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Analysis of the types of television programs as reported by senior high school students

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Service Paper

ANALYSIS OF THE TYPES OF TELEVISION
PROGRAMS AS REPORTED BY SENIOR HIGH SCHOOL STUDENTS

Submitted by

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CHAPTER I
STATEMENT OF PROBLEM

Purpose.-- The purpose of this service paper is to identify (1) the types of television programs that high school students listen to most frequently, (2) the programs which are their favorites, (3) the programs which they like, and (4) the hours of the day during which most viewing occurs.

Educators are interested in the educational force of television relative to entertainment and knowledge, for people are uncertain as to whether television is helpful or harmful to students.

In order to help teachers, parents, and students evaluate television programs, it is necessary to know the types of programs that the students are viewing and the length of time that pupils spend watching television. This information may be of value in improving the television viewing habits of pupils.^{1/}

To secure better programs, we may be able to guide

1/0. Joe Olson, Education on the Air, Nineteenth Yearbook of the Institute of Education by Radio, 1949, Part V, Ohio State University, Columbus, Ohio, p. 267.

our pupils to discriminate between good and poor programs, in order that they may be able to act intelligently in their choice of programs.

Method employed.-- A record of the television programs and the viewing habits of senior high school students was necessary to provide information for this study. An inquiry form containing all the television programs for a one week period of time on the three channels WBZ-TV-4, WNAC-TV-7, WJAR-TV-11 was given to all the students in the Bourne High School, Bourne, Massachusetts, and Yarmouth High School, Bass River, Massachusetts.

Since the writer was concerned with only those students who could be classified as regular television viewers, the inquiry form was given only to those students who had television receivers in their homes.

The information obtained from the inquiry form was tabulated in regard to only those programs which were viewed.

This study embraces 137 pupils in the ninth, tenth, eleventh, and twelfth grades of senior high school.

Seventy-one students in the Bourne High School completed the inquiry form out of a total school membership of one hundred eighty-one pupils. Sixty-six completed the inquiry form at Yarmouth High School out of one hundred ninety-two registered students.

Students were represented from homes in the low income bracket to the higher income levels, regardless of age or sex, which was fairly evenly divided. The intelligence of these groups also ranged from the low mental groups to those in the higher intelligent bracket. In short, the group was typical of the adolescent students in this area.

These students live in a section of the state known as a resort area; therefore, it lacks large cities and industrial areas. The main commercial enterprises are the catering to tourists, farming, and fishing industries. The towns of Yarmouth and Bourne are relatively the same size, both having populations of approximately 4,500 inhabitants.

This area is known as a "fringe area" in respect to reception by television receivers. This means that reception is poor or even negligible on certain evenings without the aid of boosters or outside aerials.

Description of the inquiry form.-- The inquiry form furnished the following information:

1. The favorite programs on each day of the week.
2. The programs considered excellent on each day of the week.
3. The programs considered good on each day of the week.
4. The programs considered fair on each day of the week.
5. The programs considered poor on each day of the week.
6. The programs considered very poor on each day of the week.

7. The types of programs least liked.
8. The time of day that had the highest listening frequency.

The inquiry form contained 21 tables. A separate table was prepared for each of the three channels for the seven days of the week of December 10 to 16, 1950. Each table contained three columns. Column 1 listed the time that each program was presented. Column 2 contained the names of the programs that were presented on that particular day and a space to check the programs that were viewed. Column 3 was for the rating of each program to which the student listened. The rating system in column number 3 was as follows:

1. Put the number 1 in Column 3 if you consider the program very poor.
2. Put the number 2 in Column 3 if you consider the program poor.
3. Put the number 3 in Column 3 if you consider the program fair.
4. Put the number 4 in Column 3 if you consider the program good.
5. Put the number 5 in Column 3 if you consider the program excellent.

On December 8, 1950, a meeting was held with the four class-room teachers of Bourne High School and the assistant principal of Yarmouth High School to explain the directions for completing the inquiry forms and to answer any pertinent questions. The duty of home room teachers and the assistant principal was to explain the purpose of this inquiry form and the directions to their pupils who had television receivers in their homes.

The inquiry forms were kept in school and were completed the following days under the direction of the teachers, who were given ample time each morning during the home room period to see that the students had opportunity and time enough to complete the previous day's programs.

The completed forms were collected, assembled, and made ready for tabulation. Seven master sheets were constructed one for each day of the week, upon which the program viewed and the rating for each program were tabulated.

The five programs with the largest number of viewers were selected for comparisons because after five programs the number of viewers were spread out very thin and therefore would reveal insufficient comparisons.

If the potentialities of television are to be utilized and realized, one should have a knowledge of what constitutes out-of-school viewing habits, so that, one may guide and improve the pupils selections of programs.

CHAPTER II
ANALYSIS OF DATA

The detailed data compiled from the inquiry forms of 137 students from Bourne High School, Bourne, Massachusetts, and Yarmouth High School, Bass River, Massachusetts, will now be presented to determine the following:

1. The favorite programs of each day of the week.
2. The programs considered good on each day of the week.
3. The programs considered excellent on each day of the week.
4. The programs considered fair on each day of the week.
5. The programs considered poor on each day of the week.
6. The programs considered very poor on each day of the week.
7. The types of programs least liked.
8. The time of day that had the highest viewing frequency.

Table 1. The School Population in the Bourne High School, Bourne, Massachusetts, and the Yarmouth High School, Bass River, Massachusetts.

SCHOOL	Number of Students	Number of Girls	Number of Boys	Number of Viewers	Per cent of Viewers
Bourne High School..	181	92	89	71	39
Yarmouth High School	192	98	94	66	34

Table 1 shows that the total enrollment in both schools is relatively the same. Yarmouth High School has only eleven more students than Bourne High School.

Yarmouth High School has four more girls than boys, while Bourne High School has three more girls than boys, but both schools have more girls than boys.

The number of viewers is also nearly the same in both schools as Bourne High School students have only five more television receivers in their homes than the students of Yarmouth High School.

Table 2. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Monday by the Students of Bourne High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Camel News Caravan.....	64	90	4.5
The Mohawk Showroom.....	53	74	3.5
Kate Smith Show.....	48	68	4.5
Howdy Doody.....	43	61	3.0
Lights Out.....	38	54	4.8

Table 2 shows that the Camel News Caravan has the greatest number of listeners with the highest percentage of viewers and a very high rating.

The Kate Smith Show, an afternoon feature, appears on

this list because of the fashion and cooking hints that are presented which make it appealing to a large number of girls.

Howdy Doody has a large number of listeners but a low rating. This probably shows that younger children are at home and the older students view the program presented for the younger children.

Lights Out, a mystery show, also appears on the list of best liked programs for Monday, because it is exciting and students like mystery shows.

A summary of the programs viewed and the extent of viewing on Monday can be found in the appendix.

Table 3. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Monday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Camel News Caravan.....	51	77	4.7
Winchell and Mahoney....	45	68	4.0
Mohawk Showroom.....	42	63	3.8
Lights Out.....	38	58	4.5
Howdy Doody.....	37	56	3.0

Four of the programs listed in Table 3 are the same as those of Table 1.

The Howdy Doody program has a large number of viewers

but a rating of only fair.

The Camel News Caravan has the highest number of viewers, probably showing that this program is viewed and enjoyed by the whole family. This program may aid the students to learn general historical knowledge as well as specific information that may help in their classroom discussion in history.

Table 4. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Tuesday by the Students of Bourne High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Original Amateur Hour..	48	68	4.9
Texaco Star Theatre....	45	63	4.0
Camel News Caravan.....	42	59	4.3
Broadway Open House....	40	56	3.8
Cisco Kid.....	35	49	4.7

The foregoing list shows that Ted Mack's Original Amateur Hour, which always has a large listening audience because of the variety of entertainment offered, has the largest number of listeners and the highest rating.

