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AUTUMN DIRECTIVE 1988

Dear Observer,

An unusual package this time. The British Film Institute has asked for our cooperation in their 1st November "Television Day Diary" project - an idea inspired by MASS-OBSERVATION in the first place. The enclosed leaflet is self-explanatory but I'd like to emphasize two points:

- The "Day Diaries" must be sent to the British Film Institute, 21 Stephen St, London W1P 1PL, and not to the Archive.

- The BFI competition deadline is November 19th. This deadline does not apply to your response to the topics below which should be returned to the Archive as usual.

I would be grateful for your help in this because your TV "Day Diaries" will finally be returned to us and will be a valuable addition to our collections. Please fill in the tear-off slip at the end of the Directive and return to us with your Directive reply. This will give us an idea of how many of our correspondents have taken part in the BFI project.

REGULAR PASTIMES.....

Now for the **AUTUMN DIRECTIVE** itself which is about regular pastimes, that is to say not occasional (e.g only at weekends) or seasonal (e.g only in the summer).

Reading is an obvious example but there are others things like listening to (and making) music, writing (letters, creative, M-0 etc), listening to the radio or watching TV, and crafts of all sorts of which knitting is only one example. What I would like would be a record of the place that such activities have in your daily life: when do you engage in them (e.g every spare moment, or set times); for how long usually; do you do something else as well; how do they fit in with the activities of other members of the household; if there are financial costs or limitations what are they, and, if there are end products, what happens to them?

If radio or TV occupy some of your time regularly please comment on favourite and unfavourite items, programme policies, and personalities. Obviously I wouldn't want you to repeat points you may have made in a "Day Diary" for the BFI but you may have more general comments to make.

More particularly as regards reading: Do you have a daily newspaper delivered or buy the same one daily? Have you tried others? Do you read it right through or selectively? When do you read it? If you have a Sunday paper do you throw it away on Monday or read it over the week?

If you receive any magazine regularly please give details. Do you read it (them) right through or selectively? Are there some features that you always read first (e.g letters page or editorial). Are there weeklies or quarterlies that you read only in public libraries, or only occasionally buy?

PLEASE TURN OVER

Have you ever sent off for books advertised by Readers Digest and if you have which were they? Do you belong, or have you ever subscribed to, a postal book club? Please give details and report on your experience.

Generally when do you read in the course of the day? Are you a compulsive reader in the sense that you must have something to read when you are travelling, or eating etc.

If you are a member of a public lending library how many tickets do you hold and, on average, how often do you change your books? Right now what books have you got out and, with regard to classification (fiction, biography, travel etc) is this a pretty typical example of your choice? Do you have a favourite author or a preferred type of fiction, or a preferred period for history or area for travel etc? How adventurous are you in your choice, and conversely how much are you guided by recommendations from reviews, radio discussions or friends? Is there anything you would like to say about the amenities of your local library?

What books do you buy and why? Can you give some recent examples? Do you give or receive books as presents? Examples?

Do secondhand bookshops tempt you and if they do are you more likely to buy something than not?

Very roughly, in terms of footage (or metres if you prefer) how much shelf space in the house is occupied by books? How many of these do you read or consult regularly? Are there some that you read time and time again or have, at least, read several times? Do you get rid of books regularly or occasionally? How?

How have your reading habits changed over the years as regards the amount of reading, or the time of reading, or the actual content?

When you were a child did you read much and if so what are your recollections? How do your own children's reading tastes and habits compare with yours when you were a child?

How much is your reading a social activity in the sense that you discuss or share what you read with other people?

IMPORTANT MESSAGE

As you know, we have to be careful about postage costs so from time to time we update our mailing list to make sure we are not sending Directives to people who no longer want to receive them. If you have not written to us since the end of September 1987, we will assume that you are no longer able to take part in our project and this will be the last Directive we will send to you. Please drop us a line (or answer this Directive) before the end of January 1989 if you still want to hear from us.

Thank you all for your excellent response to the last Directive on Time and Household Objects. Please don't forget to fill in the tear-off slip below.

David Pocock

[Dir.27 5.10.881]

----- PLEASE TEAR OFF THIS SLIP AND RETURN TO THE ARCHIVE WITH YOUR DIRECTIVE REPLY -----

NAME.....

Please put a tick in the box if you have returned your completed DAY DIATY to the B.F.I

NUMBER.....