

CITY OF TUCSON

PEG COMMUNITY NEEDS ASSESSMENT *REPORT*

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EXECUTIVE SUMMARY

Consultant Holly Hansen performed a community needs assessment in 2006 regarding Tucson's needs and interests related to PEG (Public, Educational, and Governmental) facilities, equipment, programming and channels to assist the City of Tucson in its preparation for a license renewal with Cox Communications. As part of this assessment, the consultant conducted 14 focus groups during June and October, with participants representing 41 community organizations. Participants completed written questionnaires as part of the focus group process. Additionally, five interviews were conducted with the PEG entities in person and by phone in June, August and September. The needs assessment did not examine the need or interest in "institutional network" facilities and equipment. The analysis focused on PEG channels provided to subscribers, although some information was obtained regarding the City's digital public safety channel, which is available primarily to public safety personnel.

Based on the work performed:

- There is a significant need and interest in public, educational and government access channels, facilities, equipment and financial support.
- While some channels rank higher than others, there is a significant need and interest in all of the analog PEG channels provided to subscribers. If adequate support is provided, usage can be expected to grow. Based on current usage, a temporary reduction of one PEG channel could be justified, if other needs and interests are satisfied.
- There is a substantial need and interest in maintaining current levels of support in real dollars, and strong support for *increasing* the current levels of support.
- There is a significant need and interest in taking advantage of new cable technologies to enhance existing PEG operations.

The support for PEG and the need and interest in maintaining or enhancing current levels of support is reflected in several of the responses to questionnaires and comments made during focus group discussions. For example, every PEG channel was ranked by at least 80 percent of the questionnaire respondents as either "Very Important" or "Important." Ninety-six percent said funding for PEG was "Very Important" or "Important." When asked how much of their cable bill they would allocate for the funding of local access operations and channels, 65 percent indicated they would pay \$1.01 or more per month. There was strong support for the continued existence of the PEG channels, with the City's Channel 12 receiving first place.

During focus groups, PEG channels were described as providing a means of "holding a mirror up to the community" and "giving it a sense of itself that it wouldn't have any other way." This was so even though some respondents were not familiar with programming on all of the channels (some indicated that they were unaware of Access Tucson, the entity responsible for managing public access in Tucson). Things that would make the access channels less valuable to questionnaire respondents included: if subscribers had to pay substantially more to receive the

channels (90%), if existing facilities and equipment were cut back (86%) and if existing facilities were limited or cut back (85%). There was interest in an interactive approach so people could watch “what they wanted when they wanted” and approximately half of the participants indicated that Video on Demand was desirable when asked this question in various ways.

Given the needs and interests expressed in the focus groups, we developed specific estimates for equipment and facilities capital funding over an estimated ten-year license term, assuming PEG access continues to be provided in a manner similar to the way it is provided now, and assuming no growth in usage. A general guideline to keep in mind is that equipment life is estimated at 3, 5, 7, and 10 year cycles based on the type of equipment, its quality, and its use. If the same amount of equipment is to be provided in the next ten-year license term, the current equipment will need to be replaced at least once if not two or three times. Production trends are changing as the U.S. is moving to a High Definition (HD) world. This affects PEG needs related to equipment and channels. The number and type of PEG channels (such as analog, digital, on demand, or HD) must be viewed from a balanced perspective that includes how many hours of programming are being produced and/or programmed, the cost of the various tiers of service to the viewer, and the need to serve as broad a range of viewers and income levels as possible.

Although participants identified areas where change and improvement may be required, it is clear that the Tucson community represented by these focus groups values, uses, or plans to use the local cable equipment, facilities, and channels as a means to connect to the community, provide information, deliver education, and promote local organizations and events.

INTRODUCTION

Consultant Holly Hansen performed a community needs assessment in 2006 regarding Tucson's needs and interests related to PEG (Public, Educational, and Governmental) facilities, equipment, programming and channels to assist the City of Tucson in its preparation for a license renewal with Cox Communications. As part of the assessment, 14 focus groups were conducted in Tucson during June and October. Focus group participants completed written questionnaires as part of this process. Additionally, five interviews were conducted with the PEG entities in person and by phone in June, August and September.

Eight focus groups were conducted from June 20 – June 22, 2006 and six focus groups were conducted from October 25 – 27, 2006. It was decided to conduct the additional groups in October to ensure that as broad a cross section of the community as possible was represented in the focus groups. The focus groups were attended by approximately 90 people representing 41 organizations. The groups were attended by representatives from non-profit organizations, arts and cultural organizations, educational institutions, city and county government, organizations serving youth, seniors, and minorities, religious organizations, and producers from Access Tucson. Some participants attended as individuals, not representing an organization. Each session consisted of a short presentation by Ms. Hansen regarding cable renewal and technology issues, a two part written questionnaire, and a focused discussion related to specific questions asked by Ms. Hansen.

In the focused discussions, participants were asked to: 1) describe any benefits of local programming/PEG access, 2) list issues facing the community and their organizations, 3) think about how local programming/PEG might address those issues, 4) imagine how their organizations might use video communications in the future, 5) describe barriers to the use of PEG facilities and channels, and 6) prioritize a list of issues related to PEG. The audio of these discussions was recorded, and flip chart notes of the sessions were taken and are included as an attachment to this report. In some of the sessions participants prioritized certain responses; this did not occur in all groups primarily due to time constraints, especially with larger groups.

The data gathered from the written questionnaires was entered into a spreadsheet and all data entered was verified for accuracy. There were 88 responses to Part One of the questionnaire and 84 responses to Part Two. The ranked results of the questionnaire responses appear in Attachment B to this report. A Likert Scale was applied to questions that asked respondents to rank their answers (e.g. from "Very Important" to "Not Important At All"). This scale, in addition to the response percentages provides further clarification of the relative importance of some issues.

In addition to the focus groups, in-person interviews and facility tours were conducted in June with staff from the City of Tucson's Channel 12 and Access Tucson. Telephone interviews were held with representatives from Pima Community College; the University of Arizona; and the Tucson Unified School District, whose studio facility was toured in October. The interviews and tours provided information regarding how these PEG entities program their channels, what type of equipment they have and how it is used, the general condition of their facilities, their

missions, goals, priorities, etc. Several documents were reviewed in the process as well, including annual reports, strategic plans, surveys, annual budgets and financial audits, programming statistics, equipment inventories, promotional materials, and ten year equipment plans. The consultant also conducted research regarding video trends and held discussions with video professionals and engineers regarding these trends and attendant costs. Discussions with an architect and commercial real estate developer were also held to identify general costs associated with commercial facility renovation.

After reviewing and analyzing the data and information collected from the above processes, the consultant developed a list of community needs and interests related to PEG programming, channels, equipment and facilities. The report contains a detailed analysis of capital equipment budgets for public and government access operations, and a more limited analysis of additional capital requirements for schools. The report does not include a specific estimate for operating budgets for the next license term, but the analysis suggests that if anything, an increase in operating support levels is justified to meet the needs and interests of the community.

PEG ACCESS OVERVIEW

Tucson is served primarily by a cable system owned by Cox Communications, although a small portion of the City is served by a cable system owned by Comcast. The discussion that follows will focus primarily on PEG access channels and services on the Cox system, as the City is considering Cox' request for renewal of its cable system license.

There are nine PEG (Public, Educational, and Governmental) access channels programmed on the Tucson cable system owned by Cox Communications. These channels are operated by five entities: the City of Tucson, Access Tucson, Tucson Unified School District (TUSD), Pima Community College (PCC), and the University of Arizona (UA). This report will address the eight channels that are programmed by the PEG entities and available generally to residential subscribers. The ninth channel is a digital channel that is used by the City of Tucson for internal public safety communications. It is scrambled, so it is not viewable by ordinary residential subscribers.

The channel locations operated by the PEG entities and the general type of programming they carry appear in the table below.

CHANNEL #	MANAGING ENTITY	PROGRAMMING
12	City of Tucson	Government, Community
19	University of Arizona	Educational, Cultural
20	TUSD	Educational, Students
95	Pima Community College	College courses
96	Pima Community College	College courses
97	Access Tucson	Public, Community
98	Access Tucson	Public, Community
99	Access Tucson	Staff, Public, Community
Digital city channel 875	Internal public safety channel	Internal communications

Each PEG entity has some type of its own studio, field, editing, and playback equipment although the equipment varies in age, quality, and condition among the entities. The purpose of the programming on each channel also varies, depending on the programming entity (e.g. educational, community, governmental), but localism is an important element across all of the channels. Localism in this context refers not only to locally produced programming, but also to curated non-local programming that is sponsored by local individuals or organizations. Examples include the for-credit courses offered by PCC on its channels, satellite feeds from various sources on the channel programmed by the UA that support K-12 students, parents, and teachers such as teaching reading and math. Other programs scheduled by the UA and TUSD such as those from Classic Arts Showcase, Deutsche Welle, NASA, and the Annenberg Channel, enhance course offerings by TUSD, PCC and the UA. In addition to this type of programming, PCC also produces local programming, such as its weekly *Conversations with the Chancellor* and the UA produces local programming such as *Do The Math!* which is aimed at helping K-12 students and parents learn math.

The City of Tucson and Access Tucson have an emphasis on locally-produced programming on their channels. The City provides information about city government, including live council meeting coverage, and seeks to promote community organizations and events through other programming it produces. Access Tucson provides training, equipment, and facilities to community organizations and individual producers to create a wide range of community-based programming on its channels. The staff also produces programming about local topics, issues, and events. There are collaborations between staff and volunteers to produce and facilitate programming. Programming includes coverage of community events like La Fiesta de Los Vaqueros, Juneteenth, Viva Arizona, political debates, discussions about community issues and organizations on *Local Matters*, church and synagogue services. There is a significant amount of Spanish language programs, and a variety of programming produced by Access Tucson producers.

City Channel 12 and Access Tucson both receive funding from PEG fees and license fees for their capital needs and operating expenses. The educational entities receive no funding (or very limited funding) for their equipment or programming operations through the cable license and support these expenses from their own budgets. The educational access entities state that funding has been a challenge and has had an impact on the amount of programming they are able to produce locally. TUSD states that its channel was dark for two years due to a lack of funding, and is now back up and running, although funding remains an ongoing concern. Despite receiving license fees and capital grants from Cox, funding also has been an issue for Access Tucson. It experienced significant funding cuts from 2002-2005 which required it to reduce staff size, reduce operating hours, and scale back and/or defer capital expenditures for equipment replacements and upgrades. Capital investments have been limited among the educational access entities as well. Although in good condition and well maintained considering its age, the equipment in the studio used for the UA cable channel is analog and dates back to approximately 1990. The control room equipment in the TUSD studio used by staff to produce programming for the K-12 channel is inoperable and dates back to 1987. The UA has another up-to-date digital/HD studio facility that is used by KUAT, its public broadcasting station, which is broadcast and cablecast in HD. The TUSD has studios located in two high schools, but these facilities are used for classes and projects by video/media students, and are not readily available for use by TUSD media staff. Students generate some programming for the TUSD channel, primarily in the form of video poetry and other short video projects.

Access Tucson has two studios: Studio A is a large soundstage studio that can accommodate a large production or a studio audience of up to 100 people. Studio B is smaller and used as a “hot studio” that enables producers to make live or recorded programs with minimal crews of one to two people. Access Tucson replaced its studio cameras, lighting, and some control room equipment within the last five years, but much of the control room equipment for both studio control rooms dates back to the mid to late 1990’s. The City of Tucson and PCC have the newest studio facilities which are mostly digital and approximately five and three years old, respectively.

In addition to studio production, another form of multi-camera production is mobile and requires a truck or van which acts as the control room. The City uses a 1985 production truck to record

weekly City Council meetings and other programs. Although the truck itself is old and in need of replacement, the equipment in the truck is newer and represents a mix of analog and digital formats. The City uses the fiber connection between City Hall and the Cox headend to transmit the weekly Mayor and Council meetings live and has used the connection at the Convention Center to transmit other live programming. Access Tucson has a 1999 analog “broadcast quality” production truck it uses and leases for large-scale productions and a smaller multi-camera “mini mobile” portable unit that is used for smaller scale productions. The truck is used most often to record “like live” programs which require little or no post production; some live remote programming has been originated from the Convention Center, Reid Park Bandshell, and Pueblo Park High School.

A variety of video field equipment and editing formats are used by the PEG access entities to produce programming in addition to the studios and vehicles mentioned above. The entities have different needs related to such things as funding levels, production expertise, (e.g. professional staff productions vs. a beginning access producer or student), and the type of programming being produced. Most field acquisition is in a digital format, although the UA still uses analog equipment and converts it to a digital format for editing. Some analog AB roll editing is still in use by Access Tucson and the UA. This linear process may work for some very simple applications, but non-linear is the most efficient and common method used today. The Standard Digital (SD) format is now widely used in video production throughout the nation (and in Tucson). However, the trend is to High Definition (HD) digital. This trend is being influenced by the FCC’s mandate that broadcasters transmit in digital by 2009. Many broadcasters are now providing an HD signal, depending on the market, and many cable companies, including Cox, are carrying HD service tiers with broadcast and satellite programming such as KUAT, ESPN and HBO being delivered simultaneously in analog or digital standard definition, as well as in HD. The Cox channel line up lists 13 HD channels.

A substantial capital investment is required to upgrade TUSD and Access Tucson equipment in order to ensure that programs can be produced effectively, and to avoid increased maintenance costs. In addition, replacement and enhancement of existing equipment is necessary in light of several technological trends:

- First, it will be necessary to replace equipment in order to produce programming that is of a technical quality comparable to the technical quality of other video programming.
- Second, existing cable companies and new entrants into the video marketplace are shifting to digital formats. The conversion and re-conversion of signals from analog to digital and back again results in signal deterioration.
- Third, many PEG centers are beginning to distribute PEG programming via different media (including the Internet) and not just via traditional cable. Moving to digital can enhance the ability of the producers to distribute programming across many platforms.

This is not meant to minimize the importance of maintaining equipment that can handle programming in a variety of formats. Access centers have found that they must be able to accept and handle programming submitted and produced in a variety of formats. At least for the foreseeable future, this will remain the case. The PEG entities in Tucson are aware of the shift to digital technologies, and indicated a need and interest in developing a digital platform that

includes HD from acquisition through playback and transmission to the Cox headend. The HD 16:9 format is becoming the new standard in the video industry and its use will continue to expand and replace (or at least supplement) traditional 3:4 analog and digital formats. Over the long term, as the 16:9 format becomes more widely used, the 3:4 formats, particularly the analog format, will be more difficult to support.

Current playback facilities used by the PEG entities include S-VHS, DVD, live, satellite, and server-based playback. The trend has been toward server-based playback systems which provide more quality, flexibility and reliability than other methods and require less staff time. As they continue to convert their playback systems to all server based systems, the PEG entities will need more server capacity for their cablecasting and to backup their main video servers.

The final step in the production process is the transmission of programming through the link between the PEG facility and the cable company's headend. The best transmission quality is achieved through a fiber optic cable with digital transceivers and receivers. The last part of the connection to the Cox headend is via fiber, but some entities have internal network or building connections from their playback control centers that are coaxial or copper, which degrade the signal before it reaches the fiber. Signals are transmitted to the Cox headend where they are sent to an analog IRIS routing switcher and distributed to the analog PEG channels. If access channels are provided in digital SD and/or HD in the future, the transmission equipment, routing switcher and other associated transmission and headend equipment will need to be upgraded to accommodate these formats. If signals were delivered to subscribers in HD, production equipment also would need to be HD capable, from acquisition through the editing and playback processes to obtain the best quality and avoid distortions such as "pumpkin heads" when SD signals that are in a 3:4 screen aspect ratio are converted to the HD 16:9 screen aspect ratio.

The PEG access channels that are programmed on the Cox cable system in Tucson are also transmitted to Comcast, which operates in portions of Tucson, and Pima County. The channels appear on different channel locations on the Comcast system than on the Cox system. This distribution of PEG programming provides an important community link to a larger geographic area and viewing audience, and facilitates the dissemination of City and County information, educational programming, and information about community issues and events. Some of the PEG entities stated concerns about the PEG signal quality on the Comcast system and the quality of the interconnection between Cox and Comcast. The consultant discussed this issue with Lee Afflerbach of Columbia Telecommunications Corporation, who indicated that Cox is providing a good quality signal to Comcast. The quality of the connections provided by Comcast is an issue that the City may wish to address at an appropriate time, but as long as the quality of the Cox connection is maintained, and is designed to carry signals as transmitted by PEG entities, the quality of the Cox side of the interconnection does not appear to be an issue for the Cox renewal. PCC has complained of signal quality problems with its channels (95 and 96) on the Cox system. The consultant has also discussed this issue with Mr. Afflerbach, who indicated that the problem is not with the cable system itself but due to the PCC channel positions, which are subject to interference from the FM band. This interference would be especially noticeable when one uses a "cable ready" TV set and does not use a converter, which helps shield the channel from interference. Signal quality can be further impacted by the quality and condition of internal

home/building wiring. One option would be to move PCC channels to a different location that is subject to less interference.

