

Gardening Information on Television and Radio in Japan Based on Surveys in 1981 and 1996

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SUMMARY. Television and radio are efficient means through which Japanese obtain gardening information. Broadcasting stations were surveyed on the status of gardening programming, year of commencement, length and number of programs, and time and day of broadcasting in 1981 and 1996. Surveys showed that gardening programming increased from the middle 1970s and the late 1980s. These periods roughly correspond with the gardening boom in Japan. The length of gardening programs tended to shorten. On television, broadcasting was more concentrated on weekend mornings in 1996 than 1981, while the concentration of the day and time was less on radio.