The Texaco Star Theatre appears on the list because of Milton Berle, who is the master of ceremonies.

The fact that Jerry Lester, master of ceremonies, and Dagmar are on Broadway Open House three evenings a week is

undoubtedly the reason for its appearance on Table 4.

The Cisco Kid, a western thriller, appears in Table 4, probably receiving the majority of votes from the boys who like cowboy movies.

The program Crusade in Europe, an educational program, almost appeared on the table for Tuesday but missed by only three votes.

Table 5. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Tuesday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Camel News Caravan.....	62	94	4.6
Texaco Star Theatre.....	59	89	4.0
Fireside Theatre.....	51	77	4.3
Original Amateur Hour...	47	71	4.8
Broadway Open House.....	42	64	4.0

In the preceding list all the programs have a large viewing audience and a high rating from the Camel News Caravan to the Broadway Open House, with the Original Amateur Hour having the highest rating.

The programs on Table 5, Tuesday's programs, are the same as Table 4 with the exception of Fireside Theatre, which is a program that provides the students an opportunity

to see some of the better plays, movies and stories televised.

Table 6. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Wednesday by the Students of Bourne High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Camel News Caravan.....	59	83	4.7
Break the Bank.....	48	68	3.7
Arthur Godfrey.....	42	59	4.0
Kraft Television Theatre	38	54	4.3
Don McNeil Show.....	31	44	3.8

Once again the Camel News Caravan with the greatest number of viewers and the highest rating leads the programs tabulated in Table 6.

The appearance of Arthur Godfrey's program in Table 6 is due to the fact that the entire family enjoys the program with its variety of entertainment.

Break the Bank, a quiz show, and The Don McNeil Show, a variety show, with such low average ratings are mentioned in Table 6 because of the limited number of good programs presented on that evening.

The Kraft Television Theatre, mentioned in Table 6 with a rating of 4.3, probably allows the students to see some movies and plays that they may have missed at the theatre.

Table 7. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Wednesday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Kraft Television Theatre	48	73	4.7
Camel News Caravan.....	47	71	4.8
Howdy Doody.....	35	53	3.6
Break the Bank.....	33	50	4.2
Bump Hadley.....	31	47	4.0

Howdy Doody, which appears to be a program designed for younger children, again is mentioned on Table 7.

Bump Hadley's program, a short fifteen minute sports program, appears on Table 7, Wednesday, of the Yarmouth High School. The Town of Yarmouth is known as a "sport's minded town" and Boxing and Wrestling shows missed appearing on Table 7 by only one and two votes respectively.

Table 8. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Thursday by the Students of Bourne High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Martin Kane.....	61	86	4.0
Kay Kyser.....	52	73	3.9
Camel News Caravan.....	48	68	4.7
Broadway Open House.....	39	55	4.1
You Bet Your Life.....	33	46	3.0

Martin Kane, an exciting mystery play, leads the list of programs selected by students of Bourne High School.

The program of Kay Kyser also has a large number of viewers because the students like music, especially when they can learn the latest songs and also hear a name band at the same time.

You Bet Your Life, a humorous quiz show, which offers the students a chance to relax and watch the antics of Groucho Marx, had 33 viewers but a rating of only fair.

The program Stop the Music had 32 viewers and lacked one vote from appearing on Table 8. This program also offers the viewers a chance to learn and hear the latest songs.

The 20 viewers who gave a high average rating to the Roller Derby may have been interested in sports therefore,

enjoying the excitement offered by such a program.

Table 9. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Thursday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Kay Kyser.....	52	79	4.3
Martin Kane.....	50	76	4.4
Camel News Caravan.....	48	73	4.7
You Bet Your Life.....	42	64	3.6
Kate Smith Show.....	35	53	4.1

The programs which appear in Table 9 are similar to those in Table 8 with the exception of the Kate Smith Show which replaces Broadway Open House. This program had a very high percentage of listeners all week but lacked a few necessary votes to appear among the programs selected.

The Roller Derby had twenty viewers and a high average rating due to pupil interest in sports and the excitement which is offered by such a program.

Table 10. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Friday by the Students of Bourne High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Camel News Caravan.....	59	83	4.9
We the People.....	50	70	4.7
The Quiz Kids.....	47	66	3.8
Versatile Varieties.....	45	63	3.5
The Clock.....	41	58	4.3

The Camel News Caravan has the greatest number of listeners and the highest average rating. This program must be the students main preference as a source of news.

We the People, a program designed to show unusual happenings about common people in the United States, has a large viewing audience because it is exciting and presents unusual occurrences.

Versatile Varieties appears on Table 10 because of the guest stars on the show and the variety of entertainment produced.

One of the programs also selected by the students at Bourne High School was The Clock, an exciting mystery.

The Big Story, a human interest story, because of its appeal to many boys, received 29 votes.

Table 11. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Friday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Camel News Caravan.....	52	79	4.8
The Quiz Kids.....	47	71	3.9
Mohawk Showroom.....	44	67	3.4
Kate Smith Show.....	41	62	4.6
Boxing.....	36	55	4.2

The position of the Quiz Kids program on Tables 10 and 11 indicates that pupils enjoy learning by matching their intelligence with some of the contestants on the program.

The Kate Smith Show, a late afternoon show, appears again on the fore-going table.

The fact that many of the students arrive home earlier on Friday than on many other days of the week, and can watch this show while preparing for their evening or week-end activities may explain its appearance.

Another sports show, Boxing, presents itself again on the list of Yarmouth High School students selections because of their interest in sports.

Greatest Fights of the Century and Stock Car Racing each received 33 votes by these sports-loving students.

Table 12. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Saturday by the Students of Bourne High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Your Show of Shows.....	34	48	4.9
Jack Carter Show.....	34	48	4.9
One Man's Family.....	30	42	4.1
The Lone Ranger.....	25	35	3.8
Wrestling.....	24	34	4.3

There is quite a noticeable depreciation in the number of viewers on Table 12 probably due to a large number of students who attend the theatre on that evening. Students may also have other week-end activities.

Your Show of Shows and the Jack Carter Show have the highest rating and the same number of viewers on this evening.

One Man's Family which appears on Table 12 provides humor and enjoyment for the whole family.

Wrestling, a sports program or an exhibition as it should be classified, appears for the first time on the selections made by the Bourne High School students.

The Lone Ranger, fourth on the list, appears to be a program designed for younger people.

As many students like to listen to music in order to

learn the latest songs, Sing It Again had 22 viewers and consequently it missed by only two votes of being mentioned on Table 12.

Table 13. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Saturday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Your Show of Shows.....	42	64	4.9
Jack Carter Show.....	41	62	4.7
One Man's Family.....	29	47	4.2
Football.....	26	39	4.5
Wrestling.....	25	38	4.0

It is interesting to compare the number of viewers in Table 12 and Table 13. In Table 12 there is quite a reduction in the number of viewers for the whole evening while Table 13 shows a noticeable depreciation in the number of viewers only after nine o'clock.

Your Show of Shows and the Jack Carter Show, both comedy productions, are the programs viewed most frequently by the students of Yarmouth High School. They have practically the same rating and number of viewers.

Two sport programs, Football and Wrestling, appear on Table 13, as the Yarmouth High School students continue to show a definite likeness for programs of sports.

Table 14. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Sunday by the Students of Bourne High School.

Programs	Number of Viewers	Per cent of Viewers	Average Rating
Aldrich Family.....	30	42	4.8
Colgate Comedy Hour.....	26	37	4.5
Football.....	24	34	4.4
Philco Television Playhouse	24	34	4.0
Hopalong Cassidy.....	23	23	3.9

The limited number of viewers Sunday evening indicated on Table 14 may be due to the fact that the students are doing home work or enjoying forms of entertainment other than television rather than, that the quality of the programs is poor.

