

TELEVISION AND CHILDREN:
A BIBLIOGRAPHY AND DIRECTORY

Kay Watson

Broadcasting and Social Policy Branch

Department of Communications

December, 1980

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Kay Watson

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A review of the literature on television and children shows that there is no consolidated reference source in Canada. Researchers, educators, creative writers and program producers work in relative isolation and there is no mechanism to find out who's doing what. Even though a television research centre was established in 1977 at the University of Alberta, it will take time to advance to the point where a clearing house role could be effectively handled. Perhaps this is why so many researchers in Canada are publishing their findings in American journals and periodicals. For these reasons, I took a broad perspective to examine North American writings.

The focus on North American literature is relevant for another reason. Much of the television viewed by Canadian children originates in the United States. Changes which occur in the United States have a direct impact on the Canadian television market because most broadcasters and cable operators use a large volume of American material.

Although the bibliography is by no means exhaustive, it shows the range of topics which has emerged in the area of television and children. Many of the papers included were written for a specific event and are unpublished. However, as these contribute to the knowledge of development of children's television programming they are listed and, where possible, I have indicated locations where they might be available. A scan of the literature indicates that research has often tended to revolve around issues which have emerged in the context of policy debate. In compiling the material and determining the most appropriate way to critique it from a policy perspective, I categorized the papers and reports. These categories do not necessarily reflect the specialization of the authors.

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Organizations Representing Children's Interests:

The Children's Broadcast Institute (CBI)
Suite 207
160 Eglinton Avenue East
Toronto, Ontario

Action For Children's Television (ACT)
46 Austin Street
Box N
Newtonville, Mass.
02160

The Children's Defense Fund (CDF)
1520 New Hampshire Avenue, N.W.
Washington, D.C.
20036

Government Bodies:

Department of Communications (DOC)
Journal Tower North
300 Slater Street
Ottawa, Ontario
K1A 0C8

Canadian Radio-television and Telecommunications Commission (CRTC)
Ottawa, Ontario
K1A 0N2

Federal Trade Commission (FTC)
Bureau of Consumer Protection
Pennsylvania Avenue at Sixth Street, N.W.
Washington, D.C.
20580

Television Networks:

Canadian Broadcasting Corporation
English Services Division
354 Jarvis Street
Box 500, Station "A"
Toronto, Ontario
M5W 1E6

Société Radio-Canada
1400 Dorchester Boulevard East
Box 6000
Montréal, Québec
H3C 3A8

Television Networks: (Cont'd)

Canadian Television Network (CTV)

42 Charles Street East
Toronto, Ontario
M4Y 1T5

Global Television Network

81 Barber Greene Road
Don Mills, Ontario
M3C 2A3

Radio Québec

1000 Fullum Street
Montréal, Québec
H2K 3L7

TVA Television

1600 Maisonneuve Blvd. East
Montréal, Québec
H2I 4P2

ABC Television Network

1330 Avenue of the Americas
New York, New York
10019

CBS Television Network

51 West 52nd Street
New York, New York
10019

NBC Television Network

50n Rockefeller Street
New York, New York
10020

PBS Television

485 L'Enfant Plaza West
Washington, D.C.
20034

Cable:

Cable Satellite Network Inc. (CSN)

25 Adelaide Street East
Suite 915
Toronto, Ontario
M5C 1X2

Organizations Representing the Interests of Broadcasters:

The Canadian Association of Broadcasters (CAB)

85 Sparks Street
 P.O. Box 627
 Station "B"
 Ottawa, Ontario
 K1P 5S2

(CAB represents interests of member broadcasters in discussions with Government and the public.)

The Canadian Broadcasting League

P.O. Box 1505
 Ottawa, Ontario
 K1P 5R5

(Non-profit organization which represents the Canadian public in broadcasting policy debates before the CRTC and in other public forums. Membership is open to all Canadians.)

Telecaster Committee Coordinator

CTV Television Network Ltd.
 42 Charles Street East
 6th Floor
 Toronto, Ontario
 M4Y 1T6

(The Telecaster Committee is a voluntary self-regulation broadcasters' committee. Its main function is to advise and assist advertisers on the general acceptability of commercials prior to telecast.)

