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## Children's Hour Is on the Air

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# Children's Hour Is on the Air

*Young listeners have their own definite views about radio entertainment says Dorothy Gross*

WITH the aid of the microphone, Miss Edith Sunderlin, instructor in the Child Development Department, reads to a large fascinated audience of preschool children. This program, a tri-weekly feature of WOI, is one of the very few designed for youngsters of this age.

Her mail brings letters from listeners ranging from the ages of three to eighty. Most of the requests for retelling stories come from children in letters written by the parents. Even one grandmother regularly expresses her enjoyment of the program.

A regular feature of NBC is a program in which the tables are turned and the adults ask the children questions. This novel quiz program has five public school children as its guests. Their ages range from

In some studies, it has been shown the average time that children spend at the radio each day is as high as two or more hours, the time varying with the locality. Children of high intelligence in a private school spend one-half as much time at the radio as do less privileged children of the city, according to recent study.

A survey of 3,500 school children of New York City reveals radio's top position over adventure books, puzzles and piano playing.

These children reserved no feelings in expressing a dislike for "too much love story." Many of the most popular programs were frowned upon by these youngsters. They found them silly, impossible, not exciting and absurd.

Both girls and boys dislike programs given entirely by children, while boys demand drama with adventure and violence. Girls prefer crooners, movie star programs and "boy and girl" programs.

Action and surprises are demanded by children.

Program preferences vary some with the age of the child, but the needs of the mind should be the deciding factors. Exciting as well as educational is a travel story, while a peek into the lives of foreign people rounds out an expanding picture of the world.

Children may regard some radio characters as real and some as fictional, but they are able to make distinctions at an early age. One little boy confided after listening to his favorite adventure program: "Of course the shark won't get him because he has to be back for the broadcast tomorrow."

The radio will present its problems in all homes. Parents may worry about their

children's attentiveness to these programs, but if it is not taken to the extreme, it affords pleasant companionship on many occasions. A child finds the thrills through the radio that the generations before the birth of radio found in books.

A few fantasies and thrillers are approved by some child psychologists, however, the majority of these programs are not advised for continual listening.

Parents must consider the emotional stability of their children in deciding which radio programs they should hear. When asked if ever frightened by a radio program, most children will say they have been, but if asked to tell about their unpleasant dreams and fears, radio will be mentioned by a very few and then as only one of many varied influences contributing to fear. Parents must consider individual personalities.



*In her tri-weekly broadcast, Miss Edith Sunderlin offers a program of songs, stories and games for her youthful radio audience*

8 to 15, but they volunteer such amazing information that the baffled judges find printed answers of little use.

Almost all of the 20,000 questions sent in each week to use on this program are far too easy for these alert, keen minds and fly-paper memories. These amazing children, with their unbelievable store of knowledge, come from homes on relief as well as from comfortable middle class homes.

Radio listening has won a place at the top of children's amusements, equaled only by motion pictures and comic papers. Baseball and football are the only sports that are able to claim a larger juvenile audience.