

Access Tucson Transition Survey

170 responses as of 11-29-10

Parameters to consider: See Survey Summary by Richard Rohrdanz.

1. How have you interacted with Access Tucson (check all that apply)?

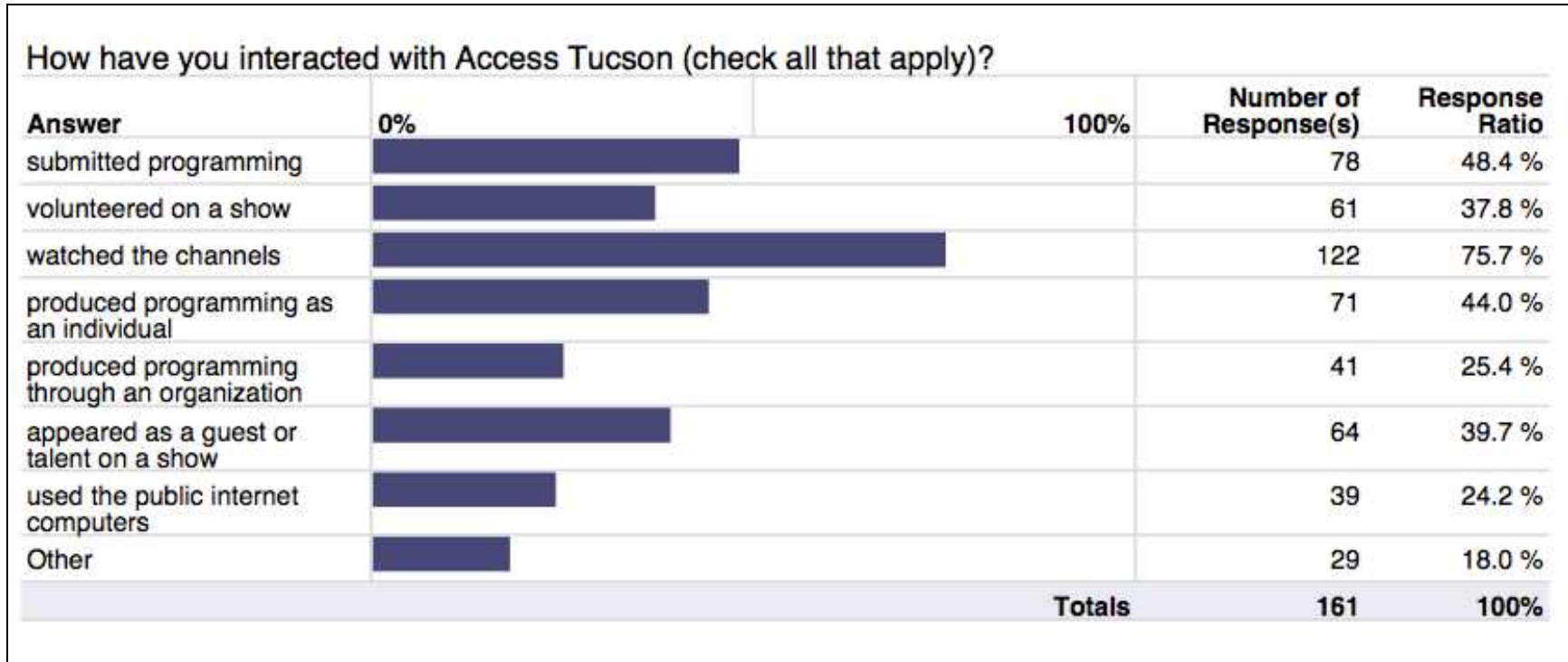
	Number of Response(s)	Response Ratio
submitted programming	78	48.4%
volunteered on a show	61	37.8%
watched the channels	122	75.7%
produced programming as an individual	71	44.0%
produced programming through an organization	41	25.4%
appeared as a guest or talent on a show	64	39.7%
used the public internet computers	39	24.2%
Other	29	18.0%
Total	161	100%

Other responses to question 1:

worked there
Took a tour-want to sign up for classes
TCCC Staff & Board member
Dubbed Hi 8 video to digital format
board member 1994-2002
taken classes at Access Tucson
high school participation
past Board Member
took classes
Purchased FACIL software
editing and equipment checkout
remote
Former Staff Member
volunteered for Access Tucson produced community shows
checked out a power generator
partnered with Access on projects
Call to the Public at the B.O.S. meetings
took 2 classes and appeared on 2 shows as well as became a member.
Sam Behrend gave me some advice back in 1995, on an Internet startup
taken classes w plans to volunteer, produce programs
Democracy Now Free Speech TV
viewed special HUD housing satellite broadcast instructional forums
was trained in studio production and field production
I took classes at Access Tucson
staff
took classes, worked on crews
produced Nam Jam 1991
volunteer cablecaster
Gone to all the lottery drawings once I got my own show

--End of written responses for question 1--

Bar graph for question 1:



2. How did you first hear about Access Tucson? When?

145 Response(s)

surfing the channels

During the "Cable Wars" in 1984 when Tucson was trying to select a cable provider

A long story.....

I first heard about Access Tucson through my dad in 2005.

I was watching Amy Goodman.

About 3 years ago, I was familiar with the name, then learned more about Access Tucson when I worked with a director who'd taken production classes offered.

friend who had Cox cable

Friends

Through a friend who was producing a program.

It was called TCCC then. The year was 1983.

1986, by watching

TV channels

1983? Just by being aware of Tucson when I moved here.

When I first moved to Tucson a boyfriend told me about it.

I learned of Access Tucson in 2006 via the internet when I lived in Massachusetts and was looking for a public access station in Tucson in preparation for my move here. I had worked in public access and was looking to continue to stay connected with it after my move.

Not sure, probably a rumor about some crazy programming back in the early 90's

A friend told me about it.

1985. I was one of founding staff members of the former TCCC.

I had produced shows via public access in Montgomery County, MD., Ft. Wayne, IN, and Orange County, CA, so knew about public access.

I first heard about Access Tucson when I was asked to perform on one of the show last year
My wife and I were invited to be a guest on a program, which we did, then we began to be interested in accesstucson and everything on this wonderful station, finally obtaining our own program! We love this station and everyone connected to it!
When I first moved to Tucson in 2005. I had participated in public media in California and sought out information on the media here.
Watching Cable TV
A friend told me about it all
1989, was producing privately funded series of videos for organization.
A family member told me about Access Tucson in 1997.
I was referred to Access by a friend.
I first ran into Access Tucson while watching television.
Over 15 years ago, through a friend.
1991 when I became Executive Director of the Metropolitan Education Commission (MEC). Access was an excellent venue for the youth from the Youth Advisory Council/Tucson Teen Congress (YAC/TTC).
Alliance for Community Media. 2008.
don't know --?since the beginning
Word of mouth. 1995
In the mid 1990's I was an access viewer and thought I could do that too.
In 2002 from a friend who wanted to produce a show and needed camera people to help out.
I heard about TCCC through ACET (Arizona Center for Experiments in Television) as it was being conceived. I was interviewed for the director position.
10 years ago through a mutual friend who worked there at the time.
In high school when Access came to Mountain View to record a basketball game.
Through Democracy Now -
When it was first proposed. 1980's?
I heard about it from a co-worker of a family member, around 2005.
Through ACM in about 1990.
In Phoenix through Access Phoenix. I believe I learn about you around 2005-6
I appeared in a documentary on Access Tucson when I was a teenager.
6yrs. worked on show
My mom used to watch "You're the Expert" and "Audio Files". I called in one night and a camera person recognized my voice and took me down the next night. That was in 1988. In 1991 I was hired on to staff.
Not sure, a long time ago with AZ Examiner
When i was asked to edit film for our organization, about three and a half years ago.
In general (Spadefoot?) when I moved here.
My wife found an ad in a NW side Christian newspaper called the "Good News" (I think that is the name). I believe I read it around May 2007. I wish it were sooner!
Was a member back in '80s, when moved back to Tucson after a stay in Sacramento, Ca. I re-signed up and began submitting programs.
1990

democracy Now!
Through a friend at work.
I first heard of Access Tucson at a place where I worked in 2000, but it did not mean anything until 2006 I saw its wide diversity of programming on cox cable when I was sick a home for 2 weeks and was forced by boredom to explore the cable channels .
Through the internet in 2000.
I first heard about a toastmasters show that was on Television. I wanted to be on, then got interested in the making of TV. I was soon after recruited to help with other shows there.
In 1989 I surfed the channels and found it and watched it. I knew Tony Raciti. He told me about his show, and asked me to watch it, and I did. I liked it.
Friend
Through Church
An audition call in 2003.
Herd from Shane Eden. I was on a police misconduct show.
Early 1980's after moving here from California where I had been involved in cable broadcasting
When I first had cable I was just browsing around and saw 666 it was strange and I watched the show as well as I saw some interesting movies late nite it was around 2006.
many yrs ago
1995, not sure how heard about
Flora
In 1993 from Mother Williams
I was told by a fellow Toastmaster about TV-Toastmasters.
through a friend, 1985.
A dozen years ago my wife created a program at AT and I assisted.
at a local festival
A friend had a show many years ago that I was asked to watch.
Through a church organization who had a show.
Through a friend who wanted to learn to shoot and edit. I became a member and took classes too. We won an Oasis Award for the program we shot and edited.
in tucson weekly when I moved here two years ago
Friends
Not Burnt Out, Just Unscrewed produced several shows I watched. Then I continued watching.
I was invited to appear on a program.
Started watching the channels in 2006.
10 - 15 years ago
Took classes over the last couple of years
My brother told me about the facility 10 years ago
Tucson Weekly, 1984.
Watched on cable. early 2004
Don't remember how I heard about "TCCC" but it was in 1984 or '85 and have been involved ever since.
from a friend, 1989

UA media arts department
1991, Beverly Seckinger
through an event Access Tucson was taping
friend
I first heard about Access Tucson through a friend who was a member about a year ago.
A student of mine told me about Access when I first came to Tucson in 2001. I didn't have cable at the time.
contacted to be on local matters
Looking for local programming and discovered Access Tucson
When it started.
TV Guide 1980
From my son in law David Becker (Becker Software) many years ago.
1st time when Access Tucson was set up and have appeared as guest on several shows.
Local papers decades ago
A producer had an idea for a show and needed our org. to sponsor and vol. to help
on tv
When asked to be interviewed on Stuart Thomas show
Through MENSA
As far back as beginning
Through a friend who was a producer Sept. 2001
Friend
Through my work in City of Tucson Community Services depart, from the time it was established in the 80s
Heard in 1997 about your classes through some people
I was involved in corporate TV in late 70s, early 80s--in a club with Sam Behrend
Friend 1987
took a course
13-15 years ago. Talked to a producer at studio.
Tucson Business Coalition-Sue Sandberg
When I was a guest on another tv show.
I have been a member 18 years. I was an actor first.
Newspaper, 1980s
When you were giving free media classes in 1990.
2004
When first a guest on Local Matters.
Heard in 1997 about your classes through our church, become producer of our church production
1991-1992, took a class
As staff 1984
produced "other sheep ministries", 1992
1987-88, got my card
Rick Barns
newspaper...channel 12 (city council meetings)...news program...when Access Tucson was being organized