PEG ENTITIES

In this section of the report, the consultant discusses the operations of each of the entities that manage PEG channels within the City of Tucson, identifying the mission statement, and reporting information provided by the staff of the organization regarding its operations. Statements regarding the viewer reaction to the programming are provided to show the results of some of the self-assessments performed by these entities.

CITY OF TUCSON CHANNEL 12

Mission Statement

To provide direct, non-editorial information to the citizens of Tucson concerning the mandates, programs, services, and deliberations of their City government. Programming shall consist of video, character-generated information, and webcast applications. The City's cable channels are not intended as a political forum.

Background and Programming

Channel 12 has received many awards, including four Rocky Mountain Emmy Awards during the 29th annual awards held in October 2006. The Rocky Mountain Emmy invites cable and commercial stations to participate and represents the states of Arizona, Utah, and parts of New Mexico and Wyoming. Channel 12 also has won national awards for its programming and received "Excellence in Government Programming" from NATOA (National Association of Telecommunications Officers and Advisors) in nine of the past eleven years. The staff states that it receives positive local feedback from viewers. Channel 12 also developed an Internet survey. Among other things, results indicated:

- 44% of survey respondents said Channel 12 programming encouraged them to attend a Parks & Recreation or Library event.
- 39% said it encouraged them to attend a cultural event.
- 40% said it encouraged them to attend a community meeting.

Channel 12 uses a professional staff and professional-grade equipment to produce its video product. Channel 12 does not produce as many local programming hours per year as does Access Tucson; their ratio is about 10:1 on average. This reflects the focus on production by a small group of paid professionals, as opposed to productions by volunteers and community groups relying heavily on volunteers.

Potential changes affecting City Channel 12 include the consolidation of City/County functions and departments such as libraries. The City and County are discussing the possibility of having Channel 12 provide video services for the County. Additional responsibilities of this nature could lead to requirements for more staffing or equipment, depending on the level and quality of services provided and required by both the City and the County.

Programs that currently are regularly produced by Channel 12 include the following, with the exception of Pima County Board of Supervisors meetings, which are recorded by Comcast and played on Channel 12.

- Mayor and Council meetings
- Pima County Board of Supervisors meetings
- Other community meetings
- Town Hall
- Community Calendar Graphics
- *My City* What's going on in council wards
- *Consider This* One-on-one conversation to highlight big issues and foster regional relationships
- *Rec365* Leisure activities for the entire family
- *The Beat* Includes stories outside of downtown, economic development
- *City News*
- *Conexion 12* Spanish language program
- *Pet Connection* Pet adoption program
- *Zoo News* Spotlights animals and zoo programs
- *Sonoran Style* Southwestern lifestyle magazine

Hours of programming produced by Channel 12 for the last three years are listed below.

YEAR	ORIGINAL LOCAL PROGRAMMING	ORIGINAL NON-LOCAL PROGRAMMING	TOTAL
FY 2003	460 Hours	92 Hours	552 Hours
FY 2004	443 Hours	92 Hours	535 Hours
FY 2005	391 Hours	87 Hours	473 Hours

Channels, Facilities and Equipment

Channel 12's facilities are approximately five years old and were designed with their video production needs in mind. Channel 12 has one studio, five digital field camera units and four digital edit suites. All programming is produced by staff, with some assistance from freelancers and interns. A small production truck dating back to 1985 is used for live events, including weekly Mayor and Council meeting coverage. Although the truck is old and in need of replacement, the equipment in the truck is newer. All Channel 12 equipment including field, editing, studio, and playback, is in good condition and most of it is standard definition digital. Programming on Channel 12 originates from a server at the Channel 12 facility and is digitally transmitted to the Cox headend over fiber. In addition to cablecasting programming on the Cox system, Channel 12 also webcasts programming through the City's website.

Channel 12 Priorities for Renewed License

Channel 12's staff indicated that it had the following priorities for the renewed license:

- Provide funding for capital equipment purchases
- Keep Channel 12 on Channel 12
- Provide more promotion for Channel 12 on other Cox channels (staff states that it currently gets some spots every 3 months)
- List program information on the EPG (Electronic Programming Guide)
- Keep the listings on the TV Guide Channel
- Upgrade signal processing at Cox headend with a digital switcher capable of HD.
- Improve signal quality of Cox/Comcast interconnect
- Implement Video on Demand (VOD) for Mayor and Council meetings and other Ch. 12 programming
- HDTV is a product that consumers want; it's where technology is headed. Channel 12 wants its programming to be in HD on cable system
- Upgrade programming transmission equipment to digital capable of HD when access channel(s) go digital/HD
- Would like to be part of whatever new delivery systems and platforms the cable company develops. When set top boxes become menu driven, want to be in the top level, want access so can enter data about programs
- Want whatever is available to the commercial providers for channel selection, promotion, etc. This is in the current license, needs to be kept and updated to include menuing

ACCESS TUCSON

Mission Statement

Access Tucson strives to provide the highest level of public access service to the community. We facilitate the expression of ideas, opinions, and perspectives through electronic media. Access Tucson has been fulfilling our mission since 1984.

Background

Access Tucson was established in 1983 and states it has consistently averaged 1500 active members who are involved in creating local programming. There is no cost to residents of Tucson for membership and one must be a member in order to use Access Tucson's facilities. Access Tucson offers classes in video production (field production, editing, studio production, remote/truck production) to the public and community organizations, enabling them to produce their own programs about issues and events, and provide information and promote their organizations to the community. The staff at Access Tucson also produces a limited number of staff-originated programs and provides services to organizations who can apply for "sponsorships" for remote truck productions with Access Tucson staff. In addition to providing video instruction, assistance and equipment to the public, Access Tucson provides free computers and access to the Internet and email to the public.

Access Tucson has a Master Operating Agreement (MOA) with the City that outlines the duties and responsibilities expected of Access Tucson regarding public access programming. The

MOA also provides the vehicle for capital funding and operational support for Access Tucson and authorizes it to act as an umbrella organization for community access.

Funding for Access Tucson operations has been an issue over the last four years. The organization receives the majority of its annual funding from the City, which allocates funding to Access Tucson from license fees and a PEG fee that Cox is required to pay under its license agreement with the City, and as a result of a settlement of various disputes with the City. In addition, the City provides a major form of capital support for Access Tucson by leasing it the building at 124 East Broadway Boulevard for \$1.00 for the term of the lease. Prior to 2002, Access Tucson received 40% of the Cox license fee plus approximately \$.41 per subscriber per month from the City through its Master Operating Agreement with the City. In 2002 the City changed its funding arrangement with Access Tucson and funding is now determined by the Mayor and Council on an annual basis during the City's budget process. Access Tucson had budget cuts of approximately 10% per year from FY 2002 - 2004 and received a \$300,000 cut in 2005. Approximately \$130,000 of this funding has been restored for 2006 and an additional \$100,000 has been requested for 2007-2008. Access Tucson responded to the budget cuts by cutting back on facility hours, deferring certain equipment purchases, and reducing the number of staff. Access Tucson reports that these changes and budget reductions have had a negative impact on the organization's ability to fulfill its mission and plan for the future. The cutback in hours has led to a reduced number of facilitation appointments at the beginning of a project. Those appointments are necessary to allow staff to map out a project with producers, identifying timelines, equipment, studio and crew needs, and so on. The bottleneck in facilitation appointments has had the additional impact of creating a longer waiting period for projects to begin and for equipment and facilities.

The table below is a compilation of selected data from Access Tucson's annual reports over the past five years. Hours of first-run local programming are relatively consistent over this period. The studio hours, equipment check outs, editing, and remote productions represent equipment that is used to produce these local programs.

DESCRIPTION	2001	2002	2003	2004	2005
Visits to Access Tucson facility	18,160	19,434	22,382	18,241	16,965
Organizations served	150	155	169	161	167
Training courses held	138	178	141	107	110
People trained	821	874	946	662	619
Training certifications issued	963	1,005	1,074	780	721
Studio hours	7,089	5,644	4,040	3,590	3,380
Equipment check outs	819	571	448	615	540
Editing hours	8,552	12,023	10,471	8,757	8,328
Remote productions	30	28	28	22	28
First-run local programming	3,565	3,571	3,803	3,184	3,041
Volunteer hours donated	2,943	2,978	2,860	2,728	2,803
Active members	1,539	1,780	1,561	1,436	1,206
Internet users	2,856	3,893	4,185	2,751	4,255

Programming

Access Tucson programs three channels (97, 98, and 99) on the Cox cable system. The channels do not have distinct identities, although Channel 99 shows staff-originated and other curated programming from 6:00 P.M. – 12:00 A.M. There is a wide range of programming, produced by a diverse group of community organizations and individuals. Programming includes religious programs, health-related programs, event coverage, arts and cultural programming, coverage of local elections and issues, and programming by and for youth, and seniors. Access Tucson also produces a show titled “*Local Matters*” which highlights community organizations and issues. A random sample of program titles from part of one day appears below and is indicative of the variety of programs on Access Tucson’s channels.

<i>New World Border</i>	<i>Arizona’s People</i>
<i>Love Thy Neighbor</i>	<i>FaLun Gong: Serial 223</i>
<i>Saturday Morning Breakfast Club</i>	<i>Diwaniya: Wounds</i>
<i>United Nation of Islam</i>	<i>Conversations: Kids Unlimited</i>
<i>More about the Baha’i Faith</i>	<i>Debra’s Shorts: New Math - Humorous Skit</i>
<i>Space Trouble</i>	<i>Tucson, Let’s Get Along: Dia de Los Muertos</i>
<i>The Freedom of Art</i>	<i>IndyMedia Presents: VFP Convention</i>
<i>Music Moon</i>	<i>Assistance League of Tucson</i>
<i>Arizona: Sonora Desert Museum</i>	<i>Yuma Pictures: Dillinger Days</i>

Channels, Facilities and Equipment

Programming is cablecast from the Access Tucson facility using a combination of digital servers and other video formats including S-VHS and DVC Pro over fiber to the Cox headend. In addition to cablecasting programs on the Cox and Comcast systems, Access Tucson streams programming over the Internet. Access Tucson also has capacity on the Cox cable system for operating a radio station, but it is not being programmed and Access Tucson has stated that it does not have a need for a radio station of its own.

Access Tucson operates out of an approximately 19,000 square foot facility located on the edge of the Rio Nuevo district in downtown. Access Tucson moved into this building in 1987. The facility, which is leased from the City, has one large studio (35x24) that can accommodate large scale productions or audiences of up to 100 people, and one small studio (25x25) that can be operated with as few as one or two people. In addition, there are eleven digital and one analog edit stations, seven digital field camera systems and one analog camcorder. The building also contains staff office space, a conference room, playback area, equipment check out, storage and repair areas, a “green room,” lobby, and an area where six computers are available to the public and provide free access to the Internet.

The building has had no significant updates since 1987 and is in need of a number of improvements. These include a new roof, several new air conditioning units, energy efficient windows, and interior updates to the elevator, lighting, paint, carpeting, and other flooring. Several interior spaces also need to be reconfigured or remodeled to enable Access Tucson to more efficiently provide security and monitoring of equipment use, provide assistance to producers, and to provide a more suitable working environment for access producers and staff. Access Tucson has to schedule a minimum of four staff when the building is open in order to

monitor various floors and areas of the building to ensure that only authorized people are in the building and that equipment leaving the building is properly checked out. These activities are necessary but can take staff away from other activities such as helping access users in the studio or edit stations. If certain areas of the building were secured, this type of monitoring would not be necessary. There have been many changes in video production equipment since 1987 and spaces that once worked well to accommodate equipment such as ¾” analog editing need to be reconfigured to accommodate newer, smaller non-linear digital edit systems. Other spaces are crowded, such as a large edit classroom that doubles as an editing room with multiple non-linear edit stations that do not afford the privacy required in the editing process. Off-street parking is limited, which can present problems for access users, especially when they are checking out or returning equipment.

A 1999 analog broadcast-quality video production truck is used for large scale remote productions such as political debates, the Tucson Downtown Holiday Parade and the Tucson Rodeo Parade. A smaller “mini mobile” unit is used for smaller multi-camera productions such as the Pueblo High School Graduation, and music and dance performances. Equipment use and classes are free, with the exception of charges for advanced training. Fees are charged for production truck rental and the Access Tucson studios are rented out occasionally when not in use for access productions. In its proposed ten year equipment plan, Access Tucson included funds for a replacement video production truck. The consultant does not believe that it will be necessary for Access Tucson to replace this vehicle during the next ten years due to its condition, the nature of use, and the climate it operates in. It will be necessary to upgrade the video production equipment in the truck, however, and this is addressed by the consultant. While Access Tucson listed as a priority obtaining the capability to originate programming remotely via microwave, the consultant was not able to confirm whether it was reasonably likely the equipment would be used, and did not include funds for that in her capital equipment estimates.

Access Tucson Priorities for Renewed License

Access Tucson’s staff indicated that it had the following priorities for the renewed license.

- Provide funding for capital equipment purchases and facility improvements
- Provide operational support at least at 2006/07 levels
- Keep program information on the EPG
- Keep program information on the TV Guide channel
- Have more promotional spots on cable channels; (Access Tucson states that these rotate among the PEG entities, so Access Tucson claims it gets some spots about every 4-5 months).
- Check/replace NTSC IRIS routing switcher at headend with a digital switcher capable of HD. (IRIS switcher at HE is NTSC, 7-8 years old)
- Improve signal quality of Cox/Comcast interconnect
- Implement Video on Demand for access programming
- Implement HDTV for access programming
- Upgrade programming transmission equipment (send and receive) to digital capable of HD when/if access channel(s) go digital
- Would like to be part of whatever new delivery systems and platforms the cable company develops. When set top boxes become menu driven, want to be in the top level, want

access so can enter data about programs. Want whatever is available to the commercial providers for channel selection, promotion, etc. Is in current license, needs to be updated to include menuing

- Eliminate radio station requirement in license. AT is not using and does not foresee using
- Would like microwave capability for live remote programming

TUCSON UNIFIED SCHOOL DISTRICT (TUSD)

Mission Statement

TUSD-TV links the community to students and schools using the medium of television. We foster media partnerships, produce programming with TUSD students and programs, provide equipment support for school-related productions and program the channel. The K-12 channel is located in a facility maintained by TUSD.

Background

The City of Tucson is served by four school districts which will increase to five when the new Joint Technological Education District (JTED) launches next year. The TUSD is the largest district and it operates 106 schools in a 200 square mile area with 63,000 students and 9,000 employees; almost 60 % of the students qualify for free or reduced lunch programs and 60% are minorities. Over 80 languages are spoken by the students and their families. In addition to confronting these challenging communication issues, the TUSD states that it faces funding problems as more students leave the TUSD for charter and private schools and take their “per-student” funding with them. The TUSD states that, like many other public school districts, it is strapped for resources and must continually do more with less while meeting increasingly the diverse needs of a culturally diverse population. K-12 and post-secondary educators are concerned because Arizona ranks 48th in funding for education and only 18% of Arizona’s high school graduates receive a B.A. degree.

TUSD-TV staff attempt to use video to address the problems facing Tucson through multi-language programming, by showing the public the schools and students of TUSD, by explaining school operations to the public, by supporting media instruction programs in the schools, and by providing school information and job opportunities via the message board. Channel 20 staff believes that the programming provides a way for immigrant families to integrate into the K-12 educational world, and it enables all families to get involved with their children’s education. The hope of the TUSD is that this will result in value being placed on education, higher test scores and graduation rates, and ultimately, a better workforce and economy for the Tucson area.

TUSD has operated the K-12 channel on the Tucson cable system for almost 20 years, with one lapse of a two year period due to lack of funding. The channel is on the basic analog tier which staff states is important, among other things because many immigrant families rent apartments and basic cable is often included in the rent at no additional cost. TUSD-TV also hopes to initiate video streaming over the Internet but has not done so at this point in time.

As part of its activities, TUSD-TV provides channel space for student and school programming, and equipment check out to staff. While TUSD-TV is part of the Tucson Unified School

District, TUSD-TV staff also work with and share programming with the Sunnyside Unified School District (SUSD).

The TUSD entered into an Inter-Governmental Agreement (IGA) with the City of Tucson in October 2005 to help stimulate original programming and serve students and teachers. The City provided a one-time \$50,000 grant that has been used for staffing, equipment, a sound library, satellite service, and programming. The TUSD-TV staff set the goals for the IGA and according to staff they have been unable to achieve the anticipated number of programming minutes primarily due to insufficient staffing levels. However, other goals were met or exceeded.

The table below provides a twelve month summary of the Performance Measures required by the Inter-Governmental Agreement between the City and TUSD.

