

usually some of the party are shown on the screen and often take a small part in the programme.

Many farm women are very busy and do not get time to view TV during the daytime. These women, with others who work, would like a women's show during the early evening. They would also like to see more interviews with provincial and national officers of organizations. They suggest that these could be taped and if it were made known they were available, women could ask local stations to show them. Women ask for less old movies, say they "haven't time to listen to trash." They want more panels and educational programmes, demonstrations in sewing and interior decorating. People have gotten over the fascination of turning a dial to see a picture come on a screen regardless of what they might see. Now they want something in the way of discussions, like "Small World" on a local scale. We hear that the majority of people will not watch educational, cultural or documentary programmes. This is strange in view of the fact that 75% of reports ask for programmes of this type.

Many Institutes held discussions or panels to evaluate the programmes or asked the members for written comments on certain subjects. The results showed the care and thought which the evaluation provoked. Tastes were varied and showed that some programmes for which some women wouldn't even turn on the set were eagerly waited for by others.

Many asked for symphony concerts and programmes like those directed by Sir Thomas Beecham. They asked for more live Canadian talent, said sponsors should realize that local people would watch local talent, especially in an interview.

Members living close to the American border get most of their programmes from the U.S.A. stations. The station in Windsor is owned by an American station, according to reports, and very few Canadian programmes are seen there. Niagara Peninsula has no local TV station, Hamilton being the closest; and not too many people close to the border watch it. Many reports say that if American TV was not available in these areas they would not watch TV. Northern Ontario branches where only CBC is received report they wish they had more coverage, but in most cases they think CBC is doing a good job.

Women object to Sunday afternoon sports programmes on so many stations. They think they should have more choirs and better music. Women ask for more quiz programmes, honestly handled. They believe many programmes on TV today set a bad example to older children and teenagers.

### Entertainment

The "Don Messer Jubilee Show" rated 100% as the best entertainment and many ask for a one-hour show. American entertainment programmes rated highly. Canadian programmes, "Open House" and "Front Page Challenge" are highly regarded. "P.M. Party" is not considered quite as good as last year. "Country Hoedown" is popular. Comments on Tabloid were divided as "good" and "not so good" except for Percy Saltzman,

both as weatherman and interviewer. Some thought Tabloid should be taken off the air for awhile, that people are getting tired of it. CBC plays were criticized. It was thought that many were quite amateurish and the background music too loud. Many asked for censorship on the way women dressed in CBC plays. "CBC Presents" was not liked by many. Some women enjoy the sports programmes. Several asked for documentaries and historical plays. On the whole there seemed to be enough variety of opinion that if they didn't like the programme of entertainment they could turn the dial and in most cases get a programme they did like. Here again they stressed the need for less drinking, fewer Westerns and shooting to kill.

### Religion

There was not much criticism of religious programmes. "Heritage" received many good comments. Bishop Shean is favoured and some areas that formerly received the show do not get it now and would like it back. The women ask for a short service each day by local ministers on local stations and on CBC network where there are no local stations. One report said a recorded short service by a local minister is shown on their station each day and is much appreciated. They would like to see a local church service on Sunday; also dramatized stories of other religious beliefs besides the Christian. They ask for more religious music, stories for children and programmes for shut-ins.

### Agriculture

This seems to be very well taken care of as far as it goes. There could be more programmes but what is shown both locally and on CBC network is very good. 100% liked "Country Calendar". "Farm Forum" they say is excellent, but too late at night for many farmers; many would like it earlier in the evening. Marketing is very well done. Some of the features asked for are programmes for practical farmers on new trends and farm improvements, demonstrations by 4H Clubs and Homemaking Clubs, and programmes featuring farmers. Women's Institute officers and members appear on some stations once in a while but the Institutes would like to see this more often. The reports agreed that while TV is doing a good job, radio is the best medium for farmers.

News service was considered very good. News pictures were mentioned as being most interesting; local and network commentators do a good job. About 75% ask for a ten o'clock evening broadcast of news instead of eleven. Weather reports are very important. There were many comments on the splendid showing of the Olympics at Squaw Valley and the wedding of Princess Margaret.

### Advertising

Every report said there was too much advertising during the programme. Almost 100% asked for advertisements to be at the beginning and the end of the programme. Many, disgusted with advertising, say that advertisements are overplayed, that TV is defeating its purpose in allowing many of them to appear. Soap that advertises