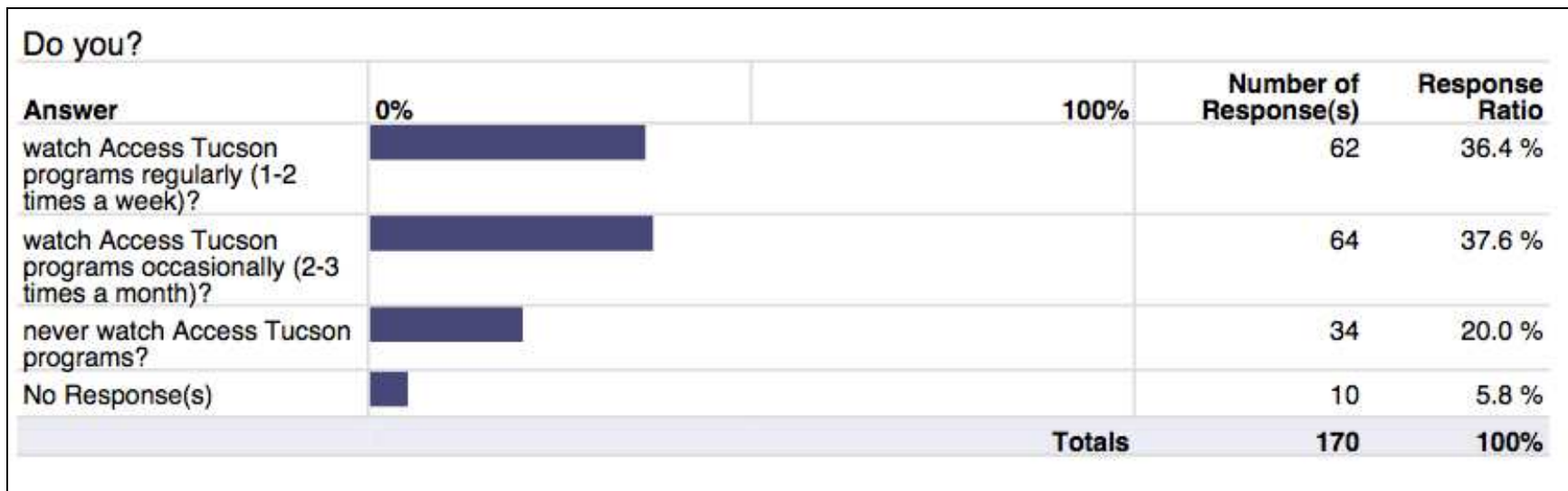
flipping through the channels about 3-4 years ago
1986-When I moved to Tucson. Word-of-mouth from friends.
Don't remember, back in the 1980s.
TV, 1989
1984
newspaper, volunteer
around 2000, from a member who brought me down to the station
through cable
1990
I walked in on Jan. 2000. I believe an angel from god showed me and asked me if I was interested. I said yes.
friends
years ago, article in Star
friends
when it started.
Friends were producing TV shows and asked for help on the crew
friend
word of mouth during first year of operation
I've known of Access since 2001 as a local cox subscriber and would watch some of the shows.
about 20 years ago when it was TCCC

--End of written responses for question 2--

3. Do you?

	Number of Response(s)	Response Ratio
watch Access Tucson programs regularly (1-2 times a week)?	62	36.4%
watch Access Tucson programs occasionally (2-3 times a month)?	64	37.6%
never watch Access Tucson programs?	34	20.0%
No Responses	10	5.8%
Total	170	100%

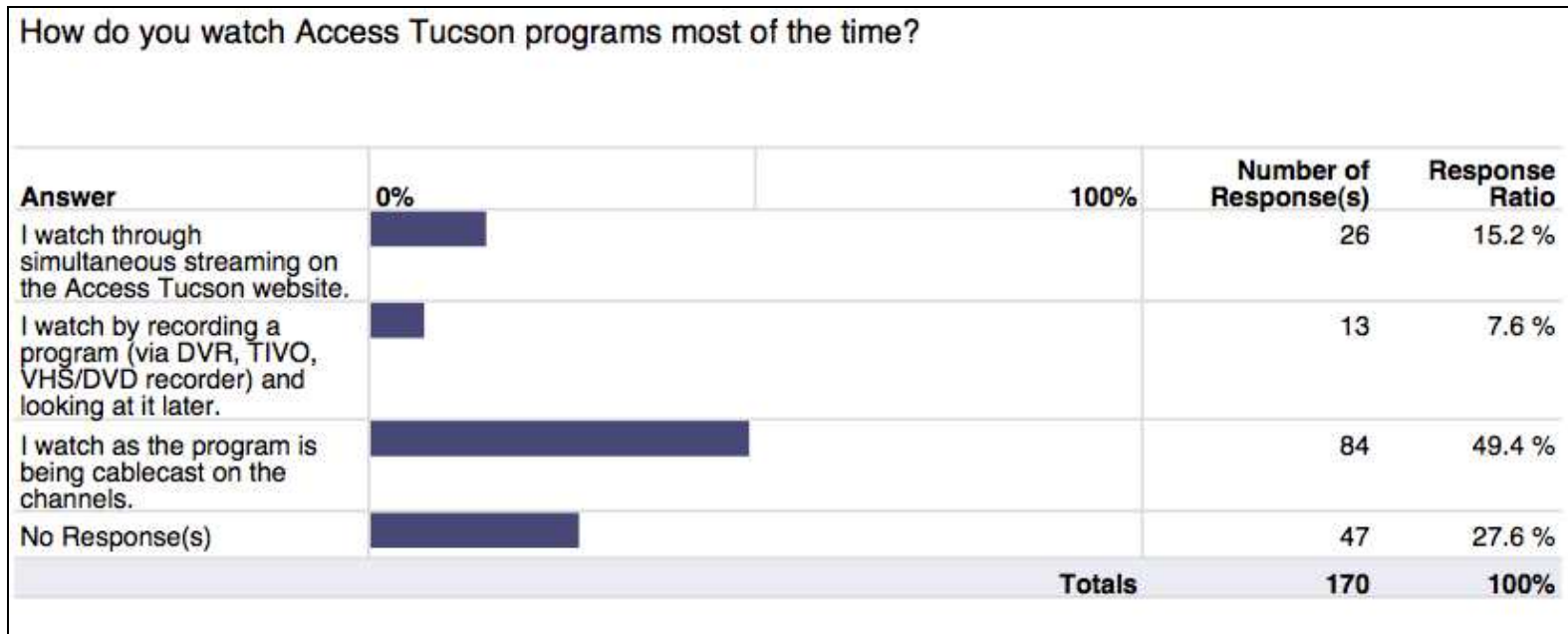
Bar graph for question 3:



4. How do you watch Access Tucson programs most of the time?

	Number of Response(s)	Response Ratio
I watch through simultaneous streaming on the Access Tucson website.	26	15.2%
I watch by recording a program (via DVR, TIVO, VHS/DVD recorder) and looking at it later.	13	7.6%
I watch as the program is being cablecast on the channels.	84	49.4%
No Responses	47	27.6%
Total	170	100%

Bar graph for question 4:



5. Please tell us why you don't watch?

	Number of Response(s)	Response Ratio
I don't subscribe to Cox cable.	27	15.8%
I subscribe to Cox cable and get channel 98 and 99 but I don't get digital cable (channel 120).	9	5.2%
I don't subscribe to Comcast cable.	6	3.5%
I subscribe to Comcast cable but I don't get all three of your channels (72, 73 and 74).	8	4.7%
I don't have internet access at home.	1	<1%
Other	25	14.7%
No Responses	94	55.2%
Total	170	100%

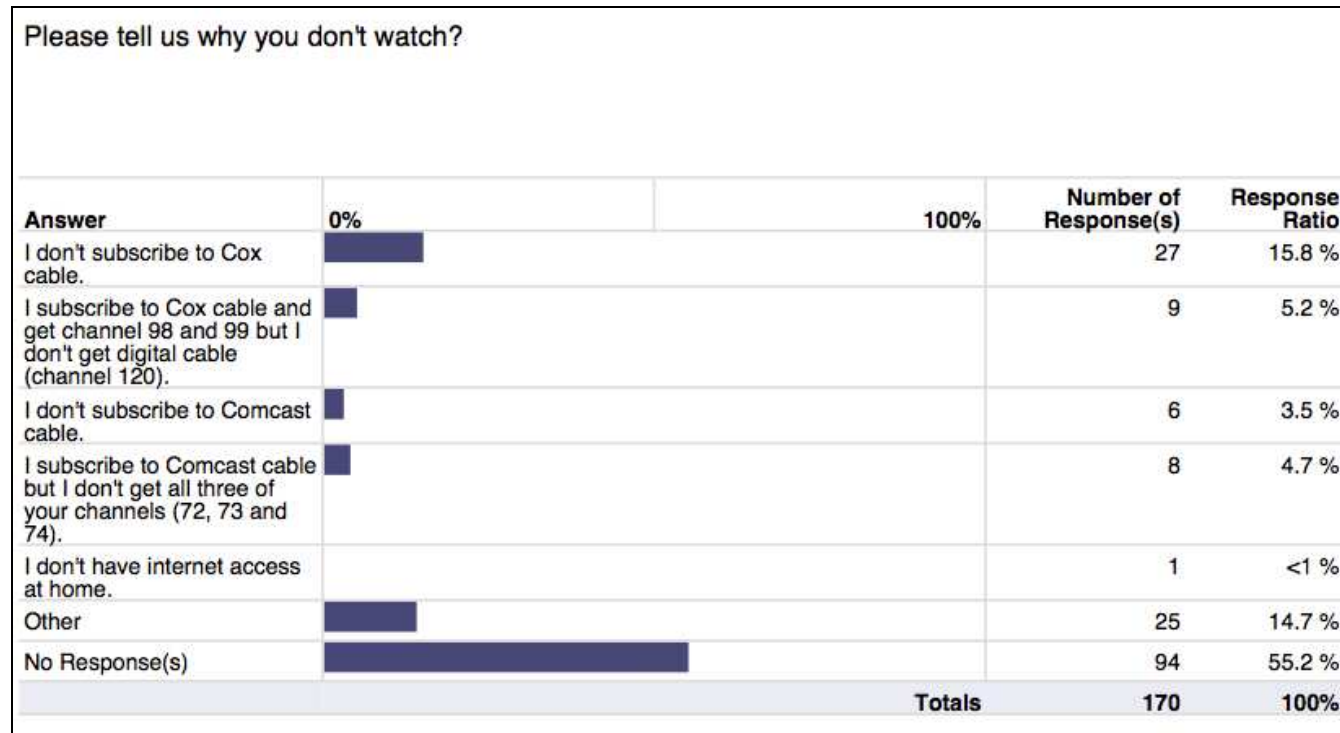
Other responses for question 5:

poor quality, unwatchable programming
watch channel 12 only
don't watch tv at all
Most programming is pretty worthless
Rarely watch TV. Have Cox cable. Listen to NPR and to audio books.
asdf
I live outside the city limits where Access Tucson is not available.
limited viewing time
I live in Fort Wayne, Indiana
I'm not paying the COX fee if it is not going to AT.
subscribe to cox, receive 98,99 & 120
some of the program content is not worth watching
I can't subscribe to any cable out here.
Did not know my channels
I do occasionally

not interested in shows that are on, especially call in shows
I don't watch TV much
I have satellite.
I do watch
too many youth programs
dish network booooo
I subscribe to dish network
I don't have a tv
We have Direct TV.
I have Direct TV-I used to watch.