DESCRIPTION	IGA GOAL: 12 MONTHS	ACTUAL: 12 MONTHS
Students served	829	4,505
Teachers served	37	759
Original Programming Minutes: Students	420	420
Total Original Programming Minutes	7,590	4,968

Programming

TUSD schedules Channel 20 on a 24x7 basis. Local programming is generated by TUSD staff and students and the SUSD. SUSD programs play on Wednesdays, Fridays, and Sundays. TUSD also selects and cablecasts educational programs from organizations outside the community. This programming includes multi-lingual programming from the U.S. Department of Education, and educational programming from groups such as Annenberg Media, the Smithsonian Institute, the John F. Kennedy Center for the Performing Arts, and the Fairfax Network. TUSD staff has summed up its efforts and the efforts of the educational access entities by stating that the Tucson education service providers share the goal of creating a “better-educated citizenry in support of a better workforce and economy for the Tucson area.”

Locally produced student and staff programming includes the following:

- *15th Annual Noche de la Estrella*
- *All City Dance Festival*
- *Creative Movement and Math*
- *Interview with Governor Napolitano*
- *Opening Minds through the Arts*
- *Recognition 2006*
- *Superior Court Art Show*
- *Spoonbread Project*
- *TUSD Conversations with Roger Pfeuffer*
(4 shows)
- *Active Volunteers for the Arts*
- *Coexistence*
- *Graduations: Sunnyside & Desert View HS*
- *Kindergarten Round-up: English & Spanish*
- *Professional Development with Bob Eaker*
- *Roger Pfeuffer Interview with Bruce Wellman*

Channel, Facilities, and Equipment

Equipment available to the TUSD-TV staff and for use by other TUSD employees consists of three mini-DV camcorders with tripods and microphones, two video editors and a graphics computer. TUSD also has a studio that is sometimes used for productions, although it is not a true video production facility as equipment in the control room dates back to 1987 and is not in working condition. Discussions with TUSD-TV staff revealed that a mobile production van would be a useful and economical way for them to increase local programming and involve more students; this essentially would be a video version of a bookmobile. A mobile production van would eliminate the need to replicate studio facilities at all of the high schools in order to train students in video production and eliminate a need to bus students enrolled in video media classes to the high schools where video facilities are located. A production van could also eliminate the need to replace the equipment in the TUSD-TV studio control room as the van could be used as the control room for that studio space. It also would make it easier for students to get involved in productions such as high school sports or theatrical/musical productions which require a multi-camera system for adequate coverage. An additional benefit is that students would augment the small TUSD-TV staff and enable TUSD to increase its local production.

TUSD Priorities for Renewed License

TUSD-TV staff indicated that it had the following priorities for the renewed license:

- Channel 20 – keep analog channel and keep on the basic tier (lowest cost tier)
- Financial support for educational access
- Maintain existing drops to schools and add drops at the Superintendent’s Office, Communications Office, and Tucson HS Media Center to enable viewing of Channel 20 programming

Opportunities

A Joint Technological Education District (JTED) was approved by Pima County voters on November 7, 2006 and the new school district will be launched July 1, 2007. The JTED will enable school districts to expand career and technical education programs approved by the Arizona Department of Education. The creation of this district is anticipated to provide more funding for student programs through a property tax levy and new opportunities for vocational training and certification, internships, apprenticeships, etc. The career and technical programs that will be offered through the JTED will use a variety of locations and delivery methods, including local community college facilities, distance learning, and industry and business facilities. It is anticipated that media and video production will be part of the JTED program; the K-12 channel would provide a local media distribution outlet for students in schools and at student homes. The passage of the JTED initiative, if successful, could increase demands for channel capacity and should make maintenance of the free drops and connections to the schools that allow students to receive and administrators to monitor this programming more important.

PIMA COMMUNITY COLLEGE

Mission Statement

The mission of Pima Community College is to develop our community through learning.

Vision Statement

Pima Community College will provide access to learning without the limits of time, place, or distance.

College Values

- *People*
- *Integrity*
- *Innovation*
- *Quality*
- *Diversity*

Background and Programming

Pima Community College programs educational channels 95 and 96 on the Cox cable system. The channels primarily are scheduled with licensed video tele-courses and tele-web courses that students can take for credit. Both types of courses program the video on the cable system and the tele-web courses also have a web-based interactive component. PCC schedules other programs that support K-12 teachers in their needs for continuing education and professional development. For the 2006 fall semester, PCC is offering fifteen for-credit courses on its channels as well as a number of not-for-credit programs geared towards professional development for K-12 teachers, such as *Teaching Reading* and *Teaching Math*. Other programs enhance college offerings and are of general public interest such as *Biography of America*, *Discovering Psychology*, and *Western Tradition*. Staff states that these program offerings reflect PCC's mission, vision, and values and were selected by PCC to provide educational benefits to the entire Tucson community. The age range of PCC students is from 14-80. In the 2005/06 academic year 831 students took tele-courses or tele-web courses and 357 K-12 teachers were enrolled in EDU professional development courses delivered through PCC's educational access channels.

In the spring of 2006 PCC conducted a survey of 53 of its tele-course students. The survey yielded the following results:

- 66% subscribed to Cox or Comcast
- 51% had analog service
- 25% had digital service
- 20% watched the courses in real time
- 37% checked out a DVD of the course
- 39% recorded the program.
- 4% watched the course at the library
- 94% had access to a computer with Internet service
- 43% had cable modem service
- 29% had DSL
- 17% had dial up service.

Pima Community College does not require that tele-course students subscribe to cable and they provide viewing alternatives so these courses are accessible to all who wish to take them. According to the survey, 41 percent of the students either checked out a DVD or watched the course at the library and 39 percent recorded the program, presumably for viewing at their convenience compared to 20 percent who watched the course in real time.

Another aspect revealed by the survey is that 94 percent of the respondents had access to a computer with Internet service, which would enable students to get information about courses, assignments, and other college information from PCC's website and via e-mail. Seventy-six percent of the survey respondents said they would like to have assignments and activities online.

A College Plan is developed on a bi-annual basis and the 2006-2008 Plan consists of the following seven goals:

- *To improve access to all College programs and services.*
- *To provide excellent teaching and responsive student services.*
- *To prepare a highly skilled workforce.*
- *To create student-centered partnerships with colleges and universities.*
- *To provide effective developmental and adult basic education.*
- *To create partnerships with business and industry, the local schools, government, and other constituencies that enhance the community.*
- *To foster responsible civic engagement.*

Five planning initiatives have been identified for PCC to attain the above goals:

- *Improve Institutional Outcomes*
- *Expand Access to Learning*
- *Establish a Student Retention System*
- *Improve Process and Operations*
- *Optimize Use of the College's Physical Assets*

Channels, Facilities and Equipment

As previously noted, PCC operates educational access channels 95 and 96 on the Cox cable system. It has had signal quality problems with these channel locations because they are in the FM band. While the quality of the signal as transmitted to the subscriber's home is good, according to Lee Afflerbach of CTC, the FM signals can gain "ingress" into the system at the point where the cable system is connected to a television set, particularly when the connection is direct and not through a converter. As a result, the viewer may see interference on the channels. Depending on the extent of the interference and the video visual being displayed, the interference can be simply annoying or can actually make it difficult to follow a program (e.g. a math formula).

PCC has an all digital television production studio it uses to produce local programs such as *Conversations with the Chancellor*. The studio is approximately three years old and in good condition. PCC uses relatively new DV-Cam field equipment and non-linear Avid editing systems to produce field-based programs. Playback is accomplished through DVDs. The playback event controller PCC uses restricts PCC to programming two-hour blocks of time

which is not an efficient use of channel or staff time. PCC would like to transition to an all server-based playback system which would allow them more flexibility in the scheduling of their programming. The consultant agrees that a server-based system would provide more flexibility in scheduling. An increased flexibility could also reduce the need for two channels to one channel. In addition to playback on the educational access cable channels, PCC is beginning to experiment with video streaming. PCC also provided information and costs regarding its desire for additional equipment and software but the consultant was unable to determine if equipment and costs were reasonable to fulfill PCC's educational access functions. The consultant has recommended some general funding for educational access, however, which appears later in this report.

PCC Priorities for Renewed License

The following priorities were identified by staff:

- Better signal quality on channels
- Better channel position for signal quality and visibility
- Funding for educational access capital equipment
- Keep channels on analog basic tier so they are accessible to all at lowest cost
- Flexible delivery methods – also have programming on digital and VOD

UNIVERSITY OF ARIZONA (UA)

Mission Statement

The UA Channel supports the University of Arizona's academic and land grant mission, and the educational mission of public broadcasting through the production and distribution of educational materials for use in campus classrooms and to the general public through cable, EBS satellite, microwave, and Internet connectivity. The unit presently operates Channel 19 on Cox Cable and Channel 76 on Comcast cable system, Educational Broadband System (EBS) video and two-way wireless Internet connections, a KU-band satellite uplink, C-band/KU band receivers, bi-directional microwave with NAUNet, bi-directional microwave with Arizona Health Sciences Center.

MultiMedia Department Measurements of Success

- *Connectivity to all schools in Pima County*
- *Connectivity to all life-long learners in Pima County*
- *Internships*

Background and Programming

Although the UA has a number of video distribution options as outlined in the mission statement above, staff states that the UA Channel on cable enables it to program a much wider range of programming than it would be able to carry on its broadcast channel, KUAT. There are more opportunities for local programming produced by the UA to be shown, such as lecture series on global warming and evolution, and lecture series on various topics that have included notable speakers such as Sandra Day O'Connor and Ruth Bader Ginsburg. Live political debates that are organized by the student government are carried on the channel. The debates have included US Senate and gubernatorial debates. Some of these programs and others, such as *Arizona*

Illustrated are also shown on KUAT, but receive additional replay time on the UA cable channel. The UA Channel traditionally has not been used for credit courses, but to enhance course offerings and reach out to the community. Programs such as *Do the Math* are aimed at K-12 students who are in challenging educational environments. Other local programming includes plays from the University's Theater Arts Department and a live and/or recorded "Grand Rounds" series with the Arizona Health Sciences Center (AHSC). The AHSC programs cover such topics as geriatric care, pediatric care, arthritis, cancer, psychiatry, and public health issues such as avian flu. The UA Channel also schedules non-local programming from Penn State and Ohio State as part of a university collaborative project. Other non-local programming includes *Classic Arts Showcase*; *Deutsche Welle*; *NASA*; independent films; and math, science, health, English as a Second Language (ESL), teaching, arts, and theater from *Annenberg Media*.

Channels, Facilities and Equipment

Originally, the UA had three channels on the Tucson cable system rather than the one channel it now operates. The connection between the University and the Cox headend is fiber, although the connection between the campus playback facility in the Harvill Building to the Cox point of presence in the CIT building is on a copper portion of the University's campus network and the UA media staff would like to upgrade that connection so it is fiber end-to-end to improve quality. Another issue described by UA staff is difficulty in getting live programming off campus to the Cox headend. Staff has stated that live programming is important to the UA and the KUAT MultiMedia department has purchased fiber at different University sites, but it doesn't have fiber everywhere. The UA has a fiber network that can be used to transport video, but the IT staff wants to limit the transmission speeds to 100 Mbps on the UA network and according to KUAT MultiMedia staff, that is not fast enough for the quality they want. Playback sources include DVD, satellite, and video servers. The studio used for cable productions is a three-camera analog studio whose equipment is about twelve years old. Field acquisition is done in an analog format and converted to digital for editing. There are two editing suites that are about four years old and aging. The University tries to keep its equipment in good condition and is looking at building flexibility into its studios so they can be used by KUAT and the UA Channel.

UA Priorities for Renewed License

Priorities identified by the KUAT MultiMedia staff include:

- Academic outreach to the Tucson community and reach as many citizens as possible
- Keep channel and channel placement on Cox system
- Some funding support for Educational Access capital needs
- More exposure/marketing of programming
- Public needs low cost access to programming (cost of digital tier is an issue)

PEG MEDIA CENTER

During the course of this needs assessment, consultant was advised that the PEG entities in the City, and some members of the public, felt local needs and interests required development of a Community Media Center – a central operation that would have some responsibilities, at least to some degree for public, for educational and for government access.

The basic theory of a Media Center is simple: if a community could consolidate access resources in a single location, public, educational and governmental programmers might have access to a broader range of resources. Joint programming would be encouraged. Required operating funds could be reduced to the extent that responsibilities for certain activities could be shared—assuming, of course, that there are sufficient operating resources for participants to pool. Moreover, properly structured and supported, a Community Media Center could provide resources that could allow members of the community and community groups to develop information services that could be distributed not only via traditional cable channels, but also via non-traditional channels: community radio stations, the Internet, low-power television and other media. By bringing together programmers and alternative means for communication, it can be argued that one potentially could make community information much more readily available, and that additional sources of funding might open up.

However, while the idea is certainly one worth continued investigation, it is not clear that it could be easily or effectively implemented in Tucson. Although there was and still is interest in the concept of a Community Media Center among the access entities, the PEG Media Center would require significant new capital investments; the Access Tucson facility could not accommodate all PEG entities, so a new access center would be required. It is not at all clear that there would be real operational efficiencies from combining educational and public access, for example, given the limitations on resources available to each. Even if one assumes that each entity would retain an independent operational existence, but be co-located with other entities, it would be necessary to resolve issues with respect to what equipment could be used by whom and when. The *potential* benefits would come at some cost: there would have to be agreement on a central location, and program production might have to shift from current locations to a less convenient location. The consultant's own experience with shared PEG facilities suggests that different needs regarding equipment, facilities, and work habits are also real hurdles.

At some point, these hurdles may be overcome, and it may be possible to establish a Media Center. For purposes of the renewal, two points follow:

- First, while there is significant interest in a Media Center, requiring the City to establish a Media Center as a condition of receiving PEG benefits would not meet the needs of the community.
- Second, any renewal should at least accommodate the establishment of a Media Center by providing an opportunity for the City to obtain at least the necessary connections and capital support required to implement a Media Center model.

There are also some steps that the PEG entities could take that would increase cooperation and provide a greater collective benefit for PEG programming, channels, and ultimately the subscribers than the PEG entities can provide individually. Some suggestions for enhancements to PEG and cooperation among the PEG entities are listed below:

- Have regular meetings to discuss common issues and opportunities.
- Compare program schedules (e.g. monthly or quarterly) in advance to ensure that they do not carry duplicative programming on PEG channels. Examples are *Classic Arts Showcase* and *Deutsche Welle* which are scheduled periodically by Access Tucson, the UA, and the TUSD, sometimes at the same time.
- Cross-promote each other's channels and programs.
- Share promo time on the Cox cable channels so that each entity and its programming are promoted every month.
- Share mobile resources that are not mission critical, such as the Access Tucson production truck which could be used by the TUSD, PCC, and UA video production staffs for special programs (the Access Tucson truck is not a practical substitute for the TUSD mobile van discussed above). Access Tucson has used the truck to generate revenue and it should be able to recoup its costs for sending staff and the truck out on an educational access shoot. The truck needs to go out with at least one Access Tucson video engineer and be driven by someone with a commercial driver's license. A full Access Tucson crew may be necessary, depending on the production's staffing needs. So far, the rental cost has been seen as a barrier to its use by the educational access community. They should be able to benefit from this resource.
- Share human capital in the form of interns from the K-12 level, PCC and the UA. This would help extend small production staffs at all of the PEG entities and provide valuable experience to students. While this is already happening to some degree, the recommendation here is that it be better coordinated among the PEG entities and expanded for a greater return.

PEG CHANNEL USAGE

As previously noted, at least 80 percent of focus group participants believed that each of the PEG channels is either “Very Important” or “Important.” Currently there are eight PEG channels that deliver programming to Tucson cable subscribers, and a ninth digital channel that is used for internal, public safety purposes.

This section addresses one issue related to the channels delivered to residential subscribers -- how much these channels are being used now. This information is taken into account later in the report, along with focus group information, and information about events that may impact the use of the channels (the JTED initiative, for example) to draw conclusions as to how many channels are necessary to meet cable-related needs and interests initially and through the license term. In addition, our conclusions with regard to PEG channels are affected by information we received regarding PEG use of advanced technologies (such as on-demand technologies), and information we received concerning the importance of having PEG channels available to all subscribers as part of the lowest-cost tier of service.

Prime Time is a concept that has been around almost since the advent of television; it is that portion of the evening when the American audience levels in television viewing are at their highest. According to the Museum of Broadcast Communications, Prime Time in the Central and Mountain regions is considered to be 6:00 p.m. – 10:00 p.m. In the 58th Emmy Awards sponsored by the Academy of Television Arts and Sciences in August 2006, the Prime Time category included programs shown between 6:00 p.m. – 2:00 a.m. For discussion purposes, we will consider four scenarios of Prime Time, all beginning at 6:00 p.m. but ending at different times. The consultant cautions that the “Prime Time” concept as applied to PEG has its limits. Schools may target programming for times when students are likely to be watching (for PCC, for example, it may be very important to cablecast shows aimed at students who work evenings). Some programs (such as homework assistance programs) may be programmed for times other than Prime Time, so as not to compete with commercial programming. There may also be a significant value to bulletin boards and other text messaging systems that are carried at times other than Prime Time.

However, the analysis may be useful for several reasons. First, it provides the reader with a useful way of comparing the usage of these channels to network usage of commercial channels. As the reader will be aware, over the course of a year, a network will carry first run programming and repeat that programming. Over the course of a day, networks, such as cable networks, often repeat evening programming.