Another western presentation in the form of Hopalong Cassidy is seen among the selections of the Bourne High School Students, thus showing that a number of students have a preference for thrill-packed westerns.

Table 15. The Programs Viewed, the Frequency of Viewers and the Rating of the Programs on Sunday by the Students of Yarmouth High School.

Program	Number of Viewers	Per cent of Viewers	Average Rating
Aldrich Family.....	50	76	4.8
Colgate Comedy Hour.....	48	73	4.8
Philco Television Playhouse	42	64	4.5
Hopalong Cassidy.....	40	61	3.2
Goodrich Celebrity Time....	36	55	3.9

The mean number of viewers at Yarmouth High School on Sunday was considerably more than that of Bourne High School.

At Yarmouth High School the mean number of viewers was 66 per cent. The mean number of viewers at Bourne High School was 25 per cent on that same evening.

Programs which provide pleasure for the whole family rate high. It is not surprising to see The Aldrich Family and The Colgate Comedy Hour in their positions, the first because for its humor and human interest and the second because of its famous guest stars.

The Philco Television Playhouse has a great number of viewers probably because it offers an opportunity for the students to see plays, movies or books that they may have missed seeing or would liked to have read.

Hopalong Cassidy, a production for younger pupils, appears on the selective list by students of senior high school.

The program Toast of the Town had only fourteen viewers but a very high rating of 4.9 per cent. This program has many guest stars but it is the opinion of the present reviewer that the program is too "high class" for the majority of pupils.

Table 16. The Twenty Programs with the Greatest Number of Viewers for a One Week Period of Time as Selected by the Students of Bourne High School.

Program	Number of Viewers	Average Rating
Camel News Caravan.....	64	4.5
Martin Kane.....	61	4.0
The Mohawk Showroom.....	53	3.5
Kay Kyser.....	52	3.9
We the People.....	50	4.7
Kate Smith Show.....	48	4.5
Original Amateur Hour.....	48	4.9
Break the Bank.....	48	3.7
The Quiz Kids.....	47	3.8
Texaco Star Theatre.....	45	4.0
Versatile Varieties.....	45	3.5
Howdy Doody.....	43	3.0
Arthur Godfrey.....	42	4.0
The Clock.....	41	4.3
Broadway Open House.....	40	3.8
Lights Out.....	38	4.8
Kraft Television Theatre...	38	4.3
Cisco Kid.....	35	4.7
Your Show of Shows.....	34	4.9
Jack Carter Show.....	34	4.9

An examination of the preceding table shows the programs watched by the greatest number of viewers during the week. Most of these programs are solely of entertainment value for it would be difficult to find any programs of definite educational emphasis.

The types of programs contained in Table 16 are as follows: five comedies, three mystery productions, three variety shows, two musical shows, two quiz shows, two news programs, one play, one western, and one child's program.

Table 17. The Twenty Programs With the Greatest Number of Viewers for a One Week Period of Time as Selected by the Students of Yarmouth High School.

Program	Number of Viewers	Average Rating
Camel News Caravan.....	62	4.6
Texaco Star Theatre.....	59	4.0
Kay Kyser.....	52	4.3
Fireside Theatre.....	51	4.3
Martin Kane.....	50	4.4
Aldrich Family.....	50	4.8
Kraft Television Theatre....	48	4.7
Colgate Comedy Hour.....	48	4.8
The Quiz Kids.....	47	3.9
Original Amateur Hour.....	47	4.8
Winchell and Mahoney.....	45	4.0
Mohawk Showroom.....	44	3.4
Broadway Open House.....	42	4.0
You Bet Your Life.....	42	3.6
Your Show of Shows.....	42	4.9
Philco Television Playhouse..	42	4.5
Jack Carter Show.....	41	4.7
Kate Smith Show.....	41	4.6
Hopalong Cassidy.....	40	3.2
Lights Out.....	38	4.5

The foregoing table represents the programs viewed by the greatest number of students of Yarmouth High School.

Practically all of the programs selected are for the purpose of enjoyment.

The variety of programs selected in Table 17 is as follows: six comedies, three mystery productions, one variety show, two musical shows, three quiz shows, two news programs, two plays, and one western.

Out of the 40 programs that appear in Tables 16 and 17, 26 are the same for both schools.

The first 13 programs in the order of their selection by the students of the two schools were as follows:

1. Camel News Caravan
2. Martin Kane
3. Kate Smith Show
4. Original Amateur Hour
5. The Quiz Kids
6. Texaco Star Theatre
7. Broadway Open House
8. Lights Out
9. Kraft Television Theatre
10. The Mohawk Showroom
11. Kay Kyser
12. Your Show of Shows
13. The Jack Carter Show

The seven programs that were selected by the students of Bourne High School and not selected by the Yarmouth High School students were as follows:

1. We the People
2. Break the Bank
3. Versatile Varieties
4. Howdy Doody
5. Arthur Godfrey
6. The Clock
7. Cisco Kid

The seven programs that were selected by the students of Yarmouth High School and not selected by the Bourne High School students were as follows:

1. The Fireside Theatre
2. Aldrich Family
3. Colgate Comedy Hour
4. Winchell and Mahoney
5. You Bet Your Life
6. Philco Television Theatre
7. Hopalong Cassidy

Table 18. The Television Programs Preferred by Students in the Eighth Grade.^{1/}

PROGRAMS PREFERRED BY EIGHTH GRADE STUDENTS	
1. Milton Berle	6. TV-Teen Club
2. Arthur Godfrey	7. Sports (general)
3. Toast of the Town	8. Baseball
4. Wrestling	9. Aldrich Family
5. Kukla, Fran, and Ollie	10. Football
	10. Lone Ranger

Table 18 reveals that eighth grade students have a preference for comedy and sports programs. With the exception of Kukla, Fran, and Ollie, TV-Teen Club, and The Lone Ranger, which are programs produced for younger children, the pupils selected programs designed for adult listening.

^{1/}Paul Witty, "Parents and Teachers Vote on TV," National Parent-Teachers. (October, 1950), 55:12.

Table 19. The Favorite Television Programs of Pupils' Parents in the Upper Grades.^{1/}

FAVORITE PROGRAMS OF PUPILS' PARENTS IN THE UPPER GRADES	
1. Arthur Godfrey	6. Toast of the Town
2. Milton Berle	7. Saturday Night Review
3. Sports: general, boxing, wrestling, baseball, football	7. Zoo Parade
4. Kukla, Fran, and Ollie	8. Dramas and Plays
5. Fred Waring	9. Hopalong Cassidy
	10. Kraft Theatre
	10. Philco Playhouse

In reviewing and comparing Table 18 and Table 19 eight of the programs are the same. The majority of these programs also appear on the list of programs selected by the senior high school students in Bourne and Yarmouth High Schools.

It appears evident that some guidance in the selection of programs is also necessary among our adult leaders.

^{1/}Op. cit., p. 12

Table 20. The Favorite Programs as Selected by the Students of Bourne High School for a One Week Period.

Day of the Week	Program	Number of Votes
Monday.....	Lights Out	28
Tuesday.....	Original Amateur Hour	27
Wednesday.....	Break the Bank	21
Thursday.....	Kay Kyser	28
Friday.....	The Big Story	19
Saturday.....	Your Show of Shows	32
Sunday.....	Colgate Comedy Hour	26

The foregoing list shows that the students selected two comedies, two quiz programs, one variety show, one mystery, and one dramatic presentation, and a newspaper award story dealing with crime for their favorite programs.

Although the Camel News Caravan had a large number of viewers and a high rating on many evenings it is not on the favorite list of the pupils.

The features Martin Kane, Toast of the Town, Arthur Godfrey, and Texaco Star Theatre were only a few votes short of appearing on the list of favorites by the students of Bourne High School.

Table 21. The Favorite Programs as Selected by the Students of Yarmouth High School for a One Week Period.