--End of written responses for question 5--

Bar graph for question 5:



6. Please rank the type of programming you value most.

	rank the following ten types of programming from 1 to 10 with 1 being the most valuable									
	1	2	3	4	5	6	7	8	9	10
live programming	20 15%	7 5%	16 12%	11 8%	16 12%	11 8%	12 9%	10 8%	18 14%	12 9%
arts and music	13 10%	18 14%	22 17%	13 10%	15 11%	21 16%	8 6%	10 8%	9 7%	4 3%
religious	21 16%	5 4%	3 2%	2 2%	5 4%	3 2%	1 1%	10 8%	9 7%	74 56%
political	17 13%	12 9%	16 12%	19 14%	16 12%	6 5%	13 10%	11 8%	16 12%	7 5%
documentaries and informationals	26 20%	29 22%	23 17%	18 14%	8 6%	11 8%	4 3%	6 5%	7 5%	1 1%
talk shows	7 5%	16 12%	13 10%	16 12%	12 9%	16 12%	18 14%	23 17%	8 6%	4 3%
entertainment and variety	6 5%	7 5%	12 9%	21 16%	20 15%	19 14%	24 18%	14 11%	9 7%	1 1%
youth	2 2%	15 11%	8 6%	11 8%	15 11%	17 13%	18 14%	23 17%	16 12%	8 6%
Free Speech TV	17 13%	18 14%	15 11%	8 6%	14 11%	10 8%	15 11%	12 9%	11 8%	13 10%
Classic Arts TV	4 3%	6 5%	5 4%	14 11%	12 9%	19 14%	20 15%	14 11%	30 23%	9 7%

Bar graph for question 6:

Please rank the type of programming you value most.

1 = rank the following ten types of programming from 1 to 10 with 1 being the most valuable

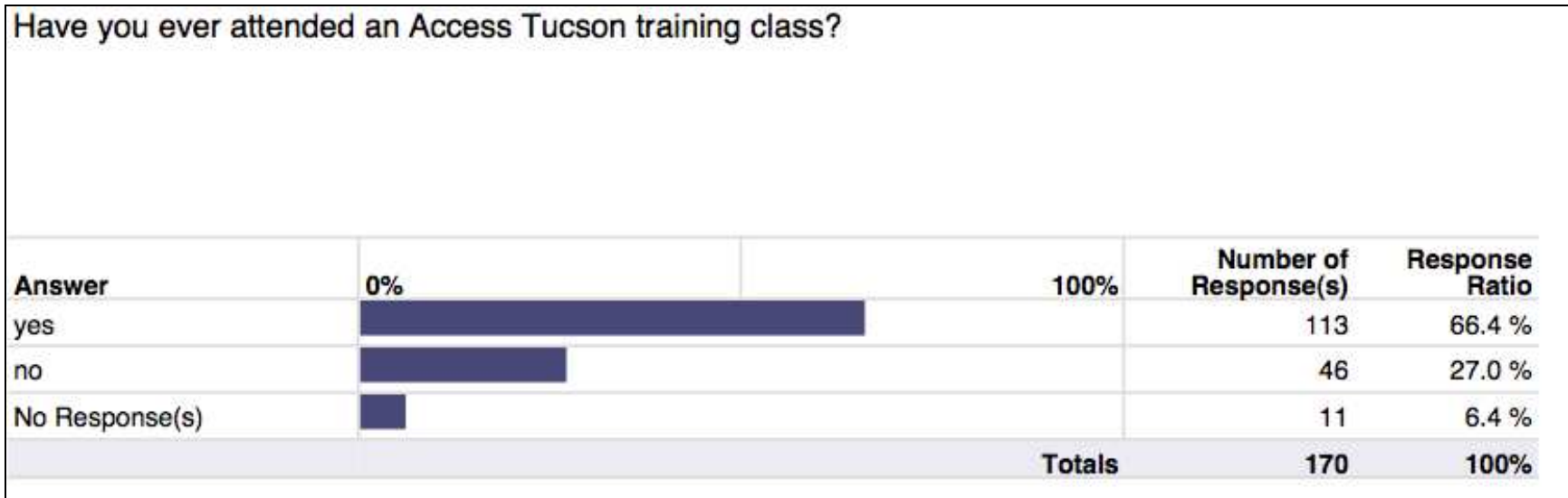
Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
live programming											133	5.4
arts and music											133	4.7
religious											133	7.5
political											133	5.1
documentaries and informationals											133	3.6
talk shows											133	5.4
entertainment and variety											133	5.5
youth											133	6.1
Free Speech TV											133	5.2
Classic Arts TV											133	6.6

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

7. Have you ever attended an Access Tucson training class?

	Number of Response(s)	Response Ratio
yes	113	66.4%
no	46	27.0%
No Responses	11	6.4%
Total	170	100%

Bar graph for question 7:



8. Which classes have you taken (check all that apply)?

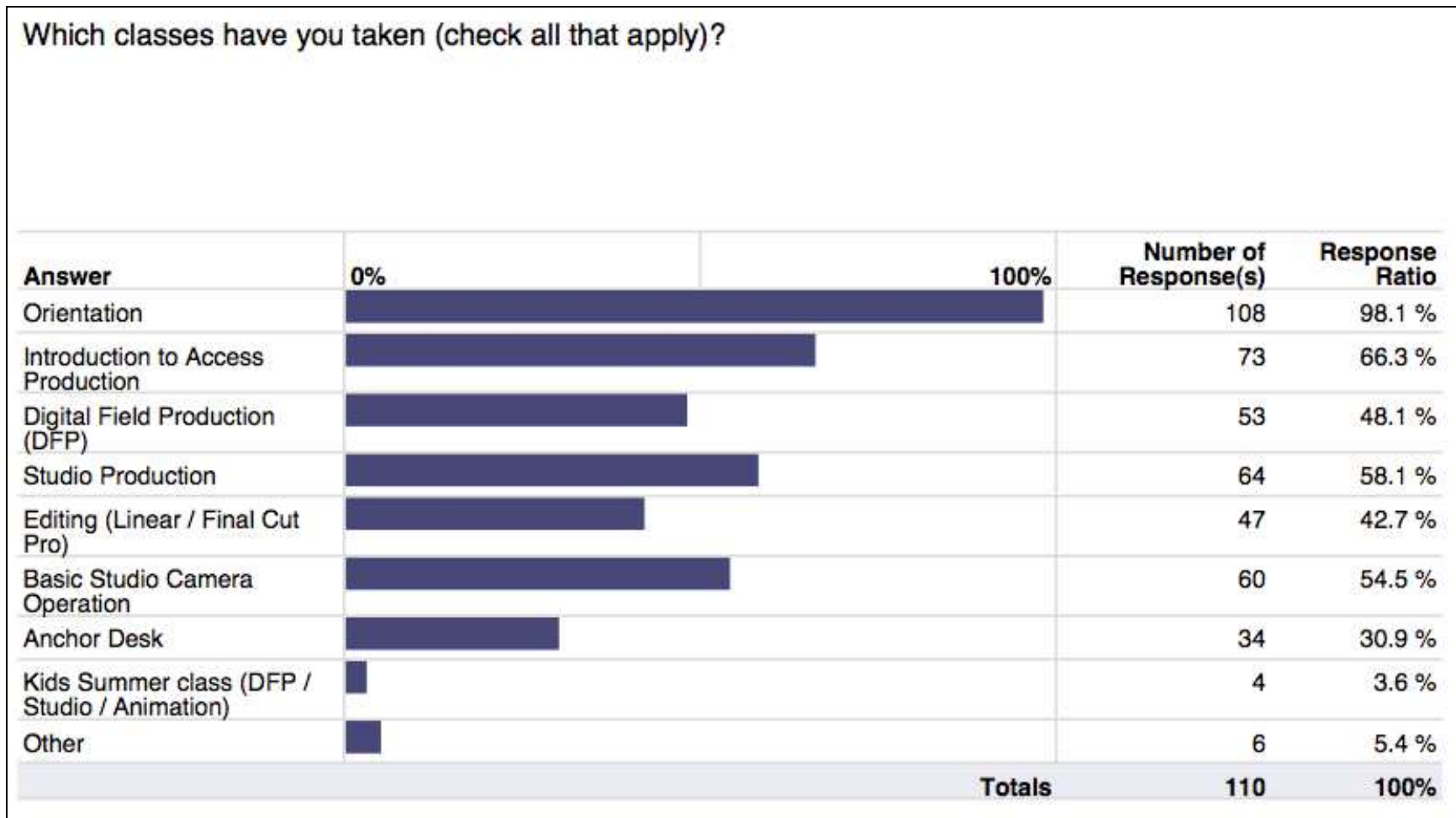
	Number of Response(s)	Response Ratio
Orientation	108	98.1%
Introduction to Access Production	73	66.3%
Digital Field Production (DFP)	53	48.1%
Studio Production	64	58.1%
Editing (Linear / Final Cut Pro)	47	42.7%
Basic Studio Camera Operation	60	54.5%
Anchor Desk	34	30.9%
Kids Summer class (DFP / Studio / Animation)	4	3.6%
Other	6	5.4%
Total	110	100%

Other responses for question 8:

Trinity Graphics
Videotape Editing VHS and 3/4"
Trinity
Compression & Distribution Using QuickTime and Compressor
Field Production Waiver
Blogging

--End of written responses for question 8--

Bar graph for question 8:



9. What type of classes would you like to see offered?

99 Response(s)

a general class on how TV and films are made
Posting on Youtube
none
I would like to see more Internet classes offered.
n/a
Filmmaking, pre and post production, equipment, class for actors on accents
CG Equipment
Lighting and Sound
More of the same. I think the current setup is very good.
computer: blog, twitter, etc.
What is democracy?
I would be interested in a separate class for learning the audio controls, and in continuing/resuming the Trinity class.
Advanced Final Cut including some special effects
A free media class for the poor and homeless.
Studio Production; classes that teach how to create and write for a show.
Maybe a little more on the TV camera.
No opinion.
Final Cut Pro brush up
??
A class on uploading programming to video streaming sites on the Internet.
More extensive editing, camera work, and specific studio production components.
I'll leave this to the more astute. ;o]
classes for youth
I plan to take a final cut pro class, would like beginning and advanced... thank you
I like the hands on production classes, hopefully I will be able to take one soon if they are still going to be offered.
More editing classes. One(s) that help people who struggle to learn the program. Something in between the field production and the more advanced editing class.
more of the same
I like the video classes that you have done for our high school.