Three possible scenarios of Prime Time hours are shown in the table below; the number of prime time hours is a per-channel number of hours when applied to a channel. Months are based on a 30 day model.

PRIME TIME HOURS	HRS./DAY	HRS./WEEK	HRS./MONTH	HRS./YEAR
6:00 P.M. – 10:00 P.M.	4	28	120	1,460
6:00 P.M. - 11:00 P.M.	5	35	150	1,825
6:00 P.M. – 12:00 A.M.	6	42	180	2,190
6:00 P.M. – 2:00 A.M.	8	56	240	2,920

CITY OF TUCSON

City Channel 12 has produced an average of 401 hours of award-winning programming over each of the past three years. These programming efforts are supported by high quality equipment and facilities that are dedicated to Channel 12 staff use only, which ensures equipment is available when needed. In addition to programming produced by Channel 12 staff, Pima County Board of Supervisors meetings are shown on Channel 12 as well as some outside programming curated by Channel 12 staff. No satellite feeds are programmed on Channel 12. The City and County are discussing the possibility of Channel 12 providing additional video services to Pima County, which could increase the number of first-run local hours in the future.

Channel 12 received the highest ranking of all the channels in the focus group questionnaire and 96% of the respondents indicated that it was either “Very Important” or “Important.” In addition to video programming, Channel 12 programs a Community Calendar bulletin board with messages about City meeting schedules, events, and other city information. The number of messages for the past three years follows:

- FY 2003/04 937 Community Calendar postings
- FY 2004/05 1,027 Community Calendar postings
- FY 2005/06 1,232 Community Calendar postings

The table below compares Channel 12’s first-run programming hours to Prime Time hours; Channel 12 staff stated that they had not tracked first-run outside programming on the channel but had numbers for FY 2005/06 and indicated that the amount of outside programming had been consistent over the three year period depicted below.

City Channel 12 Programming Hours compared to Prime Time hours appear below

PRIME TIME HOURS	PRIME TIME HRS/YR.	YEAR	LOCAL FIRST RUN PROGRAMMING	NON LOCAL FIRST RUN	TOTAL
6:00 P.M. - 10:00 P.M.	1460	FY 2003/04	460	92	552
6:00 P.M. - 11:00 P.M.	1825	FY 2004/05	443	92	535
6:00 PM - 12:00 A.M.	2190	FY 2005/06	301	87	473
6:00 P.M. - 2:00 A.M.	2920	NA	NA	NA	NA

According to the information in the table above, all first-run Channel 12 programming would have at least two showings during Prime Time and at FY 2005/06 levels, all first-run Channel 12 programming could receive three showings during Prime Time. There is room on the channel for additional Pima County programming without adversely affecting the visibility of other Channel 12 programming during Prime Time, and the consultant believes that one channel is adequate to meet the City’s and County’s needs for programming at this time. However, given the identity of the programming, it would be difficult to combine it with other PE programming, without potentially adversely affecting the channel’s identity or mission.

ACCESS TUCSON

Access Tucson producers generate the largest amount of original local programming hours compared to any of the other access entities in Tucson. In addition to local programming, Access Tucson also schedules some non-local programming on its three access channels; this includes programs from satellite feeds such as “*Classic Arts Showcase*” and “*Democracy Now.*” Access Tucson programs two of its three channels on a “first-come, first-served” basis and schedules the third channel with curated local and non-local programming. The table below lists the total hours of local first-run programming, first-run live programming, and first-run taped programming from 2002 – 2005. These statistics are not broken out by channel and are compiled by Access Tucson, appearing in their annual reports. The total of first-run live and first-run taped program hours includes the local programming hours. The term “first run” means that these are premieres and the hours do not include program repeats. PEG channels are like commercial channels in that they both schedule programming and that each channel is constrained by 24 hours worth of possible viewing/programming time. Each of the three Access Tucson channels is programmed on a 24x7x365 basis.

The hours in the table below are the total number of hours that are then allocated among the three channels programmed by Access Tucson.

YEAR	HRS. LOCAL FIRST RUN	HRS. LIVE FIRST RUN	HRS. TAPED FIRST RUN	TOTAL HRS. LIVE & TAPED FIRST RUN
2001	3,565	1,585	2,523	4,108
2002	3,571	1,694	2,407	4,101
2003	3,803	1,773	2,728	4,501
2004	3,184	1,373	2,490	3,863
2005	3,041	1,287	2,400	3,687

The table below compares Access Tucson's hours of local and non-local first-run programming to the number of hours available in the three Prime Time scenarios.

PRIME TIME HOURS	PRIME TIME HRS./YEAR	YEAR	LOCAL FIRST RUN	LIVE/ TAPED FIRST RUN
6:00 P.M. - 10:00 P.M.	1,460	2002	3,571	4,101
6:00 P.M. - 11:00 P.M.	1,825	2003	3,803	4,501
6:00 P.M. - 12:00 A.M.	2,190	2004	3,184	3,863
6:00 P.M. - 2:00 A.M.	2,920	2005	3,041	3,687

The table below takes Access Tucson's total number of locally produced programming hours and distributes those hours over one, two and three channels to illustrate how many of those hours would or would not fit into the four Prime Time scenarios

PRIME TIME HOURS	PRIME TIME HRS./YEAR	YEAR	LOCAL 1ST RUN 1 CHANNEL	LOCAL 1ST RUN 2 CHANNELS	LOCAL 1ST RUN 3 CHANNELS
6:00 P.M. - 10:00 P.M.	1,460	2002	3,571	1,786	1,190
6:00 P.M. - 11:00 P.M.	1,825	2003	3,803	1,902	1,268
6:00 P.M. - 12:00 A.M.	2,190	2004	3,184	1,592	1,061
6:00 P.M. - 2:00 A.M.	2,920	2005	3,041	1,520	1,014

The above table demonstrates that if using the Museum of Broadcast Communication's Central and Mountain regions Prime Time scenario of 6:00 P.M. – 10:00 P.M. and if Access Tucson locally-produced programming were limited to one channel, that 2,111 hours of programming would not be seen during Prime Time hours. Using the same time scenario with a two channel model, 60 hours of 2005 programming would not have received a premiere during Prime Time. Using three channels and same time scenario all locally-produced programs would have received a first-run during Prime Time and 446 hours would have received a Prime Time replay in 2005. However, if one takes into account non-locally produced programming, no time would have been

available for repeat local programming, even under a three-channel scenario (and assuming Access Tucson can operate to program new programming on all three channels, seven days a week and 52 weeks of the year). Moreover, this assumes that total programming will remain at 2005 lows as opposed to higher 2003 levels.

The following table illustrates the number of non-local first-run programming for 2002-2005. This number is derived from subtracting the number of local first-run programs from the total of live and taped first-run programs.

YEAR	HRS. LIVE & TAPED FIRST RUN	HRS. LOCAL FIRST RUN	HRS. NON-LOCAL FIRST RUN
FY 2002	4,101	3,571	530
FY 2003	4,501	3,803	698
FY 2004	3,863	3,184	679
FY 2005	3,687	3,041	646

When compared to the number of Prime Time hours in a year, it is obvious that the amount of local programming produced by Access Tucson will not fit on one or two channels if that programming is going to be seen during Prime Time, the most popular time for television viewing by the largest audience. If Access Tucson’s local programming is divided between three channels, each program should have at least one opportunity to be viewed during Prime Time if Prime Time is considered to be 6:00 P.M. – 10:00 P.M., although the hours of first-run programming produced in 2003 exceed those Prime Time hours by 121 hours. In that case and if programming hours return to prior levels, not all first-run programming could be accommodated in Prime Time. Usage would appear to easily justify three Access Tucson channels.

TUCSON UNIFIED SCHOOL DISTRICT

The Tucson Unified School District (TUSD) channel experienced a loss of funding for a two year period and was off the air. Some funding has recently been re-established and the K-12 channel is in its second year of re-birth. As noted previously, local programming is produced by TUSD-TV and also comes from TUSD departments, staff and students and the Sunnyside Unified School District. Examples of outside programming curated by TUSD-TV include programs from the U.S Department of Education, Smithsonian Institute, and satellite services such as the Fairfax Network, Annenberg Media, and Classic Arts Showcase. TUSD has also purchased some programming, such as *Meet the Authors*. During the 2005/06 school year more than 2,000 TUSD students participated in a TUSD-TV program and over 2,000 Sunnyside students participated in their productions. The new JTED school district that will be launched in 2007 could supply additional programming and increase the amount of local programming on the channel. According to staff, the TUSD views the channel as the “K-12” channel and not as the “TUSD” channel and invites involvement from all school districts in programming the channel.

It is difficult to draw a direct comparison of first-run programming hours on Channel 20 to Prime Time hours as has been done with the other PEG entities. This is because the TUSD has only

been tracking Original Programming Minutes, a requirement of its agreement with the City, and has not tracked first-run minutes of outside programming it runs on the channel. TUSD-TV staff estimated that 10 hours per month are first-run hours from local sources (primarily TUSD and Sunnyside Unified School District (SUSD) and imported from other sources such series programming purchased by TUSD, the U.S. Department of Education and the Smithsonian Institute. These hours appear in the table below as “first-run program hours.” TUSD-TV also schedules satellite services on the channel; an anchor network is from Annenberg Media which is scheduled an average of 12 hours per day with the largest time block from 10:00 p.m. – 9:00 a.m. Annenberg Media schedules its daily programming in two twelve hour blocks and using the Annenberg September 2006 schedule as a random sample, it indicates that approximately 30 percent of the programming within the twelve hour block is repeated. The consultant is interpreting this to mean that Annenberg schedules approximately 237 hours of first-run programming each month. In addition, TUSD-TV schedules Classic Arts Showcase approximately two hours per day which the consultant has estimated at 15 hours of first-run programming per month, using a 30 day month. These estimated hours appear in the following table as compared to Prime Time hours.

The programming hours in the table below are estimates from TUSD-TV staff.

PRIME TIME HOURS	PRIME TIME HRS./MONTH	FIRST RUN PROGRAM HRS./MONTH	SATELLITE FIRST RUN HRS/MONTH	TOTAL ESTIMATED FIRST RUN
6:00 P.M. – 10:00 P.M.	120	10	267	277
6:00 P.M. - 11:00 P.M.	150	10	267	277
6:00 P.M. – 12:00 A.M.	180	10	267	277
6:00 P.M. – 2:00 A.M.	240	10	267	277

First-run programming exceeds the amount of Prime Time hours available in the sample month of September 2006. This, however, does not necessarily indicate that TUSD-TV needs an additional channel as the majority of this programming is intentionally programmed during non Prime Time hours. In the consultant’s opinion, it does support at least the need for one channel for TUSD and the other four K-12 school districts serving the City of Tucson.

PIMA COMMUNITY COLLEGE

Pima Community College (PCC) has a long video programming history: It began programming courses in 1975 on broadcast television and then moved to cable in 1984. It has programmed two channels with instructional programming and information ever since. In the 2005/06 academic year, 831 students enrolled in for-credit tele-courses and tele-web hybrid courses (these include a web component but the video is transmitted over the educational access channels operated by PCC). In addition to being cablecast on the Cox and Comcast systems, students can check out DVDs of the courses and watch them at the library. EDU video courses support the professional development of K-12 teachers and last year 357 students were enrolled. PCC

licenses videos to show on its channels and also produces some programming; it would like to produce more original video for instruction, training, and information in the future.

According to staff, a number one priority for PCC is that it be accessible to its students and to the community. PCC states that tele-courses make it easier for students to take classes and eliminate barriers such as the need to be on campus to take a class. According to PCC, this can make the difference of someone being able to get a college education or not such as a busy working person, single parent, etc. For the 2006 fall semester, PCC will offer 231 hours of course programming; this programming is primarily scheduled on Channel 95 with additional repeats shown on Channel 96. In addition to tele-courses, PCC produces two - four hours per month of original local programming, including a weekly show entitled *Conversation with the Chancellor*.

Using the four hours per day of Prime Time model there are 28 Prime Time viewing hours per week. PCC has scheduled 22 tele-courses for fall 2006: 13 of these courses are for credit, run 14-15 hours in length, and generally last sixteen weeks. The other 9 courses range from 2 to 8 hours in total length (not program length) and are geared toward course enhancement and general public interest. This programming is rotated on the two PCC channels 24 hours a day, giving students and general audiences multiple viewing opportunities.

The PCC prefers the flexibility of having two channels which create a wider scheduling window for programming. One of the reasons why PCC finds it necessary to program two channels, rather than a single channel is related to technological limitations created by its PEG playback equipment. PCC uses DVD players and an event controller that is only capable of programming in two hour blocks of time, even though the majority of PCC tele-courses are one hour in length.

If the PCC could replace its current play back with a video-server based playback system, this would provide greater flexibility in scheduling programs of different lengths and provide more efficient use of channel time which would make it possible for PCC programming to be consolidated on one channel. A server-based system would also reduce the number of human and mechanical errors that occur with the current system, and provide more reliable service to PCC students.

The table below divides the 231 hours of fall 2006 PCC original programming hours by 16, the number of weeks in a semester, and compares that number to Prime Time hours. These programming hours are currently distributed over two channels.

PRIME TIME HOURS	PRIME TIME HRS/WEEK	PCC FALL 2006 HRS. (16 WEEK COURSES)	PCC COURSE HRS PER WEEK
6:00 P.M. - 10:00 P.M.	28	231	14.44
6:00 P.M. - 11:00 P.M.	35	231	14.44
6:00 PM - 12:00 A.M.	42	231	14.44
6:00 P.M. - 2:00 A.M.	49	231	14.44

The numbers in the table above indicate that if classes (and programs) were one hour in length, all PCC programming for the 2006 Fall Semester could be first-run on a single channel in a four-hour block (and then repeated in four-hour blocks). In terms of usage, then, if the technical issues were addressed, the two PCC channels could be consolidated without a significant loss in

viewing opportunities, particularly if the consolidation is coordinated with the roll-out of an on-demand service. This would be true even if a significant portion of the classes were two hours in length.

UNIVERSITY OF ARIZONA

The UA channel is programmed with local and non-local programming. The University produces programming for the UA channel such as UA Journal, *Do the Math!*, *Native Nation Building*, *Reflexiones Domingo*, a “Grand Rounds” series from the University’s Medical Center, UA Theater Arts, lectures from the UA Law School and the Humanities Department, and special programs such as the Gubernatorial Forum it cablecasted live this fall in cooperation with the League of Women Voters. The University also re-runs some programs from KUAT on the UA channel such as *Arizona Illustrated*. The University works with Pima Community College and with the Tucson Unified School District (TUSD) to support K-12 education for students, teachers, and parents.

The UA also curates programming for its channel from various sources including other universities, Deutsche Welle, Classic Arts Showcase, the Annenberg Channel, and NASA. According to KUAT MultiMedia staff, the curated and UA produced programming are aimed at life-long learning, “how to” and self improvement and help the university fulfill its mission of providing public service and build community.

The tables below compare UA produced and curated first-run programming to the hours of Prime Time available in a year.

The tables below illustrate the number of first-run local and non-local programming; these numbers were provided the UA MultiMedia Staff.

PRIME TIME HOURS	PRIME TIME HRS/YEAR	2004/05 HRS. UA FIRST RUN PROGRAMMING	2004/05 HRS. NON LOCAL FIRST RUN	TOTAL
6:00 P.M. - 10:00 P.M.	1460	694.5	7857	8551.5
6:00 P.M. - 11:00 P.M.	1825	694.5	7857	8551.5
6:00 PM - 12:00 A.M.	2190	694.5	7857	8551.5
6:00 P.M. - 2:00 A.M.	2920	694.5	7857	8551.5

PRIME TIME HOURS	PRIME TIME HRS/YEAR	2005/06 HRS. UA FIRST RUN PROGRAMMING	2005/06 HRS. NON LOCAL FIRST RUN	TOTAL
6:00 P.M. - 10:00 P.M.	1460	866	7581.5	8447.5
6:00 P.M. - 11:00 P.M.	1825	866	7581.5	8447.5
6:00 PM - 12:00 A.M.	2190	866	7581.5	8447.5
6:00 P.M. - 2:00 A.M.	2920	866	7581.5	8447.5

The UA Channel clearly cannot show all its first-run programming in Prime Time. All locally-produced programming could be carried at least once during that period, but non-local programming selected by the UA could not.

The consultant repeats the caution at the beginning of the section: the Prime Time analysis shows whether original programming would fit within a four-hour block at a time when the most viewers are watching television, and provide useful data both as to the availability of channel space for a speaker who wishes to reach viewers, and a measure as to the amount the channel is being used. It is not intended to downplay the utility and importance of repeat programming. Often repeats are key to the success of a program. Programs such as *Do the Math!* are re-run multiple times as a means of providing students multiple opportunities for reviewing and practicing math skills. Likewise, important programming may be intended for non-Prime time periods, and certain types of programming that are not even counted in the above (bulletin boards) may serve important informational functions. The usage analysis was just one of the factors considered in assessing cable-related needs and interests.