Day of the Week	Program	Number of Votes
Monday.....	Lights Out	21
Tuesday.....	Texaco Star Theatre	24
Wednesday....	Kraft Television Theatre	30
Thursday.....	Martin Kane	18
	You Bet Your Life	18
Friday.....	We the People	15
Saturday.....	Your Show of Shows	33
Sunday.....	Aldrich Family	32

The preceding table shows the students of Yarmouth High School selected three comedies, two mysteries, one quiz show, one dramatic presentation, and one news feature production.

Only on two evenings, Monday and Saturday, did the students of the two schools select the same program. On Monday they selected Lights Out, a mystery, and on Saturday evening Your Show of Shows, a comedy, was selected.

The productions Fireside Theatre and Hopalong Cassidy were only a few votes short of appearing on the list of favorite programs for one week as recorded by the students of Yarmouth High School.

Table 22. The Favorite Programs of the Week as Selected by the Students of Bourne and Yarmouth High Schools.

School	Program	Number of Votes
Bourne High School...	Your Show of Shows	32
Yarmouth High School.	Your Show of Shows	24

The students of both Bourne High School and Yarmouth High School selected the same program as their favorite of the week.

In reviewing Tables 16 and 17 this program appears nineteenth and fifteenth on the list but has a very high rating 4.9.

The reason for the lack of viewers is that it appears on Saturday nights which is probably an evening for other social activities.

Table 23. The Hours of the Days with the Greatest Number of Viewers as Reported by the Students of Bourne High School.

Day of the Week	Average Number of Viewers During Designated Evening Hours		
	7-9	9-11	11-12
Monday.....	63	54	29
Tuesday.....	64	58	42
Wednesday.....	69	56	24
Thursday.....	66	54	39
Friday.....	41	39	48
Saturday.....	34	36	28
Sunday.....	49	36	23

The heaviest viewing occurs from Monday through Thursday from 7-9 P. M.

The viewing of television drops noticeably from Friday through Sunday because many of the students work on these days, some attend extracurricular activities and social engagements which are prevalent during the week-end.

An increase also occurs in the viewing at 11 to 12 P. M. on Tuesday, Thursday, and Friday. This may be due to the interest in the master of ceremonies, Jerry Lester, a comedian, who appears on Broadway Open House.

On Friday evenings the students may be returning home from work or from their social engagements and this might have also caused an increase in viewing at this hour.

Table 24. The Hours of the Day with the Greatest Number of Viewers as Reported by the Students of Yarmouth High School.

Day of the Week	Average Number of Viewers During Designated Evening Hours		
	7-9	9-11	11-12
Monday.....	56	41	28
Tuesday.....	63	43	34
Wednesday.....	53	55	26
Thursday.....	64	53	29
Friday.....	47	42	39
Saturday.....	36	34	42
Sunday.....	45	39	28

The foregoing table shows that the greatest amount of viewing takes place between the hours of 7-9 P. M. by the students of Yarmouth High School.

There is a noticeable decline in the number of viewers on Friday, Saturday, and Sunday evenings as compared with the other evenings of the week.

On evenings where there are sports contests presented as on Wednesday, Friday, and Saturday evenings there is a sizeable increase in the number of viewers by the students of Yarmouth High School.

Table 25. The Number of Students Who Think Television Is More Entertaining Than Educational.

School	Yes	No
Bourne High School.....	55	5
Yarmouth High School...	53	8

The fact that pupils realize present television programs are more recreational than educational is in itself promising so far as the development of future programs is concerned. If pupils can differentiate between educational and recreational programs it offers some hope that they might view good educational programs if such were provided. Producers, realizing the intelligence of their present listeners, will welcome the opportunity to provide programs of better quality so long as they will be assured of a viewing audience.

Table 26. The Number of Students Who Would Like More Educational Programs.

School	Yes	No
Bourne High School.....	28	37
Yarmouth High School...	29	41

Many of the students would not care to have anymore educational programs, but there are 57 students who desire more programs of educational value than are offered at the present time. The writer is under the impression that if educational programs were presented in an appealing manner the students would enjoy them as much as many of the programs now televised.

Table 27. The Number of Students Who Watch Television Regardless of the Programs.

School	Yes	No
Bourne High School.....	17	53
Yarmouth High School....	22	44

Even though Table 27 states that the majority of the students reported that they do not watch television regardless of the programs, the writer does feel in light of the preceding data that pupils do watch almost any program presented on television.

Table 28. The Number of Students Who Consider Watching Television Their Favorite Recreation or Pastime.

School	Yes	No
Bourne High School.....	17	53
Yarmouth High School....	22	44

Watching television must be the only pastime if not the favorite pastime or recreation of many of the students for many of them have little time remaining for any other activities because of the number of hours that they spend viewing television.

The materials assembled in this chapter reveal that senior high school students devote a large portion of their time to television and that the majority of them select programs that are purely of entertainment value.

The visible neglectfulness of students to realize much that television has to offer is a challenge to parents and teachers, particularly teachers, who desire to instruct students in the many and varied opportunities of the medium.^{1/}

1/Margaret Michelson, Out-of-School Radio Listening Interest of Senior High School Pupils. Master's Thesis. Boston University, 1948, p. 60.

CHAPTER III
SUMMARY AND CONCLUSIONS

In order to direct and improve the students' tastes in the choice of television programs students, parents, and educators should understand the types of programs that the pupils select and the amount of listening time spent in watching television.

Summary of findings:

1. The total enrollment of the two high schools was 373 students. One hundred thirty-seven or thirty-seven per cent of these students had television receivers in their homes.
2. Approximately 78 per cent of the students viewed the Camel News Caravan over a one week period of time.
3. The 13 programs which had the greatest number of viewers as selected by both schools were as follows:
 1. Camel News Caravan
 2. Martin Kane
 3. Kate Smith Show
 4. Original Amateur Hour
 5. The Quiz Kids
 6. Texaco Star Theatre
 7. Broadway Open House
 8. Lights Out

9. Kraft Television Theatre
10. The Mohawk Showroom
11. Kay Kyser
12. Your Show of Shows
13. Jack Carter Show

4. The favorite programs of the week as selected by the students of Bourne and Yarmouth High School and arranged according to vote is as follows:

1. Your Show of Shows
2. Lights Out
3. Aldrich Family
4. Kraft Television Theatre
5. Kay Kyser
6. Texaco Star Theatre
7. Colgate Comedy Hour
8. Break The Bank
9. The Big Story
10. Martin Kane
11. You Bet Your Life
12. We The People

5. The production Your Show of Shows was selected as the favorite program of the week by the students of both schools.

6. More students viewed television on Monday through Thursday than on Friday through Sunday.

7. The greatest amount of viewing occurred between the hours of 7-9 P. M.

8. There was an exceptional amount of late evening viewing from 11-12 P. M.

9. The students of both schools show a strong preference for comedy, variety, and dramatic productions.

10. Since the pupils considered television more entertaining than educational, they might care for more educational programs.
11. The students reported that they selected their programs but from an analysis of the inquiry forms it appears they viewed practically every program offered.
12. No program had an average rating of below fair or 3.0.
13. The students considered childrens' programs as Time for Beany, Lucky Pup, and Howdy Doody as the least attractive programs but they had a large number of viewers.
14. The students of Yarmouth High School selected more sports' programs than did the students of Bourne High School.
15. The programs on Channels 4 and 11 had more viewers than Channel 7 due to the poorer reception generally on Channel 7 in these areas.

Conclusions:

1. The number of worth-while programs appears to be small.
2. Television is particularly designed for the instruction and enjoyment of teen-agers.