What is being offered is acceptable right now
Whatever suits the public
Writing
Classes that are more specialized, though not necessarily required to use the corresponding equipment. Audio, lighting, switching, camera operation (more advanced than the basic studio camera class, and more focused on situations and/or problems one is likely to run into in an actual production).
I think the classes you offer are great. We just need to keep up with modern technology
audio
Can't think of any right now
The ones you have now are fine, i just need to find time.
Allow people to submit videos and have them shown online.
technical director, advanced lighting
No Preference
More introductory scholarships should be offered to high school students
Expanded editing courses
Production improvement classes that help producers improve their shows. This would improve the shows and increase audience size and political and financial support for Access Tucson. These classes should be mandatory for producers of series after the 6th 15t or 20th show and voluntary for the rest. (some of our long running shows are the worst
Compression and uploading to the web, post sound, After Effects, animation for adults, motion graphics.
Content! Could there be a class that covers content. How to select content. How to research for content.
Fine the way it is now.
Police abuse Talk show classes
More social media and how best to use it for individuals, businesses and non-profits
home video production (how to use home editing software)
internet (how to upload videos, post them, get hits)
na
For preteens and teens, to get them involved in genuine projects.
You tube class, blog talk class, computer class and movie making class.
As listed above
inbound/Internet marketing
Adobe CS
Career oriented.
Film making, television set operations, filming for the internet
Filming a documentary. How to film events. How to film sports events. Lighting specialty. How to capture great audio in the field.
production and editing
Above list is okay.
I would rather see a rental schedule for the studios so that outsiders (or for non-access productions) can rent time for the

spaces.
Social networking - internet based technology such as video for the web - creating a website - Flash - EBAY - podcasting.
Citizen Journalism Software specific - DVD Studio Pro, Motion Every day technology - cell phone use, on-line media use, social media
more about blogging and vlogging
don't know
auto repair
media criticism, literacy
interviewing
journalism
I would like to see classes where kids learn about the messages they are seeing on TV.
All of the above for all citizens
Kids summer classes, into. to Access Production
For grade school and above
Animation
same as past
The same as above
Basic free
Constitutional free-speech rights and responsibilities.
Any of the above
updated tech
related to production
animation and special effects.
lighting
refresher courses
all of the above
web 2.0, use of google docs and social media, website creation, streaming video, everything
Advanced directing
not sure
digital editing; it was tape
What you offer now is good (I know several people who have received training from you and they speak very highly about it-- good quality, etc.)
in-the-schools programs and programming/instruction
lighting, hosting
Digital field production, anchor desk, animation, blogging, website set-up
more producing and directing classes

production, internet, camera and lighting
Bible classes because God hasn't been mention on the schools, you know prayer and the 10 commandments since '62.
access and production
carpentry, home maintenance
production
ones that keep producing tv
classes related to studio prod., director techniques for successful programming. Various PC related editing courses that do not require DFP prerequisites. A scaled down FCP if the software is available for home use.

--End of written responses for question 9--

10. How comfortable are you with media communication technology?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	very comfortable	somewhat comfortable	neutral	somewhat intimidated	terrified
	66	49	27	12	0
	43%	32%	18%	8%	0%

Bar graph for question 10:

How comfortable are you with media communication technology?

1 = very comfortable, 2 = somewhat comfortable, 3 = neutral, 4 = somewhat intimidated, 5 = terrified

	1	2	3	4	5	Number of Response(s)	Rating Score*
						154	1.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

11. What would help you become more comfortable and confident in using current media communication technology?

82 Response(s)

New media software
n/a
Just need to keep practicing what I know and keep taking acting classes
practice, I an learning Final Cut Pro 7
Cyber Cloaking Device
World Wide Condoms
one-on-one coaching by patient adult who is expert as a teacher and expert and up-to-date with media.
more practice
I don't know, I use it all the time and don't feel much out of the loop.
more training and experience
One-to-one "as-needed" instruction. Don't do well in classes
Hands on training
Just a little more training on the camera so we might be able to help other programs.
Speaking course like Toastmasters.
More practice
??
practice
More in-depth education.
If I had more time available to volunteer more often & just become more acquainted with the technology. Alas I live in the United States of WRONG, where the promise of more leisure time thru advanced technology has produced 60 hour work weeks so the nefarious and vulgar Clicks, Diamonds and Webbs amongst us can steal even more exorbitant prophets.
training
learning, experience
I use Access Tucson to film my live shows, then post them on ustream, facebook and youtube for reairing on demand.
If I took the time to use it more!
more
I need refresher classes on the newer equipment.
Don't plan on learning it
More hands on experience

the more you use it the more familiar you become with the tools
practice
I'm very comfortable
If "media communication technology" means producing shows, then I need more opportunities like Tucson Vision did allowing me to be a technical director and classes on how to be a technical director. If it means web work, then a class in web 3.0 and appropriate guided practice.
Knowledge is power to move forward.
more usage, more time with equipment
More information and hands on training with the newer technologies, more information on how they are used.
A refresher course would be nice.
n/a
Refresher classes and consistent use.
Slandered funding as TCCC used to be.
Simple training
Classes and how to videos online.
Web-enabled
More hands on class and training
I would like to be more familiar with control room operation.
hands on training with online video platforms
Experience and guidance.
on-demand tutorials on YouTube
more practice
YES!
How to post video, FB, graphic design,
I should take an additional class offered.
N/A
Perhaps start with a basic "To The Web" then move on - 3 day class?
Keeping up with the changes.
Not much, but I can see how it would be necessary to develop classes and other things to reach many of the public to ease comfort with technology.
no
If I had a higher-end computer
Finishing the list of classes that Access Tucson offers
Being 50 years younger--I'm 80
Training
Dunno
Time is really the only reason I have not taken advantage of some of the current media technology.

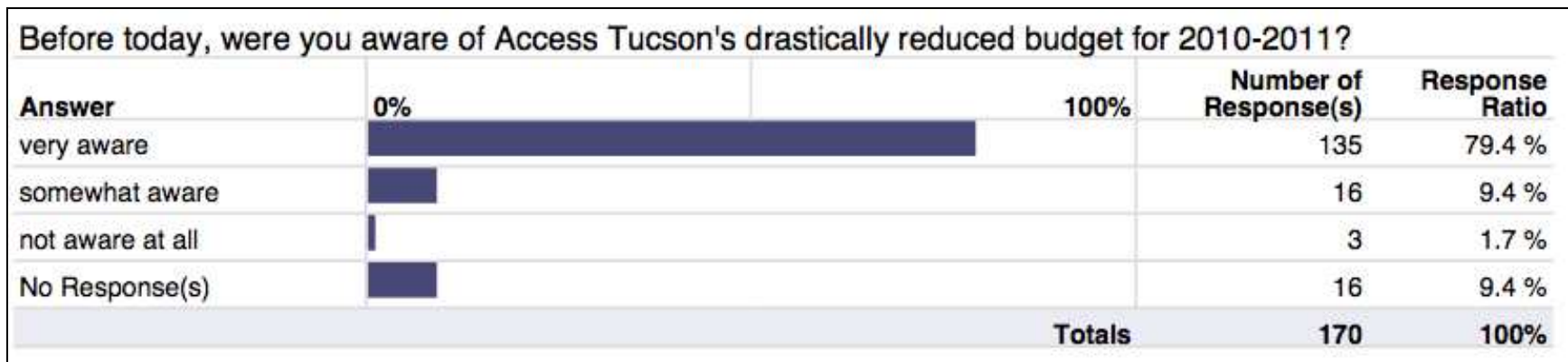
classes in same
Hands on participation in the control room
Go back
classes and hands on training
access
refresher training, updating on technologies
having my brain re-wired and I am serious-but I can learn it.
I would teach an after-school class and one for troubled children.
more classes in media, also refresher courses
more training
not sure
digital editing class
classes
practice and opportunity
more time to do it.
workshops
practice
it would help for others to know more knowledge of media world
less of it
face-to-face instruction
nothing-do not want
classes using advanced digital cameras, advanced photo editing beyond Live Essentials. Adobe Photoshop classes would be good.

--End of written responses for question 11--

12. Before today, were you aware of Access Tucson's drastically reduced budget for 2010-2011?

	Number of Response(s)	Response Ratio
very aware	135	79.4%
somewhat aware	16	9.4%
not aware at all	3	1.7%
No Responses	16	9.4%
Total	170	100%

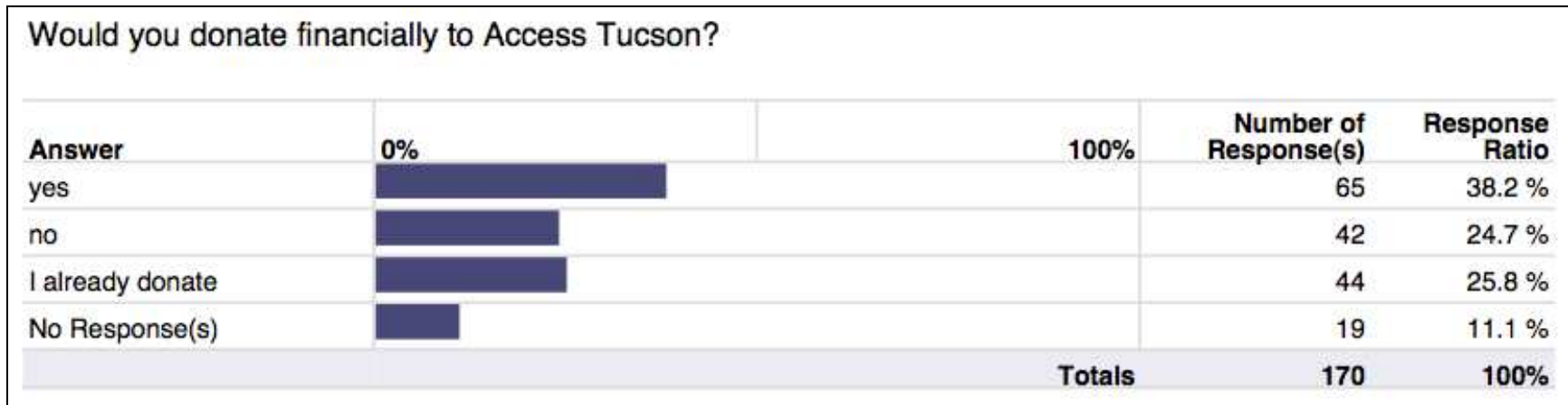
Bar graph for question 12:



13. Would you donate financially to Access Tucson?

	Number of Response(s)	Response Ratio
yes	65	38.2%
no	42	24.7%
I already donate	44	25.8%
No Responses	19	11.1%
Total	170	100%

Bar graph for question 13:



14. How much would you be willing to donate annually?

56 Response(s)

25.00

\$50.00 - am on medical disability

\$150

\$100.00

\$300

\$300.00

\$100

I don't have much money right now, so under \$50

\$25.00

I am on unemployment now

\$100

A small amount. Depends on our finances.