CAPITAL REQUIREMENTS

INTRODUCTION

This section will discuss the capital needs of the PEG entities based on the findings from the interviews with the PEG entities, needs and interests identified by the focus group participants, research regarding video trends, and discussions with engineers, video professionals, an architect and real estate developer, and the consultant's experience with overseeing the design of PEG access facilities.

Most, if not all of the equipment in use today will need to be replaced over the next ten years in the regular course of business. The PEG entities will need to complete their transitions from a mix of analog and digital equipment to all digital equipment that includes High Definition (HD) capability, if they are to keep pace with video production standards. The video production equipment world is moving to the 16x9 format of HD and will continue to do so at an ever-increasing pace over the next few years. Equipment needs to be replaced at standard intervals to ensure that it is performing at its optimum level. It needs to be reliable and compatible with current and available technological formats. Older equipment is difficult to repair and vendors cease supporting older equipment due to the availability of parts and vendor knowledge, and equipment that is in marginal condition takes excessive resources to maintain.

EQUIPMENT

The consultant asked the PEG entities to describe their capital needs over the next ten year period and asked City Channel 12 and Access Tucson to provide detailed replacement costs and copies of their equipment inventories. These two entities were asked to provide this detail because they are the entities that have received funding through the cable license. The consultant provided the inventories, interview notes and ten year equipment plans to a video engineer at AVI Systems in Minneapolis, MN and asked him to review the information and advise the consultant if the replacement plans and costs appeared to be reasonable. The AVI engineer stated in a letter to the consultant (which is attached to this report) that the equipment replacement costs for the City and Access Tucson seemed "to be in line with the described uses and assumed future needs for these systems, keeping in mind current equipment costs and the need to upgrade to new technologies and methods as they become available." The engineer was also asked to comment on future trends in the video industry and stated that as "High Definition formats sweep the industry, more and more devices will become digital & accessible via Internet protocols..." and that "In other words equipment will become more computer and software based possibly making them small and less expensive; this also extends to the transmission systems for telephone and CATV providers."

With this in mind, the consultant developed capital cost estimates with the following assumptions:

- The equipment estimates are based on a replacement model, not on a growth model. That is, they assume that PEG usage will remain relatively stable over the license term. This appears to be a conservative assumption in light of the survey results (indicating greater dependence on video in the future) and on new developments, such as the JTED initiative.
- It is assumed that capital support provided through the license or by Cox would be focused on equipment replacement for Channel 12 and for Access Tucson, and that this report should likewise focus on these amounts. This assumes that there will continue to be funds available for capital for educational access programmers, and that these funds should be the primary source of capital. That is not a necessary result: the City could expect Cox to provide capital for all PEG providers, in order to provide additional funds that could be used to enhance or expand operations. If this were the approach taken, the capital requirements would be higher. However the approach taken results in an estimate generally consistent with the status quo. The consultant departed from the status quo model where additional capital contributions would provide resources that are not likely to become available, or would make channel usage more efficient (a result that benefits Cox).
- It is assumed that equipment will move to high definition formats; and that each of the PEG users will continue to require roughly the same quality of equipment as it maintains now. In the case of Access Tucson, for example, this is not the highest level commercial equipment.
- It is assumed that the license will be for a ten-year period, and that equipment replacement will be required over that period.
- It is assumed that the same access facilities will be used over the next license term, but upgraded as needed. The estimates do not assume that a new Community Media Center will be provided. The estimates do not include compensation for the City for the capital value of the building it provides to Access Tucson. If the capital value of the facility were included, the capital estimates would be significantly higher.
- It is assumed that Cox will directly provide and maintain the equipment required to place a signal on lines going to the Cox headend; will provide and maintain the lines going to the headend; and will maintain the devices required at the headend for placing signals on the appropriate channels, and transmitting them to subscribers. These capital requirements are *not included* in the estimate. Likewise, the estimate does not include costs associated with providing PEG on-demand. The estimates are for PEG facilities and PEG production and playback equipment.
- The cost estimates do not include capital costs associated with any institutional network that was constructed by Cox in the past, or will be provided by Cox in the future.

With this in mind, the consultant reviewed the original ten year plans received from City Channel 12 and Access Tucson and added costs for upgrading the Access Tucson facilities and

purchasing a replacement production truck for the City. Certain cost estimates were eliminated, where consultant's data did not indicate that there was a need or interest in the equipment. Also, two versions of equipment plans have been created for each entity: One plan version is conservative regarding the timing of equipment replacement (Model 1), and assumes that equipment will be replaced less frequently than is typical in a commercial environment. The other plan version is more representative of a commercial replacement schedule focused primarily on replacing cameras more frequently. For example, a field camera typically needs to be replaced approximately every three years and a studio camera is replaced every five to seven years in typical commercial settings. The life cycle recommended for studio cameras in the conservative plan is ten years and the life cycle for field cameras is five years. In the commercial-standard plan version, the life cycles are five years for studio cameras and three years for field cameras.

A quote from Wolf Coach for the Channel 12 truck is attached. The quote is for the truck, racks and wiring and does not include equipment costs. Wolf Coach provided the City's original production truck in 1985 and is a well known supplier of customized video production vehicles. Wolf Coach also provided a quote to TUSD for a video production van, which is a smaller vehicle than the Channel 12 truck and comes completely equipped with a flexible multi-camera video production system for recording and editing. Details of the proposal are contained in the Supplemental Information to this report.

Capital will be required for the term of the license, but there are particular and immediate requirements or upgrades to the PEG facilities and for replacement of TUSD, Access Tucson and PCC equipment. Details for the capital cost estimates appear in the "Costs" section below.

FACILITIES

There is a demonstrated need and interest in Access Tucson continuing to have at least the facilities it has now, and there is a demonstrated need and interest in upgrading those facilities. One of three scenarios would address this need and interest: 1) Access Tucson could continue to occupy its current facility, and that facility could be upgraded; 2) a different existing building could be provided to Access Tucson, and remodeled to provide comparable facilities, and to eliminate problems with the current Access Tucson building; or 3) a new building could be built to Access Tucson's specifications, comparable to the current facility, but designed specifically for Access Tucson's needs. Upgrade requirements at the current facility have been identified and costs have been estimated based on those needs and general industry standards. Costs for purchasing and remodeling a different building or constructing a new facility have not been addressed in this report as it is difficult to develop costs without having a specific building, design, or piece of property in mind (location is critical to the success of the organization). As noted above, the capital value of the facility itself has not been estimated. However, some recognition of this value should be developed for a new license term. The reason that capital value should be recognized has to do with the structure of the Cable Act. Under the Cable Act, a locality can require a cable operator to provide capital support for facilities and equipment, in addition to requiring payment of a license fee. Operators argue that they are generally entitled to deduct the cost of operational requirements from the license fee (although some operators have

agreed that operational support may be provided outside the license or as a settlement of disputes without a license fee deduction). While this area is complex, and involves a number of legal issues, it is important for the City to ensure the value of the capital provided for PEG is recognized.

Needs were identified by Access Tucson based on their experience with the age and operating performance of their current facility's air conditioning units, other mechanical equipment such as the elevator, age of the roof and the need for energy efficient windows. Access Tucson has also had a shortage of parking space and the cost to purchase additional parking space is included in the estimate. Other needs include new carpeting and flooring in areas of the building, remodeling of some areas to make use of the space efficient and to reduce the use of staff to monitor certain areas of the building when it is open by securing certain areas, and fresh interior paint. According to an architect and a commercial real estate developer the consultant spoke with regarding the facility needs, renovation costs would run \$50.00 - \$100.00 per square foot depending on the scope of work performed. Model 1 uses the \$50.00 per square foot cost and Model 2 uses the \$100.00 per square foot cost scenario. Due to the age of the building, it was also recommended that a Phase One environmental study be conducted, if one has not previously been conducted, to determine if there are any environmental issues that need to be addressed. It is also recommended that an architect review the property in person to determine if there are any structural issues that need to be addressed. The costs noted above do not address correcting any problems that might be discovered as a result of these studies.

COSTS

Two models are presented for the cost of equipment replacement for City Channel 12 and for Access Tucson. As noted above, Model 1 presents a conservative approach with less frequent replacement of field cameras, field recording units, studio cameras, and mobile production equipment used in conjunction with the truck. Model 2 replaces equipment at intervals more commonly used in a commercial video environment. Details of both models are included in the attachments to this report.

Funds are needed to enable PCC to convert its playback system to a server-based video playback system. This will enable PCC to efficiently schedule programming and reduce their channel needs from two channels to one channel. There is also a need and interest in providing TUSD a video production van with the features, functions and capabilities described in the Wolf Coach proposal. Additional educational access capital will be needed to assist the educational access entities in maintaining and upgrading their systems to new technologies over the next ten year period. Examples include the UA's need to record in a digital format so it does not have to convert an analog signal to digital for editing.

With the assumptions noted above, in order to meet the needs and interests for PEG studio and playback equipment, and for Access Tucson facility upgrades over the next ten year period, the following funding would be justified, or equipment should be provided and replaced with the features, functions and capabilities reflected in the cost estimates.

The below costs include a range which allows for variances in the timing of equipment replacement purchases and renovation costs:

▪ City Channel 12	\$2,780,750 -	\$ 3,601,500
▪ Access Tucson	\$4,612,850 -	\$ 6,225,850
▪ TUSD (van)	\$ 250,000	\$ 250,000
▪ PCC (playback)	\$ 150,000 -	\$ 200,000
▪ Other Educational Access	\$ 500,000	\$ 500,000
Total	\$8,293,600	\$10,773,350

OTHER RELATED NEEDS AND INTERESTS:

These items are not identified at a particular cost in the capital cost scenario provided, but these needs represent related needs and interests that may arise over a ten year license period.

- If the Access Tucson facility is relocated, there would be a need for moving and engineering assistance to disassemble equipment in the old facility and re-install equipment in the new facility. There would also be a need to have a fiber connection between the new Access Tucson facility and the Cox headend for the playback of Access Tucson’s channels.
- When and if the PEG channels are converted to a digital, high definition, or other new technological format, there will be a need and interest in the equipment necessary to transmit the signal from the PEG entities’ playback facilities, process the signal at the Cox headend, and route it to the appropriate channel on the subscriber system.
- When and if the PEG channels are converted to digital, high definition, or other new technological formats, there will be a need and interest in ensuring that digital or other converters required to view PEG channels are provided to government, schools, and other public institutions so that the channels may be fully utilized by these organizations that are receiving free basic service.
- There is a need and interest in continuing the current license arrangements under which schools and other public buildings receive a free drop, and free cable services. In addition, in order to meet TUSD’s need and interest in ensuring that its programming is available to schools and at administrative offices, there is a need and interest in having additional drops and service provided to the TUSD Superintendent’s Office, Communications Office, and Tucson HS Media Center. Because school locations and locations of other government buildings change over time, the need and interest includes the need and interest in having drops and services provided to these new locations (which for the schools would include JTED facilities).

There is a need and interest in having periodic reviews of capital requirements, and making reasonable adjustments upward (or downward). For example, if access use grows, the “no growth” model may not generate sufficient funds for PEG.

FOCUS GROUPS

INTRODUCTION

Eight focus groups were held from June 20, 2006 – June 22, 2006 and six additional focus groups were held from October 25 – October 27, 2006. The first eight focus groups included individuals associated with the following types of organizations (or in the case of Access Tucson, users of the access channel):

- Non Profits
- Access Tucson
- Cultural/Arts
- Cultural/Arts
- Education
- Government
- Access Tucson
- TechPac

The second set of focus groups included individuals associated with the following types of groups:

- Youth Groups
- Minorities
- Non-Profit Groups
- Seniors Groups
- Neighborhood Groups
- Religious Groups

Forty-one organizations were represented by the eighty-nine people who attended the focus groups. With the exception of the education focus group, which consisted primarily of persons responsible for the educational access channels, the focus group attendees were different than the persons interviewed in connection with the “PEG Entities” section of this report. The focus group process thus provided a different perspective on access needs and interests than was obtained through the interview process. One might expect that focus groups like the “Access Tucson” focus group would have a very positive view of the value of PEG channels compared to other groups, and identify a greater need for channels and support during a renewal term as compared to other groups. What the data shows, however, is a high level of support for PEG channels and PEG support across almost every focus group.

The June and October groups had similar priorities with respect to the types of communication methods they anticipated using in the future, the capabilities that were important to them, and the type of programming, although the June groups, especially the Educational Group, ranked educational types of programming slightly higher overall than the October groups did. Channel rankings also varied somewhat, although the second channel for PCC and Access Tucson

Channel 99 received lower rankings from both the June and October groups as compared to other PEG channel. The City's internal Fire and Police Channel received a low ranking from the October groups (the October groups did not include people who could view the channel). Another difference between the June and October groups concerned the level of funding one would be willing to allocate to PEG access on a monthly basis. The June group placed a higher monetary value on PEG and 52% of those respondents indicated they would pay \$1.51 or more per month to support PEG. Forty-four percent of the October group indicated a willingness to pay that amount and thirty-one percent said they would pay \$.50 or less per month. This compares to 16 percent of the June group who would pay \$.50 or less per month.

Each focus group began with respondents completing Part One of the Questionnaire; this was followed by a greeting from a City representative and introductions by the participants. A short presentation about the cable license renewal process by the consultant followed, and then the process participants were to use was described. That process included questions that were posed by the consultant and brainstorming responses by the participants to each question. A copy of the discussion guide is attached to this report. The consultant probed deeper into responses to clarify and expand meaning. The discussion was designed to determine whether access channels were valuable, why they were valuable to the community, why people watched them, why they used or didn't use the public access facilities and equipment, and what factors affected use. When there was time, the respondents were given an opportunity to vote for their top three priorities on a given topic to get a sense of the groups' priorities. Voting did not take place with each group due to time constraints; typically the larger groups did not have time to vote. The prioritization is not seen as a critical factor in the analysis by the consultant and is considered to be ancillary information. This is because Part Two of the Questionnaire, which participants completed at the end of the focus group, was designed to provide detailed information regarding priorities in a number of subject areas from programming, to channels, to financial support for PEG access.

Some of the frequently mentioned responses that were discussed appear below. A complete listing of the focus group flip chart notes appears in Attachment A. Themes that were repeated throughout the focus groups included that PEG channels were an important vehicle for community information and education, that PEG programming needed to be of a good or high quality, and that PEG channels and programming needed more promotion, because many participants were unaware of when programs were on, and some were unaware of Access Tucson itself.

DISCUSSION

The focus group participants saw many benefits to Tucson from PEG and local programming.

An emphasis on the ability of PEG channels to deliver information and education to the general public and targeted audiences was frequently mentioned. Another important aspect was the ability of organizations to promote themselves and their services over the PEG channels.

The channels were characterized as the “community life blood” and a way to get news and information one could not get anywhere else. Free speech, community dialogue and the ability to discuss and resolve grass roots issues were also seen as benefits of the PEG channels. Participants stated that the government channel makes government accessible to the people and permits them to see the inner workings of departments and the city council. The educational channels were valued because they brought an opportunity for education to all, regardless of age or income level and provided opportunities for ongoing professional development that enhances both individual and community life. Others described the access channels as follows:

- Provides the community with information and news it could not get elsewhere
- Builds and empowers the community
- Provides opportunity for community dialogue about local issues; “holds a mirror up to the community”
- Provides publicity for community organizations and their programs/events
- Provides many educational benefits, including the ability to take college courses GED courses, language, math, professional development and other classes
- Puts a “face on government,” creates informed voters and citizens
- Promotes a free exchange of ideas, democracy, free speech
- Addresses the digital divide

This was so even though several participants thought that the access channels were under-publicized, or were not providing organizations sufficient support to produce programming. It was also so even among participants who did not watch the channels often – that is, the channels were valued by some because of the opportunity they provide.

When asked about issues facing the community and their organizations, the groups had a number of similar comments.

The most frequent comments are listed below.

- Transportation
- Water
- Need for infrastructure support
- Economic development, including Rio Nuevo and attracting companies to Tucson
- Available jobs and adequate salaries to attract and retain a good workforce
- Population growth
- Urban sprawl
- Aging population
- Need for outreach to public
- Funding (for schools, non-profits, arts and culture, government)
- Education (need for, access to, low standing for funding – 48th in country)

The participants had a number of ideas about how PEG and local programming could be used to benefit their organizations and the community.

Participants perceived that most organizations, including non-profits, education, and government, are strapped for resources and everyone has to “do more with less.” The access channels were seen as tools the groups could use to promote their organizations and events, provide information about important issues, help create a community dialogue, deliver services (such as education) and even help different levels of government (city, county, state) work better together. Participants in the government focus group emphasized the importance of television as a tool for communicating with the public. It was stated that the City of Tucson had conducted a series of hearings on transportation and discovered that roughly 90% of the attendees got their information from television. Other comments on the use of PEG channels included the following:

- Provides distance learning opportunities to all, regardless of income level
- Ongoing professional development/career change/workforce development
- Keep the public connected to the notion and image of education
- It’s an avenue to reach more people and those we wouldn’t otherwise reach
- Communication with public, employees, audiences, students, community
- Provides visibility to the organization
- Board and volunteer recruitment
- Break down “isms” and dispel fear
- Allows us to “get our story out,” to get information out
- Powerful and rare opportunity to control own image/message
- Provide information on public health issues
- Allows organizations to present their image, correct misperceptions
- Can provide promotion and information about organizations and events
- Visibility for fundraising, sponsors
- Help governments work together better through distance meetings
- Enable people to comment on community issues

Some concerns were expressed regarding PEG.