3. The few adult programs now available are enjoyed by the majority of teen-agers.
4. Parents and students should be taught to distinguish between adult and teen-age programs.
5. Television presents another problem which needs the guidance of parents and educators.
6. It should be a responsibility of the school to examine with the student what is available and to lead the pupil to selective listening. In the industry there are a great many program planners and producers who would be glad to put on better programs, but they must have the assurance that these programs are going to get an audience.^{1/}
7. Children's preferences in television programs parallel their taste in other fields of entertainment. Educators must recognize that these situations and the emotions they arouse represent certain needs. These needs must be analyzed and a healthier means devised to meet them.
8. Teachers must learn what it is that pupils are absorbing in some of the programs that they are viewing. With such data in their possession it will then be necessary to do two things:

^{1/}C. S. Marsh, Educational Broadcasting, Proceedings of the Second National Conference on Educational Broadcasting, 1937, Part II, University of Chicago Press, Chicago, Illinois, p. 262.

(1) guide pupils in establishing better interest standards, and (2) influence producers to make available programs of higher quality to satisfy these interests.

APPENDIX

SUMMARY OF PROGRAMS
AND EXTENT VIEWED FOR MONDAY ALL CHANNELS

Time of Day	Programs	Number of Viewers at Bourne High School	Number of Viewers at Yarmouth High School
12:00	Let's Go Shopping.....	-	-
1:15	Film Feature.....	-	-
1:30	Tucker Talk.....	-	-
2:00	Film Feature.....	8	4
2:45	Mildred Carlson.....	8	7
3:00	N. B. C. Feature.....	18	2
3:30	Film Highlight.....	3	4
3:40	WJAR Serial.....	5	2
4:00	Kate Smith Show.....	48	24
4:30	Film Shorts.....	3	2
5:00	Kukla, Fran and Ollie.....	21	14
	Lucky Pup.....	8	4
	N. B. C. Comics.....	16	8
5:15	Time for Beany.....	30	17
5:30	Howdy Doody.....	41	37
	Hoss Opry Playhouse.....	13	10
6:00	Good Life Club.....	8	10
	Music Hall Varieties.....	13	2
	Small Fry Club.....	16	4
6:15	Film Feature.....	10	13
6:20	Weather or Not.....	8	17
6:25	News.....	13	19
6:30	Film Shorts.....	3	6
	Herb Lewis Show.....	15	25
	Crimes of Carelessness.....	5	1
6:40	Film Feature.....	8	5
6:45	Orchids To You.....	1	7
	Song Hits.....	12	8
	A Visit With Barbara.....	5	1
6:55	Sports Album.....	7	5
7:00	Bump Hadley.....	28	28
	Yesterday's Newsreel.....	8	4
7:15	Song Hits.....	13	12
	Shawmut Newsteller.....	22	16
	Frank Petty Trio.....	13	15

(concluded on next page)

(Monday's Summary Concluded)

Time of Day	Programs	Number of Viewers at Bourne High School	Number of Viewers at Yarmouth High School
7:30	Film Shorts.....	8	6
	Mohawk Showroom.....	53	42
7:45	Shawmut Newsteller.....	6	4
	Camel News Caravan.....	64	61
7:55	Shawmut Weather Fotocast...	5	11
8:00	Lux TV Theatre.....	24	20
	Winchell and Mahoney.....	30	45
8:30	Arthur Godfrey.....	44	36
	Voice of Firestone.....	21	28
9:00	Horace Heidt.....	18	12
	Lights Out.....	38	38
9:30	Robert Montgomery.....	19	18
	Music Comedy Time.....	21	18
	The Goldbergs.....	26	13
10:00	Studio One.....	12	5
10:30	Who Said That.....	23	30
11:00	Broadway Open House.....	38	47
	Adventure Playhouse.....	10	5
11:15	Hollywood Newsreel.....	9	4
11:30	Wrestling Matches.....	30	15
1:00	Yankee News Service.....	3	2
1:10	Weather Service.....	4	3
1:15	Caravan of Sports.....	7	6

DIRECTIONS

The following table contains a list of all the television programs and all the radio programs for one week.

Please check in column 2, in the parentheses (), the programs that you listened to during a one-week period.

In column number 3 please rate each program as follows:

1. Put the number 1 in Column 3 if you consider the program very poor.

2. Put the number 2 in Column 3 if you consider the program poor.

3. Put the number 3 in Column 3 if you consider the program fair.

4. Put the number 4 in Column 3 if you consider the program good.

5. Put the number 5 in Column 3 if you consider the program excellent.

Table 1

Table 1. Regular Television Programs on Station WBZ-TV-4
Broadcast on Sunday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:45	<input type="checkbox"/> Film Feature	
1:00	<input type="checkbox"/> Chance of a Lifetime	
1:30	<input type="checkbox"/> Touchdown Review	
2:00	<input type="checkbox"/> Beulah	
2:30	<input type="checkbox"/> Community Auditions	
3:00	<input type="checkbox"/> Stars over Hollywood	
3:30	<input type="checkbox"/> Hopalong Cassidy	
4:30	<input type="checkbox"/> Starring the Editors	
5:00	<input type="checkbox"/> Gabby Hayes	
5:30	<input type="checkbox"/> The Hank McCune Show	
6:00	<input type="checkbox"/> Shawmut Home Theater	
7:20	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> The Aldrich Family	
8:00	<input type="checkbox"/> Colgate Comedy Hour	
9:00	<input type="checkbox"/> Philco TV Playhouse	
10:00	<input type="checkbox"/> Garroway-at-Large	
10:30	<input type="checkbox"/> News of the Week	
10:45	<input type="checkbox"/> Film Feature	
11:00	<input type="checkbox"/> Hold That Camera	
11:30	<input type="checkbox"/> Views of News	

Table 2

Table 2. Regular Television Programs on WBZ-TV-4

Broadcast on Monday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
1:15	<input type="checkbox"/> Film Feature	
1:30	<input type="checkbox"/> Tucker Talk	
2:00	<input type="checkbox"/> Film Feature	
2:45	<input type="checkbox"/> Mildred Carlson	
3:00	<input type="checkbox"/> NBC Feature	
4:00	<input type="checkbox"/> Kate Smith Show	
5:00	<input type="checkbox"/> Kukla, Fran and Ollie	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Good Life Club	
6:15	<input type="checkbox"/> Film Feature	
6:20	<input type="checkbox"/> Wheather or Not	
6:25	<input type="checkbox"/> News	
6:30	<input type="checkbox"/> Herb Lewis Show	
6:40	<input type="checkbox"/> Film Feature	
6:45	<input type="checkbox"/> Orchids to You	
7:15	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> The Mohawk Showroom	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> Winchell and Mahoney	
8:30	<input type="checkbox"/> Voice of Firestone	

Continuation Table 2

Table 2. Regular Television Programs on WBZ-TV-4

Broadcast on Monday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
9:00	<input type="checkbox"/> Lights Out	
9:30	<input type="checkbox"/> Music, Comedy Time	
10:30	<input type="checkbox"/> Who Said That?	
11:00	<input type="checkbox"/> Broadway Open House	

Table 3. Regular Television Programs on WBZ-TV-4

Broadcast on Tuesday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
1:15	<input type="checkbox"/> Film Feature	
1:30	<input type="checkbox"/> Tucker Talk	
2:00	<input type="checkbox"/> Television Review	
3:00	<input type="checkbox"/> NBC Feature	
4:30	<input type="checkbox"/> Kate Smith Show	
5:00	<input type="checkbox"/> Kukla, Fran and Ollie	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> The Azaleas Trio	
6:15	<input type="checkbox"/> WBZ-TV Feature	
6:20	<input type="checkbox"/> Weather or Not	
6:25	<input type="checkbox"/> News	
6:30	<input type="checkbox"/> Herb Lewis	
6:40	<input type="checkbox"/> Film Feature	
6:45	<input type="checkbox"/> Two Grand	
7:00	<input type="checkbox"/> Wynn Stevens	
7:15	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> John Conte's Little Show	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> Texaco Star Theatre	
9:00	<input type="checkbox"/> Fireside Theatre	
9:30	<input type="checkbox"/> Circle Theatre	
10:00	<input type="checkbox"/> Ted Mack	
11:00	<input type="checkbox"/> Broadway Open House	