100.00

?

\$100 +

\$50

2% of my income.

\$50

Not Sure as my financial status is also set back.

400 dollars

\$20

\$35-\$40

\$25. and more if I am able.

120.00

\$50.00

100

10

\$200.00

\$100

\$100

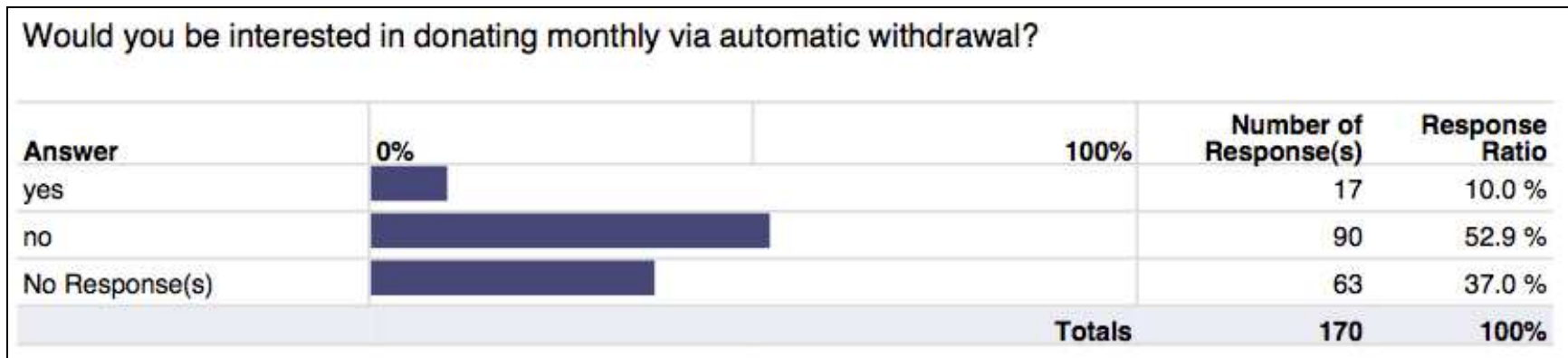
50
uncertain
\$500.00
50
\$100
N/A I live from check to check
Yes, I already do and will continue to do so.
auto repair
\$50
\$100
3
50.00
120.00
50-100
50 max
\$120
not sure
1/20 of my fixed income
not sure
\$100
?
\$10/monthly
\$10
?
300-400+
\$50 minimum

--End of written responses for question 14--

15. Would you be interested in donating monthly via automatic withdrawal?

	Number of Response(s)	Response Ratio
yes	17	10.0%
no	90	52.9%
No Responses	63	37.0%
Total	170	100%

Bar graph for question 15:



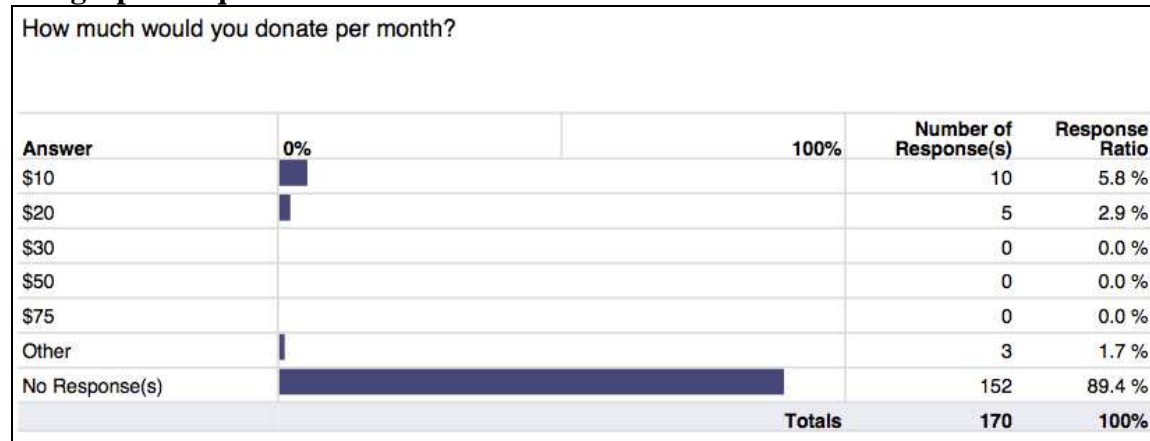
16. How much would you donate per month?

	Number of Response(s)	Response Ratio
\$10	10	5.8%
\$20	5	2.9%
\$30	0	0.0%
\$50	0	0.0%
\$75	0	0.0%
Other	3	1.7%
No Responses	152	89.4%
Total	170	100%

Other responses:

25
\$5
\$ 40.00

Bar graph for question 16:



17. Thinking as an individual and knowing that Access Tucson is now working with a budget that has been reduced by 60% from last year, please rank which current services or programs should take priority in 2010-11.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	rank the following ten services from 1 to 10 with 1 being the most valuable									
	1	2	3	4	5	6	7	8	9	10
production classes	22 16%	34 25%	16 12%	20 15%	12 9%	17 13%	7 5%	2 1%	0 0%	4 3%
individual access to production equipment	17 13%	22 16%	27 20%	18 13%	8 6%	14 10%	12 9%	6 4%	8 6%	2 1%
free public internet computers	4 3%	9 7%	6 4%	6 4%	7 5%	10 7%	7 5%	15 11%	28 21%	42 31%
cablecast of local programs	28 21%	17 13%	17 13%	12 9%	18 13%	15 11%	15 11%	4 3%	4 3%	4 3%
cablecast of programs produced outside Tucson	11 8%	9 7%	3 2%	4 3%	9 7%	10 7%	17 13%	32 24%	19 14%	20 15%
on-line Access Tucson news, information and program guide	8 6%	6 4%	10 7%	19 14%	21 16%	9 7%	29 22%	15 11%	11 8%	6 4%
volunteer opportunities and training	7 5%	9 7%	18 13%	26 19%	18 13%	22 16%	10 7%	11 8%	11 8%	2 1%
production services for non-profit groups and organizations	18 13%	14 10%	18 13%	19 14%	18 13%	13 10%	9 7%	14 10%	9 7%	2 1%
youth programs (training, internships, tours)	13 10%	14 10%	11 8%	9 7%	19 14%	15 11%	20 15%	19 14%	9 7%	5 4%
meeting space	6 4%	0 0%	8 6%	1 1%	4 3%	9 7%	8 6%	16 12%	35 26%	47 35%

Bar graph for question 17:

Thinking as an individual and knowing that Access Tucson is now working with a budget that has been reduced by 60% from last year, please rank which current services or programs should take priority in 2010-11.

1 = rank the following ten services from 1 to 10 with 1 being the most valuable

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
production classes											134	3.6
individual access to production equipment											134	4.2
free public internet computers											134	7.5
cablecast of local programs											134	4.1
cablecast of programs produced outside Tucson											134	6.8
on-line Access Tucson news, information and program guide											134	5.7
volunteer opportunities and training											134	5.1
production services for non-profit groups and organizations											134	4.6
youth programs (training, internships, tours)											134	5.4
meeting space											134	8.0

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

18. This time, thinking as part of the larger community and knowing that Access Tucson is now working with a budget that has been reduced by 60% from last year, please rank which current services or programs should take priority in 2010-11.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	rank the following ten services from 1 to 10 with 1 being the most valuable									
	1	2	3	4	5	6	7	8	9	10
production classes	17 13%	22 17%	19 15%	25 19%	13 10%	9 7%	9 7%	8 6%	4 3%	3 2%
individual access to production equipment	11 9%	18 14%	23 18%	20 16%	17 13%	8 6%	14 11%	7 5%	9 7%	2 2%
free public internet computers	7 5%	10 8%	4 3%	9 7%	11 9%	12 9%	9 7%	7 5%	27 21%	33 26%
cablecast of local programs	32 25%	16 12%	13 10%	11 9%	12 9%	15 12%	10 8%	10 8%	9 7%	1 1%
cablecast of programs produced outside Tucson	5 4%	4 3%	7 5%	4 3%	9 7%	9 7%	14 11%	26 20%	19 15%	32 25%
on-line Access Tucson news, information and program guide	10 8%	11 9%	15 12%	13 10%	13 10%	9 7%	16 12%	25 19%	11 9%	6 5%
volunteer opportunities and training	5 4%	8 6%	14 11%	24 19%	14 11%	26 20%	20 16%	8 6%	8 6%	2 2%
production services for non-profit groups and organizations	21 16%	19 15%	16 12%	10 8%	19 15%	14 11%	10 8%	12 9%	6 5%	2 2%
youth programs (training, internships, tours)	17 13%	17 13%	14 11%	10 8%	16 12%	18 14%	15 12%	13 10%	6 5%	3 2%
meeting space	4 3%	4 3%	4 3%	3 2%	5 4%	9 7%	12 9%	13 10%	30 23%	45 35%

Bar graph for question 18:

This time, thinking as part of the larger community and knowing that Access Tucson is now working with a budget that has been reduced by 60% from last year, please rank which current services or programs should take priority in 2010-11.