People wanted the quality of the programming to be reflective of the quality of their organizations, and they weren’t sure what was on and when it was on. They thought that the PEG channels needed to do more promotion and advertising. Some people said they preferred entertainment when they watched television, and PEG tends to be more informational and educational in nature, although it can be entertaining as well. While educational representatives foresaw using both analog and digital channels during a renewal term, the representatives also expressed concern that if PEG channels were moved to digital that could present a cost barrier to some citizens. Some of the specific comments included:

- We’re not familiar with Access Tucson, they need to do more outreach.
- Not a large viewership of PEG channels; need to go where we can get the most exposure.
- We don’t know what is on, when or where.
- We don’t have a staff to go and learn how to make videos.
- We’re social workers, we don’t think about media.
- Need access to viewer numbers; it would help if we knew it was worth the time and effort.
- Need to develop incentives to attract people (youth), can then build on.

Importance of Issues – Likert Scale

The table on the following page represents the responses to the question: which issues are the most important to you? The participants were presented with a list of topics; these topics were voted on by the focus groups. As discussed above, not all groups voted on all of the items, which accounts for the variation in the number of total respondents. The October groups were asked a question about the value of locally produced programming and non-locally produced programming. The responses were ranked based on a Likert scale that assigned a value of 4 to “Very Important” ▪ 3 to “Important” ▪ 2 to “Neutral” ▪ and 1 to “Not Important” in order to compute a single overall number that provides clarity in the ranking of importance. This number appears in the “Scale” column.

The scale does not represent an absolute value but rather a relational value of the importance of the topics. Locally produced programs were viewed as being the most important of the topics, but respondents also indicated that non-locally produced programs that addressed local issues were either Very Important or Important, although this item was #6 in an overall ranking. Funding for PEG and the cost to subscribers scored the second and third highest scale rankings.

The table below lists a series of issues to which the focus group participants assigned a value. The table shows the percentage of respondents, the number of respondents and the Likert Scale ranking. The table is organized by the Likert Scale ranking, from highest to lowest. (Impt. = Important)

TOPIC	VERY IMPT.	IMPT.	NEUTRAL	NOT IMPT.	TOTAL RESPONSES	LIKERT SCALE
Locally produced programs	81.82% 18	18.18% 4	0% 0	0% 0	22	3.8182
Funding for PEG	82.28% 65	13.92% 11	3.80% 3	0% 0	79	3.7848
Subscriber Cost	83.05% 49	11.86% 7	3.39% 3	0% 0	59	3.7458
# of PEG Channels	64.00% 48	24.00% 18	12.00% 9	0% 0	75	3.5200
Access facilities, equip. & training	56.76% 42	35.14% 26	16.76% 5	1.35% 1	74	3.4730
Non-local programs that address local issues	45.00% 9	55.00% 11	0% 0	0% 0	20	3.4500
Video on Demand	15.88% 10	38.10% 24	25.40% 16	20.63% 13	63	2.3651

Some of the groups had a detailed discussion about the top priorities identified in their group. A summary of the most common points of the discussion follow.

Funding for PEG

- The less funding you have the less capability you have and the benefits to the community are decreased
- Money is needed to fund equipment and staff
- If you have money you have quality, trained staff, equipment
- If you cut funding you have nothing (a matter of degree)

Number of PEG Channels

- Don't want the "P" to be the last priority
- A cut would be the road to elimination of diversity, community, education
- Channels connect the community to the community
- Let's do 4 channels well instead of 8 poorly
- Community benefits would be diminished

Access facilities, equipment, and training

- It benefits organizations if others are trained
- It's an important community resource
- Need more money to bring equipment up to state of the art again and to provide staff
- Need staff so equipment can be used, available
- Decreased availability limits hands-on experience
- Not enough funding limits access to new equipment and technology, good quality equipment
- Lose opportunity for people to see what's going on in the community, government, education
- More people need to be aware. City's responsibility to make them aware. Partnership: Public/Education/Government/private (Cox)
- Need funding

Cost

- Needs to be as low as possible
- Would be nice to have a low income rate so they (all) could get the benefits
- Small non-profits cannot afford cable and need high speed Internet access
- Larger discounts with bundled services (cable, phone, Internet)

The groups were asked to envision the future and the ways they might be able to use video communications.

One of the topics discussed under this area was a need for collaboration and partnership among the different PEG entities, as well as between the City, Cox, and Access Tucson.

- More collaborative relationship between City, Cox, and Access Tucson
- More outreach and promotion for PEG
- Expanded hours for access facility
- Use Access Tucson in emergency situations; include them on task force & have them offer training to City/County staff
- Show who we are and what we do to potential funders
- Increase visitors, memberships

- Break down art barriers: give people information about a performance ahead of time
- Choose what you want to watch and when you watch it
- Create programming blocks so viewers can find programs
- Tie in programming with local events/themes
- Access to information, education, perspectives, when and where you want it at a reasonable cost
- PEG in HDTV
- The convergence of communications: TV, phone, computers, brings many opportunities
- Upload video/social commentary like on “YouTube”
- Home health care, telemedicine

Groups were asked if they didn’t use the Public access facilities, equipment and channels, why they didn’t use them.

The government and educational groups did not use PEG facilities because they have their own facilities.

- Lack of staff and time (resources)
- Access Tucson no longer has the staff or level of sophistication.
- Technology scares people – fear of using it.
- Too many other priorities, limited time.
- Busy with other things.
- We do use it, have been on shows on Channel 12
- Access Tucson needs to do more outreach, marketing, publicity
- We do – a board member encouraged, have savvy staff person who knew media; on Access Tucson three times a year
- Need more hours at facility

FOCUS GROUP QUESTIONNAIRES

INTRODUCTION

As noted above, each focus group completed a two-part questionnaire at the meetings: the first part was handed out at the beginning of the session before the group discussion and the second part was distributed at the end of the session, after the group discussion.

Responses that appear below summarize key questionnaire responses. The complete set of ranked responses for the June, October, and combined groups appears in Attachment B.

RESPONSES

Part One:

The questionnaires showed a substantial need and interest in communicating with members of the general public.

- 56% had used the PEG channels to show video programming
- 53% of the respondents said they received positive feedback from using the channels; 89% of the Education group had a positive feedback response
- 51% of the organizations served a mixed income level of clients/constituents and 18% served low income clients/constituents
- 84% needed to communicate with the general public, 71% with families, and 70% with community/civic groups
- 86% used communications to inform, 68% to educate/train, and 66% to conduct outreach
- 64% of the respondents said their organization had a staff person who was responsible for communication activities.
- 63% do not have their own video production facilities and 51% use video to communicate to their clients/constituents
- 100% of the Education group and 36% of the Government group said they owned video production equipment

Part Two:

The questionnaires showed a high dependence on electronic forms of communication to reach the public and other clients/constituents. Interestingly, while respondents uniformly expected to rely more heavily on the Internet (and email) to communicate, the Internet was not viewed as a substitute for television or radio. Rather, the data suggested that there would be increasing reliance on both methods of communication, and less reliance on more traditional media.

- 84% of respondents said they would use their web sites more over the next five years to communicate with their clients/constituents, 83% said they would use e-mail more, and 66% said they would use video more
- These trends were similar for the delivery of services: 71% said they would use the web site more, 68% would use e-mail more, and 54% would use video more
- 96% of the respondents said it was either Very Important or Important that clients/constituents had the ability to retrieve information about their organizations via the Internet over the next five years
- 93% of the respondents said it was either Very Important or Important for them to prepare and broadcast video and audio programs and information about their organizations
- 76% said it was either Very Important or Important for their clients/constituents to select and view their programming “on demand” over the cable system

There was a very strong interest in a variety of community programming. Respondents said it was either Very Important or Important to have the following types of programs.

- 100% Information about public emergencies
- 100% Information and programming about local government issues
- 99% Information and programming about community service
- 98 % Arts and cultural programming
- 96% Information about community events
- 93% City council meetings
- 92% English as a Second Language
- 92 % Adult education/employee training
- 91% K-12 instruction and tutoring
- 91% Ethnic programming
- 91% Post secondary instruction
- 89 % College level courses
- 86% Local community programming in Spanish
- 86% Local business news and information
- 82% Info and programs about school events
- 78% School Board Meetings
- 52% School sports
- 39% Religious Programming

Using the Likert Scale approach, this programming list is reordered as shown in the table below. The scale provides additional information regarding the relative importance of different items.

DESCRIPTION	LIKERT SCALE
Information about public emergencies	3.8571
Information and programs about local government issues	3.7500
Information and programs about community services	3.6933
Information and programs about community events	3.5375
Arts & cultural programming	3.4756
Adult Education/Employee Training	3.4216
English as a Second Language	3.4047
K-12 Instruction & tutoring	3.3975
College level courses	3.3928
Ethnic Programming	3.3625
Post secondary Instruction	3.3580
City Council meetings	3.2380
Local community programming in Spanish	3.1904
Information & programs about school events	3.1566
Local business news & information	3.1566
School Board meetings	2.9397
School sports	2.6190
Religious Programming	2.3690

The focus groups felt that the PEG channels would be less valuable to the community if existing support were cut, or it cost substantially more to receive the channels.

When asked what would make the PEG channels less valuable to the community, 90% said if subscribers had to pay substantially more to receive them, 87% said if existing staff assistance in program production were limited or cut back, and 86% said if existing facilities were eliminated or cut back.

When asked how important it was for particular PEG channels to continue to exist, PEG entity respondents generally favored their own channels and at least one channel for each of the other PEG entities. Results varied across other groups. In the combined results, Pima Community College Channel 96 and two Access Tucson channels, channels 98 and 99 were ranked as less important than other PEG channels. What is less clear is whether this ranking reflects a qualitative judgment about the three lowest-ranking channels, or whether it reflects a general view that it is very important for each distinct PEG programmer to control at least one channel. The latter appears to be the better interpretation, particularly since a substantial majority viewed all channels as being Important or Very Important.

The following responses include those who thought it was either Very Important or Important to have the channels:

- 96% City Channel 12
- 95% University of Arizona Channel 19
- 95% Pima Community College Channel 95
- 94% Access Tucson Channel 97
- 89% Tucson United School District Channel 20
- 83% Access Tucson Channel 98
- 82% Pima Community College Channel 96
- 82% City’s internal public safety channel
- 80% Access Tucson Channel 99

These results are compared below with a Likert scale ranking, which lists a slightly different prioritization.

CHANNEL DESCRIPTION	LIKERT SCALE
City of Tucson Channel 12	3.6400
University of Arizona Channel #19	3.5500
Access Tucson Channel #97	3.5324
Pima Community. College Channel #95	3.5308
City’s Internal Fire & Police Channel	3.3461
Tucson Unified School District Channel #20	3.3417
Access Tucson Channel #98	3.3200
Access Tucson Channel #99	3.3066
Pima Community College Channel #96	3.2820

When asked what would increase their use of the local access facilities, equipment, and channels, the top three responses were:

- 72% Promotion of my program so people will know it’s on
- 71% Internal support in my organization for this activity (E.g. time, resources)
- 68% Ability of low income people to be able to afford to view my program

Responses to other questions yielded the following results:

- 74% of respondents said they were either Very Likely or Likely to use Access Tucson’s facilities in the future
- 40% of the respondents who were Unlikely or Very Unlikely to use Access Tucson’s facilities in the future were from the Educational and Government groups. This is not surprising since 100% of the Education group and 36% of the Government group said they owned video production equipment
- 71% of respondents said local programming was either Very Important or Important in their decision to subscribe to cable TV

When asked how much of their cable bill they would allocate to local access channels and the funding of local access operations, respondents provided the answers below. Note that 49% of the respondents would allocate \$1.51 or more per month.

- 29% \$1.51 - \$2.00 per month
- 20% More than \$2.00 per month
- 16% \$1.01 - \$1.50 per month
- 16% \$0.01 - \$0.50 per month
- 13% \$0.51 - \$1.00 per month
- 5 % \$0 per month

The PEG amount currently itemized on subscriber bills is \$1.35 per subscriber per month. That amount is lower than the amount roughly half the respondents considered appropriate, and well within the bounds considered appropriate by approximately two-thirds of the respondents. It was interesting to note that some respondents who indicated that local programming was Not Important in their decision to subscribe to cable television allocated \$1.51 or more per month to local programming. Conversely, some respondents who indicated that local programming was Very Important or Important in their decision to subscribe to cable television allocated lower amounts such as \$.01 - \$1.00 per month.

SUMMARY OF NEEDS AND INTERESTS

This section summarizes the consultant's findings regarding future PEG needs and interests based on the work described above, and her experience. These findings should be reviewed in light of additional information the City has developed through the renewal process to develop a final list of needs and interests.

OVERVIEW

There is a substantial need and interest for public, and educational, and governmental access in Tucson.

With respect to subscriber channels:

Number of Channels - Current Needs and Interest:

- There is a substantial need and interest in maintaining at least 7 PEG channels.
- There is a substantial need and interest in what is now the second Pima County Community College Channel, but because of the overlap in the programming between that channel and the first Pima Community College Channel, the two could be combined without substantially impairing the service available to the community if and when
 - Pima Community College's capital requirements are satisfied; or
 - The company provides an alternative means of delivering programming on demand to subscribers, in a way that does not create a "digital divide."
- The City's digital fire channel was supported by the focus groups, and a need and interest was shown for that channel but the consultant did not investigate how the channel is being used and whether the need for that channel could be fully satisfied through some other mechanism without impairing the service available.
- There is a substantial need and interest in ensuring that all PEG channels are available in the schools and in public buildings at no charge; and in adding additional locations as school and government building locations change.
- There is a substantial need and interest in ensuring that the quality of the channels and connections keep pace with developments in cable system technology, so that channels delivered to subscribers are of a quality and offer features and functions similar to those offered on commercial channels.

Number of Channels – Future Needs and Interest:

- There is substantial need and interest in allowing the PEG community to take advantage of improvements to the cable system, including by providing access to video on demand servers and systems.
- There is a substantial need and interest in reviewing PEG usage from time to time during a license term to determine whether additional channels or fewer channels are required in light of demands, usage, and technological developments including High Definition.

Location of Channels:

- There is a substantial need and interest in providing the PEG channels as part of the basic service tier, absent some other means of ensuring that the channels will be readily available to all segments of the community without a significant increase in cost.
- There is a substantial need and interest in moving the PCC channels or channel so that they are not subject to interference.
- There is a substantial need and interest in ensuring that the PEG channels are readily accessible to subscribers, by making it easy for subscribers to find and identify the channels. (One possible approach to satisfying this need and interest is to provide programming in blocks, at lower channel numbers).
- There is a significant need and interest, related to the need and interest in publicizing the PEG channels, for retaining channel positions, and where changes in position are required, ensuring that there is adequate funding for addressing issues associated with channel changes (such as promotional issues).

Publicizing Channels:

- There is a substantial need and interest in better publicizing the PEG channels.
- There is a need and interest in having PEG programming promoted more than it is presently being promoted to ensure that subscribers are aware of the channel locations and programming. This includes a need and interest in having Cox provide more spots than it currently provides for PEG promotion on its channels.
- There is a need and interest in having PEG programming information listed on all channel guides, and having that information available on menus and sub-menus. PEG users should be able to include information comparable to that provided for commercial programming for the guides, menus and sub-menus.

PEG Support: Overview

- There is a substantial need and interest in maintaining at least the current level of support for PEG in the City in real dollars.
- There is a substantial need and interest in having PEG facilities and equipment available in the community, and not having them cut back or diminished.
- There is a substantial need and interest in having access to PEG equipment that is in good condition and reliable so producers can create local programming.
- There is a substantial need and interest in having PEG equipment and facilities that are specifically allocated to each of the PEG entities (City, Access Tucson, TUSD, UA, and PCC).
- There is a substantial need and interest in having equipment that keeps pace with the industry so that quality local programs can be produced.
- There is a substantial need and interest in having free access to PEG equipment and facilities to maximize the community benefit of locally-produced programs and to ensure that this opportunity is equally available to all Tucson citizens.
- There is a substantial need and interest in having PEG access facilities that are well maintained, up-to-date, and user-friendly.
- There is a substantial need and interest in having different levels of PEG field and editing equipment packages available to meet the needs of beginning-level producers through advanced-level producers and professional staff.

Funding and Support: Facilities:

- There is a substantial need and interest in ensuring that current Access Tucson facilities are provided and enhanced, or that a comparable facility, with improvements, is provided throughout a new license term. There is a substantial need and interest in upgrading the Access Tucson facilities over the next 24 months.