Specialized Areas:

(a) Advertising

The Advertising Standards Council

Suite 302, 1240 Bay Street
 Toronto, Ontario
 M5R 2A7

Le Comité de la publicité destinée aux enfants

Conseil des normes de la publicité
 1040 Blvd. Lac L'Achigan
 St. Hippolyte Co.
 Terrebonne, Québec
 JOR 1P0

Children's Advertising Revenue unit

National Advertising Division
 Council of Better Business Bureau Inc.
 845 Third Avenue
 New York, New York
 10022

Specialized Areas: (Cont'd)

(b) Nutrition

National Health and Welfare

Nutrition Action Center for Science in the Public Interest
1755 S. Street, N.W.
Washington, D.C.
20009

Food and Nutrition Information Centre

National Agriculture Library
10301 Baltimore Blvd.
Beltsville, Md.
20705

GAO Distribution

441 G. Street, N.W.
Room 4522
Washington, D.C.
20548

United States Department of Agriculture

Government and Public Affairs Office
Room 507A
Washington, D.C.
20250

(c) Education

The Council of Ministers of Education, Canada (CMEC)

c/o Dr. Walter Hardwick
President of Knowledge Network Authority
Box 3200
Victoria, British Columbia
V8W 3H4

Access Alberta

Alberta Educational Communications Corporation
16930 - 114 Avenue
Edmonton, Alberta
T5M 3S2

TV Ontario

Box 200
Station "Q"
Toronto, Ontario
M4T 2T1

International Television Research Information Centre

Faculty of Education
University of Alberta
Edmonton, Alberta
T6G 2G5

Specialized Areas: (Cont'd)

(c) Education (Cont'd)

Prime Time School Television (PTST)

120 South La Salle Street
Chicago, Ill.
60603

(PTST is a national non-profit organization devoted to the development and distribution of television related material. It provides teachers with guides to assign television programs and discuss them in class. Units on televised values and televised news are being field tested during the 1979-80 school year.)

Capital Cities Television Reading Program (CCTRP)

4100 City Lane Avenue
Philadelphia, Pennsylvania
19131

(CCTRP provides a supplemental reading/language arts program for use in elementary and secondary schools. The reading of television script is the main focus.)

CBS Television Reading Program

Columbia Broadcasting Company
51 West 52nd Street
New York, New York
10019

(CBS has been supplying elementary and secondary schools with matched-to-broadcast scripts of prime-time CBS entertainment dramas and pictures for television prior to the airing of the broadcasts.)

National Broadcasting Company (NBC)

Corporate Projects, Room 1806
30 Rockefeller Plaza
New York, New York
10020

(NBC produces study guides for special prime-time broadcasts.)

Teachers' Guides to Television

699 Madison Avenue
New York, New York
10021

(Parent participation television workshops (PPTW) using selected NBC programs are used to encourage parents to view and discuss TV programs with children and handbooks are provided free of charge to groups conducting a workshop. Teachers' Guides to Television is published twice yearly.)

Specialized Areas: (Cont'd)

(c) Education (Cont'd)

Television Information Office (TIO)

745 Fifth Avenue
New York, New York
10022

(Educational publications which explore ways TV can be used by teachers are available through TIO. General information is also available: "How To Help Your Children Get More Out Of Television-Friendly Advice To Parents From An Expert"/"Television For Young People-The Broadcasters Responsibility".)

National Council for Children and Television (NCCT)

20 Nassau Street
Suite 215
Princeton, New Jersey
08540

(A quarterly journal of NCCT is published.)

ABC, Community Relations

1330 Avenue of the Americas
New York, New York
10019

(ABC undertakes educational projects and provides "teachers guides" to help educators. In cooperation with PTST a high school curriculum unit was developed for fall 1979 to explore TV news.)

(d) Film

The National Film Board (NFB)

150 Kent Street
Ottawa, Ontario
K1A 0M9