1 = rank the following ten services from 1 to 10 with 1 being the most valuable

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
production classes											129	4.1
individual access to production equipment											129	4.5
free public internet computers											129	6.9
cablecast of local programs											129	4.2
cablecast of programs produced outside Tucson											129	7.3
on-line Access Tucson news, information and program guide											129	5.6
volunteer opportunities and training											129	5.3
production services for non-profit groups and organizations											129	4.4
youth programs (training, internships, tours)											129	4.8
meeting space											129	7.9

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

19. If funding were available, what new services would you like to see Access Tucson offer to you?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	rank the following ten new services from 1 to 10 with 1 being the most valuable									
	1	2	3	4	5	6	7	8	9	10
Internet services like Facebook, Twitter, YouTube and making your own website	18 16%	13 11%	7 6%	9 8%	11 10%	4 3%	7 6%	8 7%	7 6%	31 27%
Photoshop/Image processing	12 10%	12 10%	16 14%	13 11%	14 12%	18 16%	8 7%	11 10%	9 8%	2 2%
Green Screen/Special effects	11 10%	13 11%	14 12%	17 15%	10 9%	11 10%	8 7%	8 7%	13 11%	10 9%
Digital Storytelling	7 6%	9 8%	15 13%	14 12%	19 17%	14 12%	16 14%	12 10%	7 6%	2 2%
Scriptwriting and Directing	13 11%	16 14%	19 17%	11 10%	12 10%	15 13%	12 10%	9 8%	6 5%	2 2%
Audio (Radio, music recording, etc.)	9 8%	10 9%	11 10%	12 10%	12 10%	14 12%	13 11%	13 11%	16 14%	5 4%
Animation	4 3%	8 7%	5 4%	13 11%	15 13%	18 16%	20 17%	16 14%	8 7%	8 7%
Curated blocks of programming on the channels	7 6%	13 11%	6 5%	7 6%	5 4%	8 7%	14 12%	22 19%	18 16%	15 13%
After-school programs	12 10%	7 6%	15 13%	9 8%	10 9%	7 6%	10 9%	4 3%	19 17%	22 19%
Fee-for-service production for businesses, arts and music, information	22 19%	14 12%	7 6%	10 9%	7 6%	6 5%	7 6%	12 10%	12 10%	18 16%

Bar graph for question 19:

If funding were available, what new services would you like to see Access Tucson offer to you?

1 = rank the following ten new services from 1 to 10 with 1 being the most valuable

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
Internet services like Facebook, Twitter, YouTube and making your own website											115	5.8
Photoshop/Image processing											115	4.9
Green Screen/Special effects											115	5.2
Digital Storytelling											115	5.2
Scriptwriting and Directing											115	4.6
Audio (Radio, music recording, etc.)											115	5.6
Animation											115	6.0
Curated blocks of programming on the channels											115	6.4
After-school programs											115	6.0
Fee-for-service production for businesses, arts and music, information											115	5.3

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

20. If funding were available, what new services would you like to see Access Tucson offer to the community?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	rank the following ten new services from 1 to 10 with 1 being the most valuable									
	1	2	3	4	5	6	7	8	9	10
Internet services like Facebook, Twitter, YouTube and making your own website	28 24%	16 14%	15 13%	7 6%	4 3%	5 4%	4 3%	6 5%	3 3%	30 25%
Photoshop/Image processing	1 1%	11 9%	14 12%	17 14%	23 19%	14 12%	11 9%	12 10%	12 10%	3 3%
Green Screen/Special effects	6 5%	6 5%	10 8%	12 10%	9 8%	9 8%	18 15%	17 14%	13 11%	18 15%
Digital Storytelling	7 6%	11 9%	5 4%	14 12%	15 13%	21 18%	17 14%	12 10%	13 11%	3 3%
Scriptwriting and Directing	4 3%	12 10%	13 11%	13 11%	15 13%	23 19%	15 13%	13 11%	7 6%	3 3%
Audio (Radio, music recording, etc.)	7 6%	9 8%	10 8%	10 8%	14 12%	15 13%	16 14%	18 15%	14 12%	5 4%
Animation	2 2%	6 5%	5 4%	12 10%	13 11%	19 16%	17 14%	17 14%	16 14%	11 9%
Curated blocks of programming on the channels	7 6%	9 8%	12 10%	14 12%	14 12%	3 3%	9 8%	12 10%	20 17%	18 15%
After-school programs	26 22%	17 14%	23 19%	11 9%	8 7%	4 3%	5 4%	6 5%	12 10%	6 5%
Fee-for-service production for businesses, arts and music, information	30 25%	21 18%	11 9%	8 7%	3 3%	5 4%	6 5%	5 4%	8 7%	21 18%

Bar graph for question 20:

If funding were available, what new services would you like to see Access Tucson offer to the community?

1 = rank the following ten new services from 1 to 10 with 1 being the most valuable

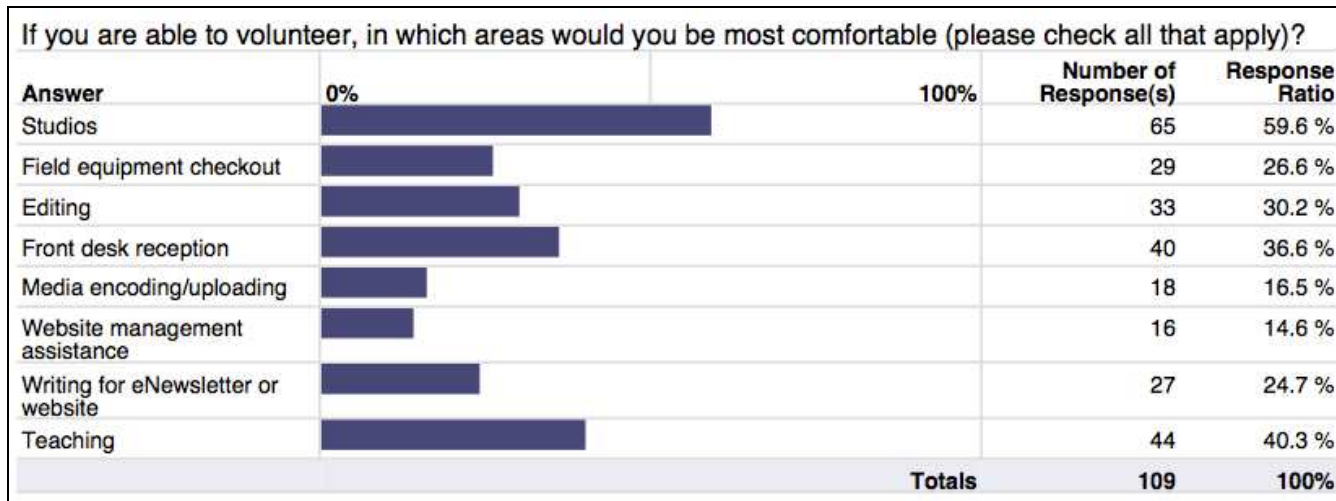
Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
Internet services like Facebook, Twitter, YouTube and making your own website											118	5.0
Photoshop/Image processing											118	5.4
Green Screen/Special effects											118	6.4
Digital Storytelling											118	5.6
Scriptwriting and Directing											118	5.4
Audio (Radio, music recording, etc.)											118	5.8
Animation											118	6.5
Curated blocks of programming on the channels											118	6.1
After-school programs											118	4.1
Fee-for-service production for businesses, arts and music, information											118	4.6

*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

21. If you are able to volunteer, in which areas would you be most comfortable (please check all that apply)?

	Number of Response(s)	Response Ratio
Studios	65	59.6%
Field equipment checkout	29	26.6%
Editing	33	30.2%
Front desk reception	40	36.6%
Media encoding/uploading	18	16.5%
Website management assistance	16	14.6%
Writing for eNewsletter or website	27	24.7%
Teaching	44	40.3%
Total	109	100%

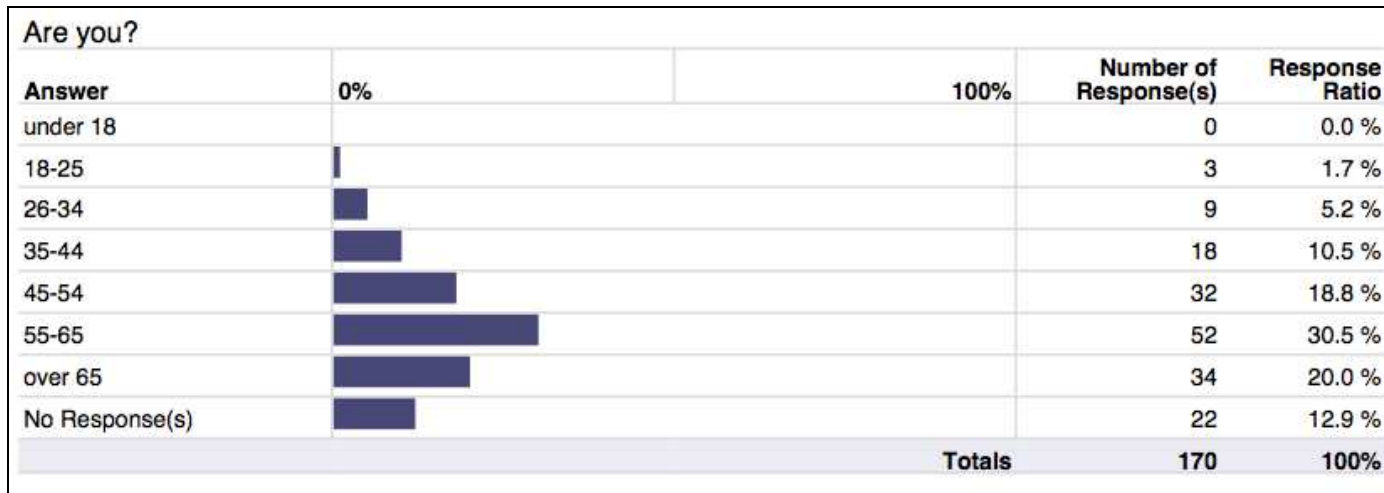
Bar graph for question 21:



22. Are you?

	Number of Response(s)	Response Ratio
under 18	0	0.0%
18-25	3	1.7%
26-34	9	5.2%
35-44	18	10.5%
45-54	32	18.8%
55-65	52	30.5%
over 65	34	20.0%
No Responses	22	12.9%
Total	170	100%

Bar graph for question 22:



23. What ethnic group do you identify with?

	Number of Response(s)	Response Ratio
Native American	2	1.1%
Anglo	101	59.4%
Asian	1	<1%
Black	9	5.2%
Hispanic	9	5.2%
Other	22	12.9%
No Responses	26	15.2%
Total	170	100%

Other responses:

- _____ American
- _____ Global Citizen
- _____ Why ?
- _____ Earthling, screw separation. :o|
- _____ Caucasian but not Anglo
- _____ All of them!
- _____ Mutt
- _____ Jewish
- _____ refuse to answer
- _____ Human Race
- _____ mixed
- _____ Irish-American
- _____ All
- _____ No Answer
- _____ American
- _____ all, if there is respect
- _____ human race

We are all people who God's son died for. I'm a Christian.