Table 4

Table 4. Regular Television Programs on WBZ-TV-4

Broadcast on Wednesday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
1:15	<input type="checkbox"/> Film Feature	
1:30	<input type="checkbox"/> Tucker Talk	
2:00	<input type="checkbox"/> Family Food Basket	
3:00	<input type="checkbox"/> NBC Feature	
5:00	<input type="checkbox"/> Kukla, Fran and Ollie	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Living Wonders	
6:20	<input type="checkbox"/> Weather or Not	
6:25	<input type="checkbox"/> News	
6:30	<input type="checkbox"/> All About People	
6:40	<input type="checkbox"/> Film Feature	
6:45	<input type="checkbox"/> Herb Lewis	
7:00	<input type="checkbox"/> Bump Hadley	
7:15	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> The Mohawk Showroom	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> The Nature of Things	
8:15	<input type="checkbox"/> Wendy Barrie Show	
8:30	<input type="checkbox"/> Film Feature	
9:00	<input type="checkbox"/> Kraft Television Theatre	

Continuation Table 4

Table 4. Regular Television Programs on WBZ-TV-4

Broadcast on Wednesday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
10:00	<input type="checkbox"/> Break the Bank	
10:30	<input type="checkbox"/> Movie Sports Quiz	
10:45	<input type="checkbox"/> Eloise McElhone Show	
11:00	<input type="checkbox"/> Broadway Open House	

TABLE 5

TABLE 5. Regular Television Programs on WBZ-TV-4

Broadcast on Thursday

TIME OF PROGRAMS P. M.	NAMES OF PROGRAMS TO WHICH YOU LISTEN (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
COLUMN (1)	COLUMN (2)	COLUMN (3)
1:25	<input type="checkbox"/> News	
1:30	<input type="checkbox"/> Tucker Talk	
2:00	<input type="checkbox"/> TV Review	
3:00	<input type="checkbox"/> Feature	
3:30	<input type="checkbox"/> Ranson Sherman	
4:00	<input type="checkbox"/> Kate Smith Show	
5:00	<input type="checkbox"/> Feature	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Women in the News	
6:15	<input type="checkbox"/> Film Feature	
6:20	<input type="checkbox"/> Weather or Not	
6:25	<input type="checkbox"/> News	
6:30	<input type="checkbox"/> Herb Lewis	
6:45	<input type="checkbox"/> Dance Session	
7:00	<input type="checkbox"/> Hobby-Hob-Nob	
7:15	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> John Conte's Little Show	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> You Bet Your Life	

Table 6 Regular Television Programs on WBZ-TV-4

Broadcast on Friday

TIME OF PROGRAM P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTEN (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTEN
Column (1)	Column (2)	Column (3)
1:25	<input type="checkbox"/> Television News	
1:30	<input type="checkbox"/> Tucker Talk	
2:30	<input type="checkbox"/> Fun with Food	
3:00	<input type="checkbox"/> NBC Feature	
3:30	<input type="checkbox"/> Ranson Sherman	
4:00	<input type="checkbox"/> Kate Smith Show	
5:00	<input type="checkbox"/> Kukla, Fran and Ollie	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Stock Car Racing	
6:15	<input type="checkbox"/> WBZ TV Feature	
6:20	<input type="checkbox"/> Weather or Not	
6:25	<input type="checkbox"/> News	
6:30	<input type="checkbox"/> Herb Lewis	
6:40	<input type="checkbox"/> Film Feature	
6:45	<input type="checkbox"/> Frank Petty Trio	
7:00	<input type="checkbox"/> Bump Hadley	
7:15	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> Mohawk Showroom	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> The Quiz Kids	

Continuation Table VI

Table VI. Regular Television Programs on WPZ-TV-4

Broadcast on Friday

TIME OF PROGRAM P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTEN (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTEN
Column (1)	Column (2)	Column (3)
8:30	<input type="checkbox"/> We, the People	
9:00	<input type="checkbox"/> Versatile Varieties	
9:30	<input type="checkbox"/> The Clock	
10:00	<input type="checkbox"/> Boxing	
10:45	<input type="checkbox"/> Great Fights	
11:00	<input type="checkbox"/> Broadway Open House	

Table 7

Table 7. Regular Television Programs on WBZ-TV-4.

Broadcast on Saturday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
1:10	<input type="checkbox"/> Teletape News	
1:15	<input type="checkbox"/> Sports Round-up	
1:45	<input type="checkbox"/> Football	
5:00	<input type="checkbox"/> Film Feature	
5:30	<input type="checkbox"/> Joe Dimaggio Show	
5:45	<input type="checkbox"/> Wendy Barrie Show	
6:00	<input type="checkbox"/> What's Offered	
6:30	<input type="checkbox"/> The Lone Ranger	
7:00	<input type="checkbox"/> Pump Hadley	
7:15	<input type="checkbox"/> Filmologue	
7:20	<input type="checkbox"/> Shawmut Newsteller	
7:30	<input type="checkbox"/> One Man's Family	
8:00	<input type="checkbox"/> Jack Carter Show	
9:00	<input type="checkbox"/> Your Show of Shows	
10:30	<input type="checkbox"/> Sports Review	
11:00	<input type="checkbox"/> Honor Maid TV Theatre	

Table 8

Table 8. Regular Television Programs on WNAC-TV-7

Broadcast on Sunday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:15	<input type="checkbox"/> 24 hours Progress	
1:00	<input type="checkbox"/> Blind Date	
1:30	<input type="checkbox"/> Star of the Family	
2:00	<input type="checkbox"/> The Web	
2:30	<input type="checkbox"/> Holiday Hotel	
3:00	<input type="checkbox"/> What's My Line	
3:30	<input type="checkbox"/> Twenty Questions	
4:00	<input type="checkbox"/> Star Time	
5:00	<input type="checkbox"/> Super Circus	
6:00	<input type="checkbox"/> Famous Jury Trials	
6:30	<input type="checkbox"/> Mr. I. Magination	
7:00	<input type="checkbox"/> Gene Autry	
7:30	<input type="checkbox"/> This is Show Business	
8:00	<input type="checkbox"/> Toast of the Town	
9:00	<input type="checkbox"/> Fred Waring Show	
10:00	<input type="checkbox"/> Celebrity Time	
10:30	<input type="checkbox"/> Television Theatre	
11:45	<input type="checkbox"/> Weather Service	
11:50	<input type="checkbox"/> Caravan of Sports	

Table 9

Table 9. Regular Television Programs on WNAC-TV-7

Broadcast on Monday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Shopping-Vues	
12:30	<input type="checkbox"/> Inter-Vues	
4:30	<input type="checkbox"/> Film Shorts	
4:45	<input type="checkbox"/> Western Playhouse	
5:00	<input type="checkbox"/> Lucky Pup	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Hoss Opry Playhouse	
5:45	<input type="checkbox"/> Yankee News Service	
6:00	<input type="checkbox"/> Small Fry Club	
6:30	<input type="checkbox"/> Film Shorts	
6:45	<input type="checkbox"/> Song Hits	
6:55	<input type="checkbox"/> Sports Album	
7:00	<input type="checkbox"/> Yesterday's Newsreel	
7:15	<input type="checkbox"/> Song Hits	
7:30	<input type="checkbox"/> Film Shorts	
7:45	<input type="checkbox"/> Shawmut Newsteller	
7:55	<input type="checkbox"/> Shawmut Newsteller	
7:55	<input type="checkbox"/> Shawmut Weather Fotocast	
8:00	<input type="checkbox"/> Lux TV Theatre	
8:30	<input type="checkbox"/> Arthur Godfrey	

Table 9
(Continuation)

