set broke down, we found it just as plausible to live with one set. This way we are all less capricious about what we want to watch. The set is easily brought in the kitchen for long aternoons of cooking, the den for family viewing, or our bedroom for when we feel. like watchind the late movie and not disturb the kids. It has never been requested and $I$ would not encourage my children to have the set in thed. bedroom as it might create chaos over who gets it. We do not intend to ever have more than one set again. We find it too suburbanite for our liking.)

10:I really do not concede to the use of a television as an electric babysitter. Although there have never been any strict nonos about TV in our home, I do care to know what my 3 kids are watching. We do not have Cable because most of the crap that floats in from south of the border is the same crap as we get here only worse. Perhaps I am being a bit cyni cal.I do not really think it is all ceap, but a large part is and I don't need 3 more channels to select from. I do not want my kids americanized and I feel that by having Canadian shows with Canadian content to be selecied from I will
 Maple Leaf. I am not overly patriotic,but I am even less so about the U.S.A.
I may add in passing that many cartoons are antjquated and I find this repulsive. Bugs Bunny cartoons were the same as the ones I was watching as a kid. The Road Runner cartoons were the same every week for yearsnow and the Flintstones is the most mindless, sexist, idioti peace of garbabge ever to float onto a screen. This I really bano

Although it may not be in your area, I must say that I do encourage my children to watch the extremely good shows only recently put on the air but the new UHF french network Radio-QuebecaThese shows show real people, real problems, unusual and good films and i appreclate thte.

NEW BRUNSWICK
(a)
3. Moncton NB.
4. (a) Sesame St: Nic 'EP1c ; beclic; all in the Fainily; Electrue Comp

Electric Company

b(o) Natures shows (Coustrau ilocumentaries ifc)
7(a)

9 (a)
10- (Unfortunately mauycheldrer's shows (Cantoons; Boberor Bobmette DC) are eithen recest; Uiclent ar botk. Qther shows are inoueting to a cheeds melelegerce - Partredye Damely - Lieleyan's Daeanid (urestilger il here). Qu a Levhale Radico Conada, $C B C$ Drench) thous The lowt frequan faichiedres Nic a Pic se excelleut! Mychuld laved it - (it wasirecentely takew of this air). Dhe wonst opperdeis peein to The the saturday mornny caitoon show wew Rochet Roker o Sprder man. Itoweren frual cresposisebility cremairs untb the owneins of TU Ret.. Af yoer ar your oheceren cannas turn of the sed aftew the progromiv - yau had plouned to watid - get ries of stl

PS. Cll aduart isup (comimercial) geared ar cluedrew whould he banned. I refuece to buy any toy an cereal aduartiod during hous cheldran unatew T. I alse weel not biy products whose ads vrgrader uonein.

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2 -a
3. Frederecton , $\%$.
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Seoame Street
Flisivatores

- Brady Funch Cartoronor

5. (a) The forw thanger Emergency
Mast incid-hay Moat Mid-May Movies Sleazy Game Shsurs Afternion Loap Qpesas.
6. (a) 77 ( Nress Up.

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slective Conspany
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(h) Sesame Atrut Cartoons

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(b) Cher, Mraude Aninthir Warld Sleazy Hance Show Cannon Pobice stary

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Chabcainer Sevrvery in
Choldrens T.V. Urewiny (continued)
$7-a$
8-a
9.- a
10.- One occurdence ukich Lecps popping up" si sory sivind is onve eukict bet me coppalleck and mu complite Avagrost at the lace of moural reoporvididity os 隹 part of Th Telerission Atation mancag emenct. "The whole of aniely, unos enthralled wint the epoisode of "Io Gome uhit Teve"' Where gody rPutfy and Their heloved 1 hr. Tinch ever reseucl from a" caps r riblicis" situation by the Paofessor $r$ his fannily. Might in "the "Cliozax" "an increctade musbler seene was injected: a "womas" voar attackedi luy a "Readless" miale" annal smeathered ruith a pillow in "close-up". I'mv sure anyonu of mey Chêdren Hncow" how to sourder uvert a pillow inv one eary lesson". Sthat is to sepp

OuQanie Seuncuy on Qildrenis t.V. Vuciring
my siq-year-ald from tryening it ait on his quiar matio,?
These shoulal be a law agarinet shouring a phenvew of the ynidnight Husvar moures in the nedddes of a Chilels programme - Also tete phenieruing of Betenes frosin The local "mowee theatres rurient" "Trash" films.

Itro. Clawde Fothier R.R.\#1, Bow10.

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$\Rightarrow$ Labrador City, NId.
4.a) - Sta Trék

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Electirc Compary
5. a) - Pebbles and Bambani all "axult" shows, iokes strery all seajp epreas Burny Miller, eto
(b. a) Electric Cempariy Up Date
Unsion On
Scosme St
a)
c) $b$
6) We ca-quatig sean ta prefgama a-i tiur chädun

 CBC (all liue get bine) an ane nos cilcrutet ei Marith whele shoies, cjpcits jumon aki eccuratiol $4+15+1$ We wovel like Eus rasen -ivacitivat $T V-+5-\cdots e$ accile like te sen Ecatio Earigainy aring cicay:

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ain snist detecture otains and ao many silliy aituation cimpaies as we can ausid.

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10. TV growiteo susha mavullaco oppoitumitez to wivish elidaken's lines lut it foils utterly to do so.. Ne Neel intellectually wotherbile privuams for kido - ocrence, anti, unuaic, iti, and prigiaino that are inspirational rather than manidin. Lood diaina rather then silly situation bamedier so folle to life. mantof all we nuat to STOP THE VIOLENCE. YEuNg, anindi ane exnatanth, expeceat io musider, furutalíty * midence ó enerey hibleaus hive.

88


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s. $\quad c$
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[^0]:    * Bracketed numbers indicate frequencies of occurrence for each comment.