Funding and Support: Production Equipment and Playback Equipment

- There is a substantial need and interest in replacing and supplementing existing PEG production and playback equipment. There is an immediate need and interest in capital replacement of Access Tucson's equipment, and PCC's playback equipment, and an immediate need and interest in providing a mobile van for TUSD.
- In order to keep pace with technological change and to maintain existing capabilities, there is a substantial need and interest in providing capital funding for public, educational, and governmental access equipment over the franchise term at a level that

would enhance existing playback for educational access providers; provide for a transition to digital and high definition equipment for all providers; and that would permit the schools an opportunity to provide video production opportunities to students throughout the community.

Funding and Support: Signal Processing and Transmission Equipment

- There is a substantial need and interest in maintaining existing connections and associated equipment and capabilities, and enhancing those connections and equipment over time to keep pace with technology.

Funding and Support: Operating Support

- There is a substantial need and interest in current levels of operating support for PEG in current dollars, and increased levels of operating support are also justified.

Miscellaneous: Future Changes

- There is a need and interest in ensuring that changes in the Cox cable system do not adversely affect PEG.
- There is a need and interest in periodic review of the PEG requirements to determine whether the channels, facilities and other support should be adjusted upward or downward based on developments in technology and changes in the needs and interests of the community, or to adjust PEG requirements in light of changes in the management of PEG channels.
- There is a substantial need and interest in providing access to on-demand servers, with features, functions and availability equivalent to that provided for commercial channels. *While this study shows a clear need and interest in having PEG programming available “on-demand,” the consultant did not attempt to determine what amount of “on-demand” capacity it would be reasonable to expect Cox to provide, or when that could be provided.*

ATTACHMENT A

FOCUS GROUPS

List of Focus Group Organizations

Discussion Guide

June Focus Group Notes

October Focus Group Notes

JUNE FOCUS GROUPS: ORGANIZATION LIST

- Access Tucson
- Arizona Repertory Singers
- Arizona Theater Company
- City of Tucson
- Civic Orchestra of Tucson
- CODAC Behavioral Health Services, Inc.
- Cultural Exchange Council of Tucson
- Humane Society of Southern Arizona
- La Paloma Family Services
- Museum at the Depot
- Pan Left Productions
- Pima Community College
- Pima County
- PRO Neighborhoods
- Promotional Concepts
- Southern Arizona Blues Heritage Foundation
- Technology Policy Advisory Committee (TechPac)
- Tucson Museum of Art
- Tucson Pima Arts Council
- Tucson Symphony Orchestra
- Tucson Unified School District
- University of Arizona

OCTOBER FOCUS GROUPS: ORGANIZATION LIST

- Chicanos Por La Causa
- Habitat for Humanity
- Holy Shadow Mission
- Home Instead Senior Care
- Interfaith Community Services
- Junior Achievement of Southern Arizona
- League of Women Voters
- Luz Social Services
- Our Family Services
- Palo Verde Neighborhood Association
- Pima Council on Aging
- Refugee Services Immigrant Provider Network
- Rising Star MB Church
- Southwest Center for Economic Integrity
- Temple Emanu-El
- Tucson Children's Museum
- Tucson Police Department's Weed and Seed
- Tucson Urban League
- Volunteer Center of Southern Arizona

Tucson Focus Group Presentation June 20 – 22, 2006

Introduction

- Thank for coming
Who I am, why I am here and my credentials
Have participants introduce themselves
- The City of Tucson is going through a cable license renewal and is seeking the input of community leaders like you through focus groups. The City wants to know what the needs and interests of the community are regarding cable communications so it can use this information as a resource in its cable negotiations. This is a very important time and project as cable licenses are long term contracts and typically run 10 – 15 years.
- The City is also conducting a survey and you can go on line by June 26 and respond to that survey. City website is: tucsonaz.gov – click on “Hot Topics.” The survey is also being conducted by telephone to a random group of residents, so you might receive a telephone call from the survey company.
- One of the things we will spend a lot of time on today are issues related to communications and how your organization uses them now to get our message out and how you might use them in the future.

PEG and Local Programming

- We will also be talking about PEG channels, equipment and facilities. PEG stands for “Public, Educational, and Governmental” access channels. These are channels that are required by the City’s current license and that are programmed by local groups. Access Tucson also operates a radio station on the cable system.
- Tucson has nine local channels dedicated to PEG access, and these activities are funded primarily by license fees paid by cable subscribers to the City, capital grants from the cable company, funding from educational institutions, and Access Tucson membership and class fees
- City has 2 channels (12 and internal Police/Fire)
- Access Tucson has 3: (97, 98, 99)
- U of Arizona has 1: (19)
- TUSD has 1: (20)
- Pima Community College has 2 (95, 96)
- Access Tucson provides training, facilities, and equipment to the public and organizations so they can learn how to make video programs and have them shown on the access channels in a live or recorded format.

- There are many ways a community organization can use the local access channels, facilities and equipment to reach their constituencies and the general public.

Examples of types of programs:

- PSAs, Bulletin Board messages, advertise for volunteers, job openings
- “Local Matters” (studio talk show, Access Tucson provides host),
- “Tucson Vision” especially geared towards non-profit orgs. Non-profit provides host, guests, topic; Access Tucson provides production members and volunteers to shoot and direct show.
- Programs about your organization
- Community event coverage (parades, festivals, etc.)

Other Community Examples:

- Boston Access hosts a weekly dance party: this was a community response to gang problems. The dance parties get kids involved, having fun, and off the streets in a supervised situation.
- In Chicago, mentally disabled persons have learned to produce video programs and use these programs to show potential employers and others what they are capable of.
- These types of community resources are especially important at a time of license renewal and there is a lot of pressure on the ability to maintain these community benefits.
- Federal law requires the cable company to satisfy cable-related needs and interests of the community in order to obtain a renewal.
- The City faces a special challenge in its cable renewal as a new Arizona law, limits what may be included in licenses renewed after June 2007. Our goal today is to identify the community's future, cable-related needs and interests.

Video Technology Trends

- The trend is toward digital. Broadcasters need to convert their analog signals to digital by 2009, although this could be moved back. Digital provides a cleaner picture, enables more channels to be carved out of the same bandwidth on the cable system, and opens the opportunity for a host of new services, such as VOD, HDTV, and complementary services such as getting information or buying a product while watching a TV program.
- Video on Demand is an interactive service that enables the viewer to select the program they want to watch when they want to watch it.
- HDTV is a different format of television and is wider, like a movie format. The picture is also a very high resolution and shows a lot of detail.
- Bigger TV screen sizes and smaller screen sizes
- IPTV – can go to your cell phone or your computer, also used by cable ops
- Digital trends in video production technology – equipment needs to be compatible, phase out analog.

Cost Issues

- While all signals will eventually be digital, for now the lowest cost tier of service will remain analog, and people who wish to obtain digital signals will have to pay additional amounts to purchase it.
- In Tucson, Cox subscribers pay \$19.95 per month for a basic analog tier of service. The price is \$54.95 per month for the least expensive digital package. This can be an issue, especially for low or fixed income people, students, and seniors.

What We are Doing Today

- We want to step back more broadly, understand what issues your organization and this community face, how communications can or can't solve those issues, and then begin to consider in what sort of ways, if any, the cable system could be used to address those communications issues
- I will be asking you four or five main questions with some additional follow up questions to guide the discussion and probe into certain topics or issues as they come up.
- You will “brainstorm” answers to these questions. This will be a timed activity, to make sure we have time to get to all of the questions in each of the focus groups. Therefore, it will be very important for you to be succinct in your answers and to stay on track with the question. If I see us getting off track, I may interrupt to refocus the discussion.

After brainstorming, we will take a few minutes to prioritize the material, I will then ask each of you complete Part Two of a written questionnaire before you leave.

- Notes of this session are being taken by Randi and the audio is also being tape recorded, so if we need to go back and hear or document a comment, we have that information. The information will not be used in a personally identifiable manner. Please speak up in your responses so they will be heard on tape.

Brainstorming Rules

- Object: to collect as many ideas as possible
- Do not criticize, judge or discuss ideas while brainstorming
- DO build on each other's ideas
- One person talks at a time
- Are there any questions about the process before we begin?

Tucson Focus Group Discussions: October 25 - 27, 2006
FOCUS GROUP QUESTIONS:

- As a community leader, how do you see local programming benefiting the community/your organization? **Vote for 3**

 - What do you see as some of the issues facing the community and your organization today?
 - How can local channels address these issues? **Vote for 3**

 - Dream a little... What are some of the ways you could use video communications in the future? (Give some examples here – e.g. Chicago Little City Fndtn, Boston, K-12, college courses)
 - How could PEG/local access channels be used by the community?
 - How could they be used by your organization?

 - In its license renewal negotiations, the City will be considering many issues that could be of concern or importance to you. Which of the following issues are important or of concern to you? (Take a visual vote, then focus discussion on those of most interest to the group)

 - **VIP IMPORTANT NEUTRAL NOT IMPORTANT**
 - # of channels for PEG/local access use
 - Funding for PEG/local access
 - Access to facilities, equipment, and training
 - Video on Demand/see what you want when you want
 - Cost to subscribers

 - If you don't use PEG equipment, facilities or channels, What are the reasons you don't use them? **Vote for 3**
-

Ask if have time:

- What is important to you as a viewer of PEG programming? Why do you watch/why don't you watch?

- Is there any advice you have for the City in its license renewal negotiations that you could sum up in about 30 seconds?

FOCUS GROUP ONE

Non Profits

June 20, 2006

Question 1

How does local programming benefit Tucson?

- Educates public on community issues (3)
- Empowers the local community to think/act locally in a global world (3)
- Opportunity for producers, directors, camera people, editors, to use their skills and to develop new skills and build resumes also (2)
- Kids are growing up learning video production; knowledge within schools is broadcast (1)
- Provides an opportunity for getting people together; self-help groups, building community by talking about values and issues (1)
- Provides more people with the opportunity to watch public policy making in action (E.g. city council meetings) (1)
- Educates people new to the community regarding the culture here
- Inform people about upcoming events
- Educational and training provided; example math show; very helpful
- TUSD broadcasts internally for each school; communicates to students
- It brings people to the museums. Numbers quadrupled; every time Channel 12 ran the museum spot, more people came in

Question 2

What do you see as some of the issues (communications) facing the city today?

- Access to quality education; pre-k, k-12 and higher education (5)
- Transportation – infrastructure, roads maintaining and expanding; constructing; public transportation, RTA fulfill promise; communicate updates to public (4)
- Lack of affordable housing for low income (4)
- Attracting new employers; large employers and tech companies (2)
- Teenage pregnancy (2)
- Affordable health care (1)
- Available jobs and adequate salaries; especially good jobs and amenities for young professionals
- Affordable child care
- Water preservation
- Underage drinking
- Companion Animal overpopulation
- Legislature – Tucson not viewed favorably

Question 3

Which issues are the most important to you?

The group voted on the following issues; we then discussed the three most important:

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels		3	4	
Funding for PEG	2	4	1	
Access facilities, equipment & training	3	4		
Analog vs. digital channels			5	2
Video on Demand	1	4		2
Access to Internet	1	5	1	
Cost	6		1	

Funding for PEG

- Loss of community benefits described under question #1 (7)
- Need money for equipment and convert to digital (5)
- Where is the money going to come from? (3)
- If no funding, no real PEG (2)
- Staffing
- Money would need to be raised elsewhere

Access, facilities equipment and training

- Benefits organizations if others are trained (6)
- Important community resource (5)
- Need more money to bring equipment up to state-of-the-art again and to provide more staff (equipment includes software) (5)
- Wouldn't miss it until we lost it then it would really be missed

Cost

- Needs to be as low as possible (6)
- Nice to have low income rate so they could get the benefits (4)
- Non profits need break for internet access; smaller nonprofits cannot afford to have cable and need high speed Internet access (3)
- Larger discounts with bundled services (Internet, cable, phone) (2)
- Should be a way to make available to everyone (Internet, cable, phone) (2)

FOCUS GROUP TWO

Access Tucson

June 20, 2006

Question 1

How does local programming benefit the community?

- Attracts outside business, economic development (4)
- Free exchange of ideas – no advertising influence (4)
- Educational channels are very important – educate people at home, etc. (3)
- Provides information not available in a convenient form (2)
- Fosters independent film industry in local area (1)
- Connects community to the community – a sense of place (1)
- Teaches youth
- Provides exposure for local talent on national level
- Creates trained workforce for video/media industry
- Provides networking opportunities (film, video)

Question 2

Which issues are most important to you?

The group voted on the following issues; we then discussed the three most important:

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	5		1	
Funding for PEG	5		1	
Access facilities, equipment & training	4	2		
Analog vs. digital channels	1		4	1
Video on Demand				6
Access to Internet		3	2	1
Cost*	1	4		1

*(Note: Cost is important to seniors and others – preserve a low cost tier

Number of PEG Channels

- Connects community to community (4)
- Don't want "P" to be cut, to be the last priority (4)
- (Cut would be) road to elimination of diversity, community, education (3)
- Give outlet to people to show talents (2)
- All channels are useful and busy (1)
- May be other outlets for "E" but not for "P" (1)
- Benefits previously noted (in first question about benefits to community)
- (Cut would) eliminate importance of community
- So much content in City, need the number of channels to convey information

Funding for PEG

- Availability of staff (staff levels affected when not enough funding) (4)
- The less funding you have, your capability decreases, benefits to the community are decreased (4)
- Should be joint funding (Cox, City, County, Comcast, businesses) (3)
- Need staff to pull together and do – Need funding (2)
- If cut funding, how do you do community outreach to get funding, programming? (1)
- If cut funding, have nothing (a matter of degree)
- Need staff to provide leadership and vision
- Need staff for training and mentoring

Access Equipment, Facilities and Training

- Need staff so equipment can be used, be available (4)
- (Not enough funding) limits access to new equipment, technology, good quality equipment (4)
- Lose opportunity for people to see what's going on in the community, government, education (3)
- If no access, can't produce (1)
- (Decreased availability) limits hands-on experience (1)
- (Access) provides a positive role model to youth (1)
- Need funding
- Diminished interrelationship building with other access groups, (of less funding)
- Youth camp/exposure/ express point of view

Question 3

What do you see as some of the issues (communication) facing the city today?

- Lack of high paying jobs (3)
- Border Issues (3)
- Crime/drugs (2)
- Water (2)
- Transportation (1)
- Homelessness (1)
- Believability/credibility: citizens/government (1)
- Phoenix decisions affect Tucson (1)
- High school drop out rate (1)
- Economic development
- Downtown development – Rio Nuevo
- Hate
- High teen pregnancy rate
- Obesity

FOCUS GROUP THREE

Cultural/Arts

June 21, 2006

Question 1

How does local programming benefit Tucson?

- Informs people about upcoming events; community calendar (don't know how well known) (3)
- Showcases local events, often free events; Tucson Meet Yourself draws a crowd of 50,000 -70,000 (3)
- A way of introducing the arts; cultural/arts programming; not necessarily local; introduce people to the arts; classics. (3)
- Access Tucson teaches students how to produce video (2)
- Distance learning; UA and PCC classes on TV; programs that teach people (1)
- Internet programming; UA programs over Internet; distance learning
- Like canned and local programming
- Communication – city channel how the government works; see council meetings
- Offers an alternative voice
- Anyone can be a star; young children too

Question 2

What do you see as some of the issues (communications) facing the city today?

- Urban sprawl (3)
- New transportation bill (need but is controversial) – wider roads, light rail system, tear down arts/warehouse area, tear down neighborhoods to build (3)
- Tucson is a “black sheep” (state legislature) (3)
- Creating new economic engines out of the talent and resources we have here (2)
- Instead of trying to recruit companies from the outside City now building from the inside, startups. Need to understand the balance (1)
- Water (1)
- Energy issue: close doors when using air conditioning.
- Brain drain of college graduates and college professors
- Overdependence on two or three large employers/economic entities: University of Arizona (UA) and Raytheon
- Under utilization of the rich resident capital here: one is all retired executives moving into town, bi-lingual/bi-cultural community; intellectual property at UA \$450 million
- Very weak public/private educational partnership
- Getting everyone to understand Rio Nuevo

Question 3

What are some of the issues facing your organization?

- Lack of appreciation, unrecognized musical/performing/visual arts quality (4)
- How do we prove we're relevant, bringing value? (3)
- Organizations competing for time in our lives (3)
- How do we prove we're relevant, bringing value? (3)
- Lack of rehearsal/performance space (size and cost). (2)
- Philanthropists want to give to programs and not to capacity building (not salaries, buildings, organizational costs) (1)
- Funders determine the organizational priorities (what programs run); funding drying up (1)
- Being marginalized by national networks (e.g. clear channel) less local) (1)
- What happened to public art?

Question 4

What are some of the things PEG access channels can do to address these issues?

- PEG tool is only as good as utilization by people.
- Is anyone watching?
- Is anyone creating?
- People need to know that Access Tucson exists and that they can take advantage of it; they can be trained and they need to be motivated to take advantage of it; and know equipment is available for use
- Many video distribution modes
- Promote access programming on Channel 12
- More web based, Internet based

Question 5

What are some of the ways that you could use video communications in the future?

