

RADIO AND TELEVISION EVALUATION REPORT 1968

Mrs. George Wilson

A keen interest is shown in what should and should not be heard over radio and seen over TV. 223 reports were received from branches.

Programmes for Children. These programmes in the main are considered very good. Reports ask unanimously that year, at last, that violence and gun play be taken off both mediums. "Just Mary" stories, children's classics and tragedies could replace these. A number of requests were received for televising the Kindergarten of the Air. Programmes must be scheduled to allow time for study, outdoor recreation and rest.

Home Economics. These programmes received high rating and the commentators are highly regarded. Women expressed appreciation of new food ideas, fashion shows, interviews with other women. Requests were for more book reviews, hobbies and handicraft demonstrations, table setting and service, inexpensive recipes and preparation of food for special occasions.

Agriculture. These programmes are much appreciated by rural people and considered well covered. Farmers would like to see and hear more programmes on the care of machinery, interviews with specialized farmers, identification of weeds, plant disease, etc. More agricultural programmes were requested for Northern Ontario.

Public Relations. News coverage at local, national and international level was termed excellent. Road and weather conditions, international events, markets, agricultural and industrial news much appreciated. More careful pronunciation of names and use of English is desirable, earlier broadcast at night on TV—ten o'clock was requested by many.

Drama. More historical drama with Canadian players. More encouragement should be given to Canadian actors and actresses to stay in Canada. Too much unhappiness in soap operas, but that we like them.

Musical Programmes. More music requested for special days—Dominion Day, St. Andrew's Day, etc. Equalization of time for semi-classical music and rock and roll. More good choir singing.

Religion. All stations contribute to the religious needs of the people and most of the programmes are spiritual. There were requests for more religious programmes, especially in Northern Ontario, Bible stories for children and the televising of the Sunday School of the Air.

Advertising. It is realized that advertising must be used to help pay for broadcasting and it is preferred instead of paying licence fees. People would like the advertisements to be at the beginning and the end of programmes. TV advertising is appreciated for the showing of new products and their uses.

Summary. There were requests for more relay stations between Kingston and Toronto. Programmes liked best were panel discussions,

farm forums, press conferences, audience participation, interviews with interesting people and on the spot sport and special events.

There has been quite an increase in the numbers of TV viewers and they are anxious most in that there is too much repetition of old programmes. The most frequent recommendations were: Keep liquor ads out of Canada. Good plays are shown too late at night. Have no licence fee for radio or TV. Play up the good and beautiful in life.

JUNIOR INSTITUTE REPORT

Eileen Weedon

During the year some Institute meetings are held with the Junior Farmers when matters of interest to both are discussed. It is interesting to note that some of the Institutes are working very closely with the 4-H Home-making Clubs. Roll calls are connected with the topic of the meeting and some of the outstanding meetings include a Mother and Daughter Night, Beauty Clinic, A Well Planned Wardrobe, Personal Health, English Day, Facts about other countries and what we read.

Many ingenious ways are used for the raising of funds: Chinese auctions, tea parties, fall fairs, etc. Institutes enter displays and exhibits at their local fairs and have won some prizes.

They report joining with the Junior Farmers in debating, public speaking, trios and quartets, singing, variety shows and inter-club visits.

JUNIOR FARMERS' REPORT

Mrs. Art Bennett

A great deal of activity was evident in reports from Junior Farmers during the year. Bob Stockel, a Waterloo Junior Farmer, was named to the Canadian wrestling team to compete at the Olympics in Australia. Hugh Baird, a Junior Farmer from Ontario County, was judged champion ploughman of Canada and will represent Canada at the 1967 World Ploughing Match. Both men are 4-H Club Leaders. Membership in the Junior Farmers' Association of Ontario is still over the 700 mark.

Music and Public Speaking play a great part in the endeavours of the Junior Farmers. Competitions along these lines are held locally and provincially. Conferences were held in several districts and were sponsored by the Association. The Provincial Leadership Training Camp in the summer is a highlight. Two members from each county attend this and the training received there prepares for leadership in the organization and in public life. One of the projects of the Junior Farmers was "War on Rats."

A means to greater understanding is the exchange visits with members of farm youth organizations in Britain and the United States. Modern living is a complicated adventure and the Junior Farmers Association of Ontario is confident it can and does assist rural youth