Table 9. Regular Television Programs on WNAC-TV-7

Broadcast on Monday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
9:00	<input type="checkbox"/> Horace Heidt	
9:30	<input type="checkbox"/> The Goldbergs	
10:00	<input type="checkbox"/> Studio One	
11:00	<input type="checkbox"/> Adventure Playhouse	
11:15	<input type="checkbox"/> Hollywood Reel	
11:30	<input type="checkbox"/> Wrestling Matches	
1:00	<input type="checkbox"/> Yankee News Service	
1:10	<input type="checkbox"/> Weather Service	
1:15	<input type="checkbox"/> Caravan of Sports	

Table 10. Regular Television Programs on WNAC-TV-7

Broadcast on Tuesday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Shopping-Vues	
12:30	<input type="checkbox"/> Inter-Vues	
12:45	<input type="checkbox"/> The Jonathon Story	
4:30	<input type="checkbox"/> Film Shorts	
4:45	<input type="checkbox"/> Western Playhouse	
5:00	<input type="checkbox"/> Lucky Pup	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Moss Opry Playhouse	
5:45	<input type="checkbox"/> Yankee News Service	
6:00	<input type="checkbox"/> Small Fry Club	
6:30	<input type="checkbox"/> Film Shorts	
6:45	<input type="checkbox"/> Song Hits	
7:00	<input type="checkbox"/> Film Shorts	
7:15	<input type="checkbox"/> Song Hits	
7:30	<input type="checkbox"/> Film Shorts	
7:45	<input type="checkbox"/> Shawmut Newsteller	
7:55	<input type="checkbox"/> Shawmut Weather Fotocast	
8:00	<input type="checkbox"/> Treasury Men in Action	
8:30	<input type="checkbox"/> Beat the Clock	
9:00	<input type="checkbox"/> Vaughan Monroe	
9:30	<input type="checkbox"/> Suspense	
10:00	<input type="checkbox"/> Danger	
10:30	<input type="checkbox"/> Roller Derby	

Table 11

Table 11. Regular Television Programs on WNAC-TV-7

Broadcast on Wednesday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Shopping Views	
12:30	<input type="checkbox"/> Inter-Vues	
4:30	<input type="checkbox"/> Film Shorts	
4:45	<input type="checkbox"/> Western Playhouse	
5:00	<input type="checkbox"/> Lucky Pup	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Hoss Opry Playhouse	
5:45	<input type="checkbox"/> Yankee News Service	
6:00	<input type="checkbox"/> Small Fry Club	
6:30	<input type="checkbox"/> Film Shorts	
6:45	<input type="checkbox"/> Song Hits	
7:00	<input type="checkbox"/> Teen Age Varieties	
7:15	<input type="checkbox"/> Song Hits	
7:30	<input type="checkbox"/> Stranger Than Fiction	
7:45	<input type="checkbox"/> Shawmut Newsteller	
7:55	<input type="checkbox"/> Shawmut Weather Fotocast	
8:00	<input type="checkbox"/> Arthur Godfrey	
9:00	<input type="checkbox"/> Don McNeill Show	
10:00	<input type="checkbox"/> Boxing	
10:45	<input type="checkbox"/> Wrestling Matches	
12:00	<input type="checkbox"/> Wrestling Matches	

Table 12

Table 12. Regular Television Program on WNAC-TV-7

Broadcast on Thursday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTEN (PLEASE CHECK)	YOU RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTEN
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Shopping-Vues	
12:30	<input type="checkbox"/> Inter-Vues	
12:45	<input type="checkbox"/> The Johnathon Story	
4:30	<input type="checkbox"/> Film Shorts	
4:45	<input type="checkbox"/> Western Playhouse	
5:00	<input type="checkbox"/> Lucky Pup	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Hoss Opry Playhouse	
5:45	<input type="checkbox"/> Yankee News Service	
6:00	<input type="checkbox"/> Small Fry Club	
6:30	<input type="checkbox"/> Film Shorts	
6:45	<input type="checkbox"/> Song Hits	
7:00	<input type="checkbox"/> Film Shorts	
7:15	<input type="checkbox"/> Song Hits	
7:30	<input type="checkbox"/> Film Shorts	
7:45	<input type="checkbox"/> Shawmut Newsteller	
7:55	<input type="checkbox"/> Shawmut Weather Fotocast	
8:00	<input type="checkbox"/> Stop the Music	
9:00	<input type="checkbox"/> Pulitzer Playhouse	
10:00	<input type="checkbox"/> Truth or Consequences	
10:30	<input type="checkbox"/> Roller Derby	
11:30	<input type="checkbox"/> Cavalcade of Bands	

Table 13

Table 13. Regular Television Programs on WNAC-TV-7

Broadcast on Friday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Shopping-Vues	
12:30	<input type="checkbox"/> Inter-Vues	
12:45	<input type="checkbox"/> Multiscope	
4:30	<input type="checkbox"/> Film Shorts	
4:45	<input type="checkbox"/> Western Playhouse	
5:00	<input type="checkbox"/> Lucky Pup	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Hoss Opry Playhouse	
5:45	<input type="checkbox"/> Yankee News Service	
6:00	<input type="checkbox"/> Small Fry Club	
6:30	<input type="checkbox"/> Film Shorts	
7:15	<input type="checkbox"/> Song Hits	
7:30	<input type="checkbox"/> This Week in Sports	
7:45	<input type="checkbox"/> Shawmut Newsteller	
7:55	<input type="checkbox"/> Shawmut Weather Fotocast	
8:00	<input type="checkbox"/> Mama	
8:30	<input type="checkbox"/> Football	
11:00	<input type="checkbox"/> Alan Young Show	
11:30	<input type="checkbox"/> Showtime U. S. A.	
11:40	<input type="checkbox"/> Weather Service	
11:45	<input type="checkbox"/> Caravan of Sports	

Table 14

Table 14. Regular Television Programs on WNAC-TV-7

Broadcast on Saturday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTEN (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTEN
Column (1)	Column (2)	Column (3)
11:00	<input type="checkbox"/> Conflictorts	
11:30	<input type="checkbox"/> Acrobat Ranch	
12:00	<input type="checkbox"/> Chester the Pup	
12:55	<input type="checkbox"/> Football	
5:30	<input type="checkbox"/> Western Films	
6:00	<input type="checkbox"/> Lucky Pup	
6:30	<input type="checkbox"/> Pro-Football	
8:00	<input type="checkbox"/> Ken Murray Show	
9:00	<input type="checkbox"/> Paul Whiteman	
9:30	<input type="checkbox"/> Life with Linkletter	
10:00	<input type="checkbox"/> Sing It Again	
11:00	<input type="checkbox"/> Wrestling	
12:10	<input type="checkbox"/> Weather Service	
12:15	<input type="checkbox"/> Caravan Of Sports	

Table 15

Table 15. Regular Television Programs on WJAR-TV-11

Broadcast on Sunday's

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
11:30	<input type="checkbox"/> Cowboy Tales	
12:05	<input type="checkbox"/> Morton Downey	
12:35	<input type="checkbox"/> Fred Waring Show	
1:55	<input type="checkbox"/> Football	
4:30	<input type="checkbox"/> Zoo Parade	
5:00	<input type="checkbox"/> Abby Hayes Show	
5:30	<input type="checkbox"/> Chance of a Lifetime	
6:00	<input type="checkbox"/> Hopalong Cassidy	
7:00	<input type="checkbox"/> Leave it to the Girls	
7:30	<input type="checkbox"/> Aldrich Family	
8:00	<input type="checkbox"/> Colgate Comedy Hour	
9:00	<input type="checkbox"/> Philco TV Playhouse	
10:00	<input type="checkbox"/> Goodrich Celebrity Time	
11:00	<input type="checkbox"/> Your Show of Shows	