xxx

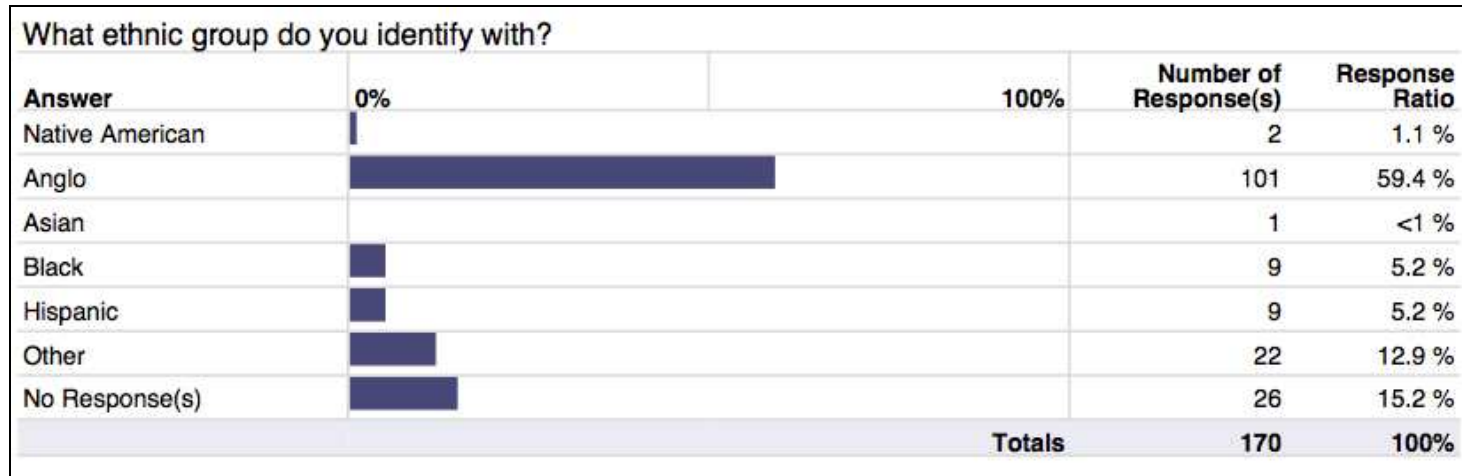
xxx

xxx

Celtic

--End of written responses for question 23--

Bar graph for question 23:



24. What languages are spoken in your home? (please check all that apply)

	Number of Response(s)	Response Ratio
English	140	97.2%
Spanish	7	4.8%
Other	9	6.2%
Total	144	100%

Other responses:

Unfortunately English only. :o(

Cantonese

Russian

Gaelic

German

Italian

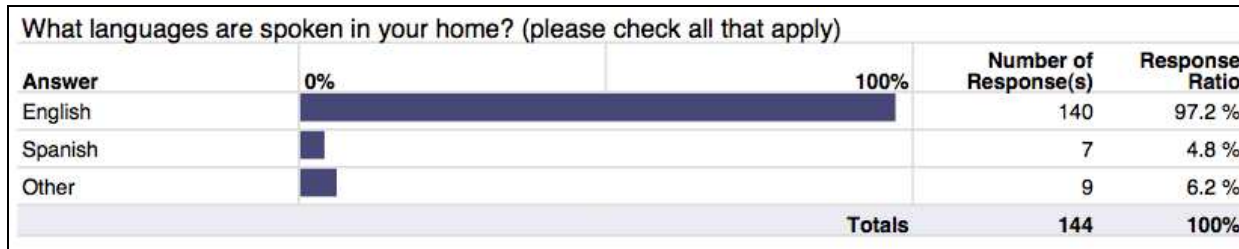
No Answer

xxx

xxx

--End of written responses for question 24--

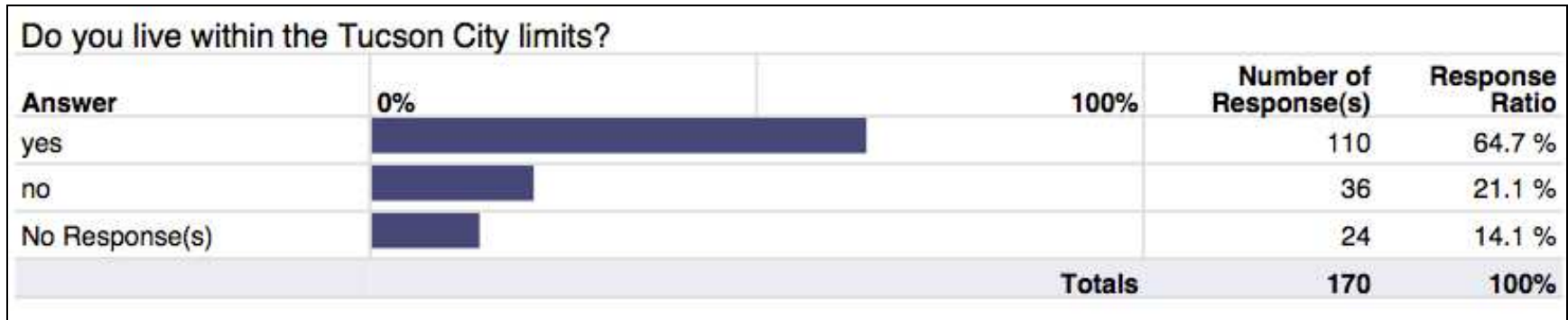
Bar graph for question 24:



25. Do you live within the Tucson City limits?

	Number of Response(s)	Response Ratio
yes	110	64.7%
no	36	21.1%
No Responses	24	14.1%
Total	170	100%

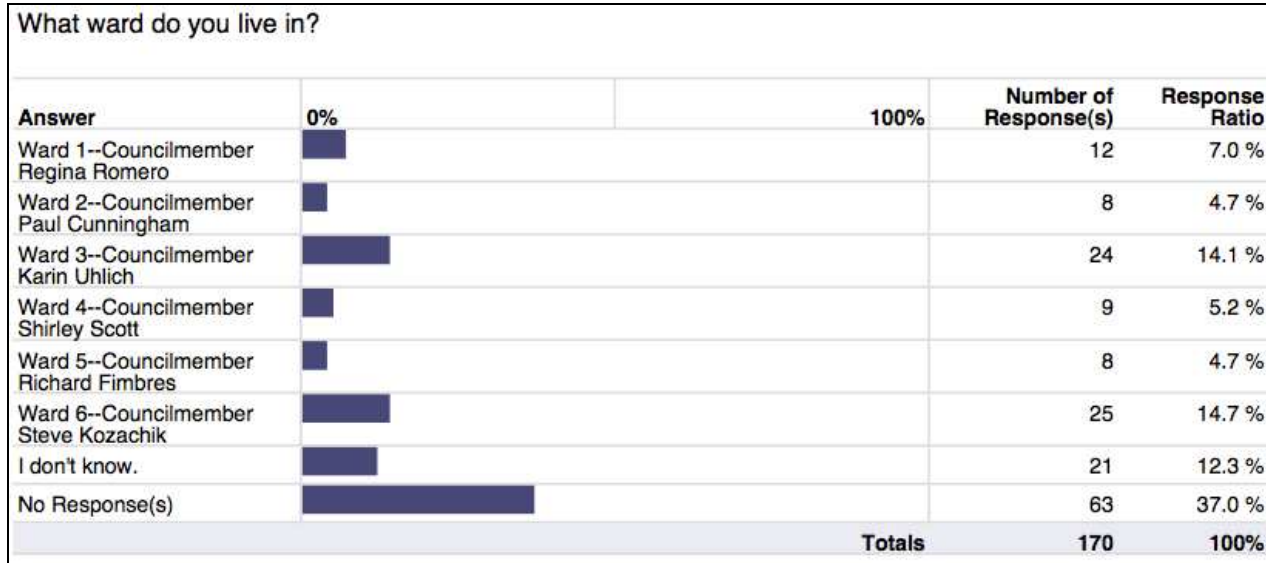
Bar graph for question 25:



26. What ward do you live in?

	Number of Response(s)	Response Ratio
Ward 1--Councilmember Regina Romero	12	7.0%
Ward 2--Councilmember Paul Cunningham	8	4.7%
Ward 3--Councilmember Karin Uhlich	24	14.1%
Ward 4--Councilmember Shirley Scott	9	5.2%
Ward 5--Councilmember Richard Fimbres	8	4.7%
Ward 6--Councilmember Steve Kozachik	25	14.7%
I don't know.	21	12.3%
No Responses	63	37.0%
Total	170	100%

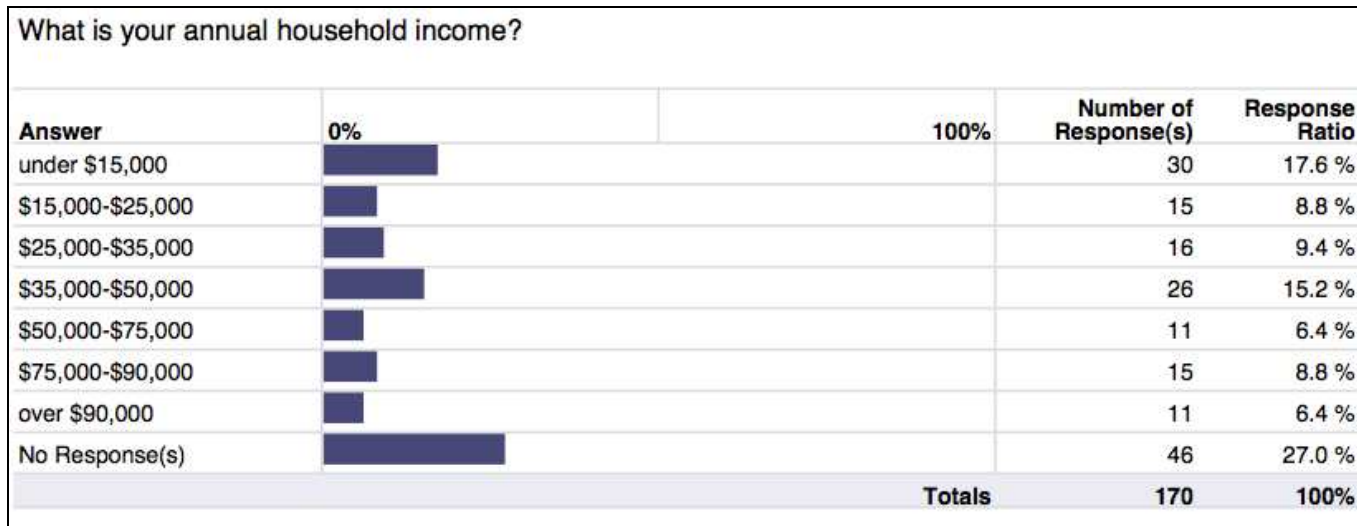
Bar graph for question 26:



27. What is your annual household income?

	Number of Response(s)	Response Ratio
under \$15,000	30	17.6%
\$15,000-\$25,000	15	8.8%
\$25,000-\$35,000	16	9.4%
\$35,000-\$50,000	26	15.2%
\$50,000-\$75,000	11	6.4%
\$75,000-\$90,000	15	8.8%
over \$90,000	11	6.4%
No Responses	46	27.0%
Total	170	100%

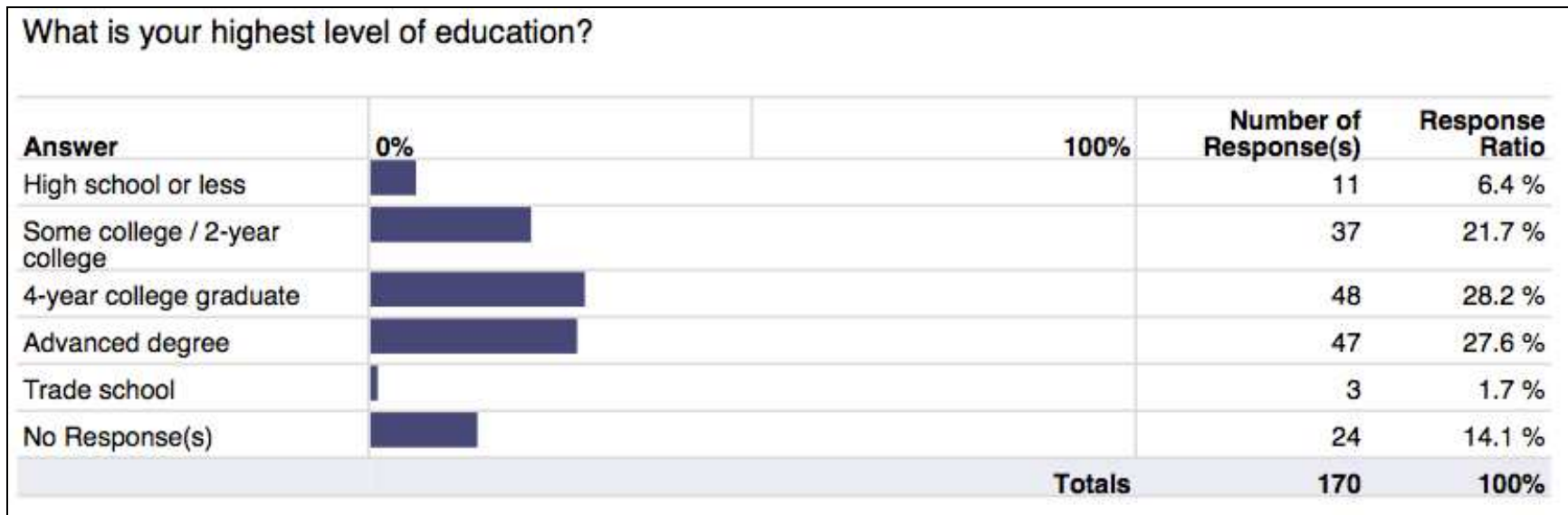
Bar graph for question 27:



28. What is your highest level of education?

	Number of Response(s)	Response Ratio
High school or less	11	6.4%
Some college / 2-year college	37	21.7%
4-year college graduate	48	28.2%
Advanced degree	47	27.6%
Trade school	3	1.7%
No Responses	24	14.1%
Total	170	100%

Bar graph for question 28:



29. Please use this space for any additional comments.

41 Response(s)

In these turbulent economic times I think it is important for Access Tucson to stick to the essentials like Channel 12 programming only. The City Council meetings, things to do in our city, ways to volunteer within the city, neighborhood meetings announcements, and local programming are the best ways for residents to keep in touch with what is going on in our community.

Access Tucson should consider investing in going HD. All of the broadcast stations have already gone (KOLD, KVOA) or are going to (KGUN, KMSB) go HD. Perhaps there could also be a Trinity system in Studio B and the truck and some Chyron graphics in studios A, B, and the truck, some Quantel graphics in studios A, B, and the truck, some Quanta graphics in studios A, B, and the truck, and perhaps the checkout cameras could go HD, too. Oh, and an Avid editing system for the computers in addition to Final Cut Pro and Final Cut Express.

I believe Access Tucson is having trouble gaining funding because there is a world wide public access channel now called the World Wide Web.

What can be done about that?

Perhaps branching out more into facilitating and training local people to communicate globally by way of Youtube, Skype, Facebook, etc. The cable companies are nothing compared to those platforms.

Beef up Access Tucson's internet presence. Is there a studio in the box for the internet available? Are their expert advisors who can show people how to get the best out of their programming on the internet?

Teaching local people what to do with their ability to communicate with the world might make a new niche for access.

ACCESS Tucson must be open to the entire community. Still, I wish ACCESS Tucson could help its community producers to raise the level of quality of their shows--technical quality, writing, theatrical quality, community interest.

I respect your hands-off policy, and your readiness to help when producers ask for your help. Still, many ACCESS shows seem pure ego, but perhaps not intentionally so, and I wonder whether your producers would be willing to accept some coaching and directing just to improve the way their messages get across to help them think about what the audience might want.

And I wish that the ACCESS Tucson staff could find practical ways to encourage their best producers to do more shows. The best example is Ghetto Gourmet--everybody I know wishes that Gregory Reed would do many more shows.

I will probably not use any of the proposed new services, so could not rank them. Income reported does not represent my standard of living, as I have investments and some inherited money that does not count officially as income, but provides for comfortable living and travel expenses.
I think alternative media will become more and more important as corporate control over mainstream media increases.
You are asking way too many questions which are not pertinent and not enough which are !
The city council should be sent to a re-education camp to reinstall all human values that they currently collectively do not exhibit. "They" are the problem and knot Access Tucson. My question to "them" is "At what percentage point of any city's budget does it become a Police State?" May I suggest 40% max and these nefarious bastards have dedicated 63% and climbing. Will this necessitate in me acquiring some jackboots and goose-stepping if I come to use Access Tucson facilities? Pissed off at these common political criminals doesn't even scratch the surface of my ire & loathing of these corporate scum sucking pimps. Thank you for ALL you do butt the raping and neutralization of Access Tucson is now part of the legacy in this faux Democrap alcove in this fascist fundamentalist blood red racist state.
<p>Profound & thoughtful quotes: http://www.blackcrayon.com/library/quotes/ http://www.positiveatheism.org/hist/quotes/russell.htm</p>
I completed this form because I have watched Access deal with City budget cuts year after year and continue to survive and thrive. Access proved that out of adversity comes our greatest strength.
Live, local programming is what separates Access from other media outlets like youtube or Ch12. Without local, live access I do not see a need for Access in Tucson.
Glad that you survived the cuts and have a plan involving education. I would love to get more involvement in Access for our school and look forward to doing just that in the future!
Comcast does not offer any Free Speech TV in it's Basic price level. So unless the change is made to one of the dish services those programs are not available to those of us who only have basic. I do not know about the more expensive levels.
I think Access TV would be providing a valuable service to have more Free Speech TV programs available. Naturally, during those hours when local programs are not being aired.
I think it would be a good idea for members/volunteers to have more involvement with the day-to-day operation of this organization, and more input in what happens to it. They are the ones it is supposed to serve. I don't support making it more about internet services: Youtube, Facebook, Twitter, etc. Those are other resources to learn how to use those programs. There aren't many resources for the community to produce quality television about what is important and relevant to them.
I'm an ACM member organization local access center manager and am happy that you have been able to move in a positive direction for the future. I didn't answer many of your questions for obvious reasons but like your survey. Best of luck with your efforts!
<p>BJ Lohmuller College Access TeleVision Fort Wayne, Indiana 260 481-6056 lohmulle@ipfw.edu</p>
Nice to see Access taking a new direction . . . hope U can figure out a way to equitably allocate broadcast time for all projects.

* consider fund raising like a major artist with local connections (Linda Ronstadt, Paul McCartney)
* consider fund raising like PBS
* consider taping Tucson Vision at night
* consider expanding into a radio station just like Access Tucson has been (community shows, member produced shows, training, classes, etc.) or changing from TV to radio to save money
* explain what happens to donations if Access Tucson ends tomorrow (that is my fear and my reason for not donating to date)
No additional comments.
I have gone to PAAA and noted that most Access stations now charge a users fee. Some of them charge a higher users fee for those who do not live inside the city limits. I Think that this is fair and am willing to pay more then what the Tucson city dwellers do.
Tyranny Sucks TTRT
I hate when bad shows are on like that black lady with the kids-was a real waste of time-I think there should be a small standard of excellence so people will see someone interesting even if they are weird it shouldn't just be kids running around looking stupid. I hate religious recruiting as well.
I have been involved with Access for almost 10 years. I have made life long friends with members and staff. I believe in free speech but I do feel that some of your show content shouldn't be aired publicly. Some of your content on shows is offensive and even gang related in videos. There have been live shows were people were on drugs and downright drunk. I can see why the city wouldn't want to promote these types of programs. Don't get me wrong, you have A LOT of good quality shows. I like the truck shoots of city wide events and performances. I like your political and even some religious shows.
Best of luck. Lisa is doing a great job.
I am looking forward to Access Tucson's living and growing in the next few years.
I am planning to be there and do what ever I can to support that happening.
Thanks for the chance to have a say in what comes next.
You should allow back buttons on this survey because I was not able to complete some screens because I went back to attempt to change an answer
I love Democracy Now!--a news organization that actually checks it's facts before reporting a story to the audience. Real depth.
I cannot live without Democracy Now and Amy Goodman and Juan Gonzales. Tucson cannot live without a public channel that is free to create. This is a living breathing democracy.
I am 79 1/2 and do not have good health. I'd rather not make more commitments at this age.
Thanks to all the staff for educating us in all aspects of tv/cable production through thick and thin times.
Access should seek funding through business sponsorship of programming similar to KUAT and other non profit media.
I think the whole goal should be re-assessed so I don't hear comments about AT such as "It's weird", "It's a religious channel." I think AT is no longer relevant to the community at large

All funding must stop. The city is not mandated to fund Access Tucson. When the city treasury has been built back up, full funding should be restored. We've all had to cut back on things we like.
I have Direct TV. When printing future surveys, please use lighter weight paper.
not able to donate or volunteer at this time
Local Tucson event coverage is most important.
I rarely watch but when I do, I watch via the website. I would donate but I have very limited income right now. Local event coverage is important.
more local event coverage
I hope Access Tucson can continue despite the budget. I feel you have something of value. Let's keep it going.
Highest priority should be on keeping the Broadway building and making full use of it as a community hub. Secondly, empower people in communications and broadcast programs over the internet.
I don't watch the channels right now but I am getting a computer soon. I thank you all very much and I hope I draw you closer to God then away. You know I certainly don't want to draw no one away, but closer to our Lord and only savior Jesus. May God richly bless us all.
no job, no money. Became a member to support by numbers of people in membership. If you charge as I have heard I will not be able to afford membership support by the numbers as I am on a very fixed income and just barely make my bills, food and roof over my head.
Access Tucson is not available where I live-in the county. I wish it were available through dish network.

--End of written responses for question 29--