Table 16. Regular Television Programs on WJAR-TV-11

Broadcast on Monday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Let's Go Shopping	
3:30	<input type="checkbox"/> Film Highlights	
3:40	<input type="checkbox"/> WJAR Serial	
4:00	<input type="checkbox"/> Kate Smith Hour	
5:00	<input type="checkbox"/> NBC Comics	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Music Hall Varieties	
6:30	<input type="checkbox"/> Crimes of Carelessness	
6:45	<input type="checkbox"/> A Visit With Barbara	
7:00	<input type="checkbox"/> Bump Hadley	
7:15	<input type="checkbox"/> Frank Petty Trio	
7:30	<input type="checkbox"/> McHawk Showroom	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> Winchell & Mahoney	
8:30	<input type="checkbox"/> Arthur Godfrey	
9:30	<input type="checkbox"/> Robert Montgomery	
10:30	<input type="checkbox"/> Who Said That?	
11:00	<input type="checkbox"/> Broadway Open House	

Table 17. Regular Television Programs on WJAR-TV-11

Broadcast on Tuesday 17

TIME OF PROGRAM P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Let's Go Shopping	
3:30	<input type="checkbox"/> Film Highlights	
	<input type="checkbox"/> WJAR Special	
4:00	<input type="checkbox"/> Kate Smith Hour	
5:00	<input type="checkbox"/> NBC Comics	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Crusader Rabbit	
6:05	<input type="checkbox"/> Music Hall Varieties	
6:30	<input type="checkbox"/> Cisco Kid	
7:00	<input type="checkbox"/> Crusade in Europe	
7:25	<input type="checkbox"/> Dairy Tales	
7:30	<input type="checkbox"/> John Conte's Little Show	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> Texaco Star Theatre	
9:00	<input type="checkbox"/> Fireside Theatre	
9:30	<input type="checkbox"/> Suspense	
10:00	<input type="checkbox"/> Original Amateur Hour	
11:00	<input type="checkbox"/> Broadway Open House	

Table 19. Regular Television Programs on WJAR-TV-11

Broadcast on Wednesday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Let's Go Shopping	
12:30	<input type="checkbox"/> Crimes of Carelessness	
3:30	<input type="checkbox"/> Film Highlights	
3:40	<input type="checkbox"/> WJAR Serial	
4:00	<input type="checkbox"/> Kate Smith Show	
5:00	<input type="checkbox"/> NBC Comics	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Music Hall Varieties	
6:45	<input type="checkbox"/> Triangle Sports	
7:00	<input type="checkbox"/> Coffee Time	
7:15	<input type="checkbox"/> This Week In Sports	
7:30	<input type="checkbox"/> Mohawk Showroom	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> Holiday Hotel	
8:30	<input type="checkbox"/> Famous Jury Trials	
9:00	<input type="checkbox"/> Kraft Television Theatre	
10:00	<input type="checkbox"/> Break the Bank	
10:30	<input type="checkbox"/> Jim Lanagan Talent Show	
11:00	<input type="checkbox"/> Broadway Open House	

Table 19

Table 19. Regular Television Programs on WJAR-TV-11

Broadcast on Thursday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Let's Go Shopping	
3:30	<input type="checkbox"/> Film Highlights	
3:40	<input type="checkbox"/> WJAR Serial	
4:00	<input type="checkbox"/> Kate Smith Show	
5:00	<input type="checkbox"/> NBC Comics	
5:15	<input type="checkbox"/> Time For Beany	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Crusader Rabbit	
6:05	<input type="checkbox"/> Music Hall Varieties	
6:40	<input type="checkbox"/> Auto Racing	
6:45	<input type="checkbox"/> Music Hall Varieties	
7:00	<input type="checkbox"/> Identify	
7:15	<input type="checkbox"/> Backstage Stories	
7:30	<input type="checkbox"/> John Conte's Little Show	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> You Bet Your Life	
8:30	<input type="checkbox"/> Alan Young Show	
9:00	<input type="checkbox"/> Kay Kyser Show	
10:00	<input type="checkbox"/> Martin Kane	
10:30	<input type="checkbox"/> Yesterday's Newsreel	
10:45	<input type="checkbox"/> Let's Play Charades	
11:00	<input type="checkbox"/> Broadway Open House	

Table 20

Table 20 Regular Television Programs on WJAR-TV-11

Broadcast on Friday

TIME OF PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTEN (PLEASE CHECK)	YOUR RATING 1, 2, 3, 4, or 5 of EACH PROGRAM TO WHICH YOU LISTEN
Column (1)	Column (2)	Column (3)
12:00	<input type="checkbox"/> Let's Go Shopping	
12:30	<input type="checkbox"/> Crimes of Carelessness	
3:30	<input type="checkbox"/> Film Highlights	
3:40	<input type="checkbox"/> WJAR Serial	
4:00	<input type="checkbox"/> Kate Smith	
5:00	<input type="checkbox"/> NBC Comics	
5:15	<input type="checkbox"/> Time for Beany	
5:30	<input type="checkbox"/> Howdy Doody	
6:00	<input type="checkbox"/> Music Hall Varieties	
6:45	<input type="checkbox"/> Hayloft Jamboree	
7:00	<input type="checkbox"/> Bump Hadley	
7:15	<input type="checkbox"/> Bunny North	
7:30	<input type="checkbox"/> Mohawk Showroom	
7:45	<input type="checkbox"/> Camel News Caravan	
8:00	<input type="checkbox"/> Quiz Kids	
8:30	<input type="checkbox"/> We, the People	
9:00	<input type="checkbox"/> Versatile Varieties	
9:30	<input type="checkbox"/> The Big Story	
10:00	<input type="checkbox"/> Cavalcade Of Sports	
10:45	<input type="checkbox"/> Greatest Fights	
11:00	<input type="checkbox"/> Broadway Open House	

Table 21

Table 21 Regular Television Programs on WJAR-TV-11

Broadcast on Saturday

TIME PROGRAMS P.M.	NAMES OF PROGRAMS TO WHICH YOU LISTENED (PLEASE CHECK)	YOUR RATING 1, 2, 3, or 5 OF EACH PROGRAM TO WHICH YOU LISTENED
Column (1)	Column (2)	Column (3)
11:30	<input type="checkbox"/> Acrobat Ranch	
12:00	<input type="checkbox"/> Chester the Pup	
1:30	<input type="checkbox"/> Football Matinee	
1:45	<input type="checkbox"/> Football	
5:00	<input type="checkbox"/> What's My Line?	
5:30	<input type="checkbox"/> Joe Dimaggio Show	
5:45	<input type="checkbox"/> Wendy Barrie Show	
6:00	<input type="checkbox"/> Hank McCune Show	
6:30	<input type="checkbox"/> The Plainclothesman	
7:00	<input type="checkbox"/> Garroway-at-Large	
7:30	<input type="checkbox"/> One Man's Family	
8:00	<input type="checkbox"/> Ken Murray Show	
9:00	<input type="checkbox"/> Feature Film	
9:30	<input type="checkbox"/> Saturday Night Review	
10:30	<input type="checkbox"/> The Show Goes On	
11:00	<input type="checkbox"/> Man Against Crime	
11:30	<input type="checkbox"/> Wrestling	

Inquiry form Relative to the Choice of Programs

Please encircle selected answer. (1-4)

1. Do you think television is more entertaining than educational? yes no
2. Would you like more educational programs? yes no
3. Is watching television your favorite recreation or pastime? yes no
4. Do you watch television regardless of the program? yes no

Please fill in the blanks

5. What is your favorite program on Monday? _____
6. What is your favorite program on Tuesday? _____
7. What is your favorite program on Wednesday? _____
8. What is your favorite program on Thursday? _____
9. What is your favorite program on Friday? _____
10. What is your favorite program on Saturday? _____
11. What is your favorite program on Sunday? _____
12. What is your favorite program on the Week? _____

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