- Show who we are and what we do to potential funders
- Want a bigger and varied (youth) audience
- To increase our visitors and membership
- Promote entertainment offerings in Tucson to everyone, out of town visitors
- Should be free advertising for free events
- Being able to use via the Internet (website)
- How to distribute the technology (through phones, Internet) mobile

Question 6

Which issues are the most important to you?

The group voted on the following issues; we then discussed the most important one

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	3	1	1	
Funding for PEG	4	1		
Access facilities, equipment & training	5			
Analog vs. digital channels	5			
Video on Demand	1	1	4	
Access to Internet	1	2	2	
Cost	4	1		

Access facilities, equipment & training

- More people need to be aware. City’s responsibility to make them aware. Partnership: Public/Education/Government/Private (Cox) (5)
- Maintain and grow facilities equipment and training (3)
- Include in city newsletters, water bills, cable bills (2)
- Training to produce quality programming — empower people (2)
- Should be available to everyone at low or no cost (2)
- Make sure that facilities and equipment are state-of-the-art (1)
- Worried about less access, shrinking of access
- Maintain existing equipment
- Partnership should measure progress to see if this is productive, how much gets used

Question 7

Why don’t you use PEG access channels, equipment and facilities?

- Didn’t know it was available.
- We do use it.
- Technology scares people, fear of using it
- We have been on city programs (museum)
- Too many other priorities
- More exposure on local broadcast
- Cost/benefit will it benefit us? Will it bring funding? Is there an audience?
- Cost/benefit if we have to pay anything
- Competes with other programs

FOCUS GROUP FOUR

Cultural/Arts

June 21, 2006

Question 1

How does local programming benefit Tucson?

- Exposure to things/events in City of Tucson (7)
- Education: GED on TV; educational even if it is not degree focused (language, yoga, math) (2)
- Information—classes on TV, remote learning (1)
- Civic education; access to city council meetings (government) (1)
- Convenience – watch at home (1)
- Programs you don't see elsewhere: teens access to TV, Democracy Now (1)
- Some TV is high quality (low production) (1)
- Information about meetings, city council
- Local focus; information about issues that are unique to a community
- Forum for public information, education on local issues

Question 2

How can your organization benefit from PEG?

- Publicity (6)
- Education/information about our organization (4)
- Audience development (3)
- Professional video production services from Cox/Access Tucson (3)
- Sales (1)
- Marketing public announcements (1)
- Fundraising
- Opportunities about funding
- Community involvement
- By providing personal improvement /help culture; help fulfill organizational mission
- Expand volunteer opportunities to promote organization (youth, seniors)

Question 3

What do you see as some of the issues facing the city today?

- Revitalization - Rio Nuevo (4)
- Water-fire danger/ drought (4)
- Transportation – traffic and parking (1)
- Crime – drugs (1)
- Education -funding (1)
- Public recreation facilities
- Growth and development/sprawl
- Teachers - no child left behind
- Overpaid city employees
- Immigration

Question 4

What issues are facing your organization?

- Public and private funding/donations
- School cuts – no/few field trips (funding for buses)
- Increased costs
- Competition from other arts organizations
- Emphasis on new rather than supporting older organizations
- Audiences shifting dynamic
- Competition from busy schedules
- Aging population
- Access to downtown (people don't want to go)
- Outreach
- Visibility
- Labor pool—finding qualified people

Question 5

How can PEG help you communicate or help you address these issues?

- Publicity: increased visibility of organization through quality programming
- Provide info: who what when where about events
- Video tour—how to get downtown, it's easy
- Help educate the audience
- Helping produce quality programs
- Channels provide an alternative outlet. Need to be a reliable outlet so people know when to tune in
- Broadcast entire play with quality

Question 6

What are some of the ways that you could use video communications/PEG in the future?

- Huge need for music education for arts/symphony
- Breaking down barriers—giving people more information about the performance before attending
- Way to organize people with like interests
- Interactivity—choose what and when you want to watch; choose symphonies you would like to hear; choose like American Idol; what people want to see
- Tying in programming with local events, complementary programming (E.g. show a movie/video that ties in with a local theme, event, local program)
- Publicity
- Create programming blocks so viewers can find/watch programs

Question 7

Why aren't you using PEG channels, equipment and/or facilities now?

- We're not familiar with Access Tucson, they need to do more outreach
- Access no longer has the staff or level of sophistication
- Not easy to work with Access—limited staff; it's who you know there
- Limited time
- No staff to go learn and make the videos
- Be proactive - Access Tucson
- Access Tucson should be educated regarding marketing and publicity
- Not a large viewer ship of PEG channels; need to go where we can get the most exposure; why waste time?
- Doesn't seem like a viable place to do marketing
- Southern Arizona Attractions Alliance coordinates groups to create a calendar so that the orgs don't have to keep inputting to various media. Access Tucson should join and incorporate this into their programming

Question 8

Which issues are the most important to you?

The group voted on the following issues; we then discussed the most important one.

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	5		1	
Funding for PEG	6			
Access facilities, equipment & training	5	1		
Analog vs. digital channels	0	0	0	0
Video on Demand	0	0	0	0
Access to Internet	0	0	0	0
Cost	0	0	0	0

Funding for PEG

- If you have funding you have quality, trained staff, equipment
- Maybe people would watch then if it was good quality
- Let's do 4 channels well instead of 9 poorly
- People don't watch due to poor quality programming

- How can Cox benefit community?
- Not only a channel, but Cox should provide expertise; as their civic duty.
- Cox should help provide professional programming (E.g.12 hours of programming per week)
- With Cox resources, want quality programming and information about the arts.

FOCUS GROUP FIVE

Education

June 22, 2006

Question 1

How does local programming/PEG channels benefit the community?

- Provides information about community, civic, educational services
- Delivery of education
- Delivery of professional development
- Better educated workforce
- Provides multi media training
- Public service information
- Model/show that access to education is available to everyone
- Important role of video in certain types of education
- Good complement to other digital services - combine with web (e.g. testing, other services)
- Important for future transition to other services – “scaffold”
- Offers opportunity for community dialogue
- Provide different level of news, info and programming than broadcast; can be more complex to fit issue
- Creates a welcoming environment; public relations; non threatening way to access education; without these people would have no other way to access
- Public relations: provide positive image of educational institutions
- Multi cultural - language programming/cultural programming
- Medical training broadcasted/ public health
- PEG channels cover a large geographic area
- Addresses digital divide issue

Question 2

What are the benefits of local programming/PEG to your organization?

- Avenue to reach more people and those you would not otherwise reach
- Community outreach, advertise events, lectures, other
- Cable helps to reach lower income families
- The PEG channels help us to fulfill our mission, provide access to information and education
- Prepares students for coming to UA
- Benefit continues after graduation; life-long learning
- Continuing professional development/career change/workforce development
- Lends to positive image of organization
- Way for students to see each other, profile employees
- Communicate with employees
- Ability to bring in national and international resources to the community
- Develop cross district culture—JTED (JT TECH) across school districts

Question 3

What are some of the issues facing the community?

- Economic development
- Workforce development/education (JTED) foundation of development
- Talent retention/brain drain
- Growth
- Lack of infrastructure support: facilities, roads, parks, streets, fiber
- Water
- Health care
- Transportation
- Funding for all services
- 48th in funding for education nationally
- Education quality, graduation rate is low
- Immigration and border issues
- English language, multiple languages spoken
- Public officials/inequitable short-sighted state legislation, don't support the common good
- Lack of state and community vision; no cohesive vision

Question 4

What are the issues facing your organization?

- Bridging digital divide
- Difficult recruiting new talent (funding for wages/no or few opportunities for spouses)
- BA rate in Arizona low; 18% of HS students
- Charter schools draw funding away from public school system
- Emphasis on support of private education as opposed to public; more support for private
- Charter schools do not have as strict a standard as public schools do; little accountability for charter schools; unequal playing field re: quality
- Education is seen as a commodity
- Decreasing enrollment; increasing need
- Misperception of who we are; perceived as government
- Relentless attack on public education across the country
- Religious agenda pushed through public schools

Question 5

How can PEG address these issues?

- Public can comment on issues
- Gives community sense of itself that it wouldn't have any other way

- Opportunity to present information about issues from each of the stakeholders
- Correct misunderstandings and perceptions/misrepresentations
- How to address continuity of media education for students
- Public health; being able to provide information—smoking cessation
- Puts personal face on institutions; keeps face in front of elected officials
- Keep public connected to notion and image of education
- Provide a source of funding (cable license fees used by city to support PEG and its own interests)
- Analog/digital using both
- Cost of digital a barrier
- Would like funding set aside for educational access: develop criteria for distribution to sustain and develop programs
- Supportive of PEG retaining at least 1 (educational) analog channel

Question 6

Which issues are the most important to you?

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	9	1		
Funding for PEG	10			
Access facilities, equipment & training	1	5	4	
Analog vs. digital channels	10			
Video on Demand	8		2	
Access to Internet	0	0	0	0
Cost	10			

FOCUS GROUP SIX

Government

June 22, 2006

Question 1

How does PEG/ local programming and channels benefit community?

- Neighborhoods can find out about each other what are they doing
- Getting information out to people—what we are doing, what services are available; how they can participate or contact us
- Ease of taking college courses
- You get coverage that you would not normally get—good news stories
- Educates the public on how their tax dollars are spent
- Have discovered that people get their information from TV not the newspaper.
- Over 90% of the population get info from TV (found during transportation public meetings)
- More extensive calendar: community events, meetings, free stuff, religious—should be put on TV.
- Digital is a wonderful mechanism for feedback and real time interaction with the program. Expand on topics that are current through public access in a way that could not be done in a news bit. Allows for expansion of topic
- More transparent government workings: supervisor and council meetings (formal)
- Only place you get to see government at work
- Main communication tools that the city uses; no money for advertising or anything else
- Puts a face on government that you don't get on regular TV
- Goal to drive community to a venue where citizens can have a reliable source for emergency information, government operations. They know they can go to Channel12 or some specific venue
- Allows people to take an inside look into various depts. - fire, police, etc.
- Have greater control; more real time; emergency management – can do quickly
- Interactive channel could help people more, answer questions
- Provides the handicapped access to services that are otherwise not available
- PEG provides programming to special needs groups - Spanish speaking, etc.
- PEG channels provide the community with a snapshot of themselves, the culture; more in depth than regular channels

Question 2

What are the benefits of PEG/local programming to your organization?

- People feel better about government
- Allows us to get our story out; tremendous amount of information that needs to be communicated
- Need informed voters
- Creates greater level of awareness, stimulates interest in government among a broader audience
- More informed citizenry, makes better decisions
- Forums for candidates should be presented on public access/government; make the information more available; present issues; town hall meetings
- Promote citizen participation
- Extends reach
- Can connect different organizations as well as those that are far apart; county to county; city to county; city to state
- Reduces isolation in departments that do not have much interaction with citizens; public inspection, reinforces their (departments) value
- Seeing something on TV validates it for people
- Channel is there if people want it
- Revenue producing—educational/classes
- As we become more global, Tucson as a city can be showcased
- With Video on Demand, could be 24x7

Question 3

What are some of the issues facing the community?

- Water
- Transportation
- Trauma medical care and healthcare
- Geographic distances, physical size; cost of gas is a barrier
- Need for reliable information across the county
- (Need to reach) small communities outside of Tucson metro
- Community awareness (lack of)
- Language barriers
- Social and racial segregation vulcanizing neighborhoods
- International border issues
- Population growth—need for more public safety
- Difficulty maintaining police/citizen ratio as population grows
- Newcomers don't know what's available
- Need resources to respond to public safety
- Citizens not a part of government; feeling that stuff is being done to them; people feel disenfranchised.
- Need to build a larger economic engine; lack of strong economic base

- Brain Drain
- Aging population, senior issues
- Need senior care and full-care facilities
- Don't have adequately ranked educational system (is #48)

Question 4

What are the (communication) issues facing your organization?

- RTA transportation—need to produce as a result of ½ cent passage; challenge to deliver and to produce results fast enough
- Funding continues to be a issue
- Accountability of government, awareness; need to make people more aware, show progress on projects
- People get sound bytes on broadcast TV
- Need for follow up
- Have to do more with less; limited resources
- Need strategic plan for communications; no integrated plan
- Language barrier
- Multiple languages/cultures
- Need for trauma and health care delivery system, capacity, communication
- Channels are not there in ways we can use
- Next generation will have different expectations; how to connect with them; they are mobile

Question 5

How can PEG/local programming address these issues?

- It is a primary vehicle to utilize to get info out to community
- Need to address the interactive segment, being able to capture info as well, feedback, polling, high crime area focus, reporting, broadcasting goes both ways;
- Connecting groups for two-way communication, distance meetings
- Get information based on need rather than clock, like the Internet
- Get information from an authoritative and trusted source (not like the Internet)
- Disconnect between where information is and how people get access to it
- In a major event from a scalability standpoint, we can get more channels going
- People who watch the government channel feel better about government
- Helps build consensus
- Help governments work together better: city, county state – distance meetings
- As city and county grow, connect and educate employees
- Professional training and educating the community on health issues, CERT training, emergency management, education over a wide area, shift workers
- Access Tucson: can use resources for training, expertise; people tap into resources without necessarily owning

Question 6

Which issues are the most important to you?

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	6	5		
Funding for PEG	11			
Access facilities, equipment & training	5	6		
Analog vs. digital channels	0	0	0	0
Video on Demand	4	5	2	
Access to Internet	5	6		
Cost*				

*** Cost to Subscribers**

Cost of PEG channels to subscribers: by 2009 channels will be digital, moot point
Remain analog until forced to move to digital

FOCUS GROUP SEVEN

Access Tucson

June 22, 2006

Question 1

How does PEG programming benefit the community?

- Gives non-profits a way to get messages and services out
- “Local Matters” – non-profits get the message out about who they are and what they do.
- Non-profits can use this video for fundraising, information, etc.
- “Tucson Vision” – non-profits produce programs themselves
- Outreach
- Promotion
- (Channels and programming) provide information to newcomers
- It’s local, news, information/alternative news, Free Speech TV
- Provides outlet for free speech in light of media consolidation... International news, many voices. Access Tucson is the antidote.
- Participatory democracy
- Citizen access
- Education on PEG
- Educates young people in skills they can use in today’s technical world.
- Helps youth, get involved, learn, can lead to a job/self esteem
- Promote safety to kids through video
- Community Life Blood
- Community Resource
- In today’s culture, community has eroded away; (access) provokes community involvement.
- Access Tucson helps promote a sense of community; is welcoming to others.
- Diversity in community, cross cultural communication
- Expose and resolve grass roots issues
- Fills in gaps between national and local news
- A place to voice ideas, offer experience, hope to community, stand up for beliefs
- Educate public about social issues to inform, prevent abuse and where to get help
- Video is a social event: crew, partners, etc.
- State-of-the-art facilities and presentation
- Open opportunity to everyone and it’s free
- Lowers cost of entry into video market
- Scholarship for arts
- Conceptualize: actualization of a concept

Question 2

How do you envision the future?

- Programs promote a healthy city (Help attain the mayor’s “Healthy Tucson” initiative

- Health, communicate to public through PSAs, etc. Work with hospitals to get public health information out.
- Emergency preparedness: use Access Tucson in emergency situations, include on Task Force
- Offer training to city/county staff for emergency training
- Help communities process experiences (E.g. 911 – how Bronx/Queens access helped)
- More supportive, collaborative relationship between City, Cox, and Access Tucson (antagonistic is an energy drain)
- Work together
- Maintain #1 access facility
- Expanded hours for facility
- Catalogue and archive of old videos and a way to access
- Collect and play PSAs
- Advertise PEG channels (and programs) on the Electronic Program Guide
- Highlight programs in bill inserts
- Want more channels, not less, would like branding of channels so people know what to expect (content/quality). E.g.: Community Organizations, Individuals, and News
- More public outreach so people know Access Tucson exists.
- More outreach to schools
- Outreach on national issues
- Gap between regular people and video people. Mitigate gap between the technology “haves” and the “have nots”

Question 3

What are the problems facing Access Tucson?

- Cable and TV might be obsolete (as we know it)
- Staff is stretched too thin
- Survival
- Funding
- Channel survival
- Upkeep of equipment and facilities
- Not enough funds for participatory democracy
- (Need) united resources and funding
- Getting political powers and public to appreciate what Access Tucson provides to the community
- Getting community leaders and audience (general public) to understand and fully appreciate the meaning of the concept of free speech and the importance of an independent media to that free speech and to democracy.
- Value not recognized
- Gaining VIP support and promotion: promotes bonding, need promoting, support
- Adversarial relationship between City, Cox, and Access Tucson
- Rapid changes in technology: equipment upgrades, training staff and users, expense
- How can Access Tucson remain relevant as technology changes?

- Constantly changing/transient population – outreach problem
- Not enough networking among Access Tucson producers and volunteers

Other comments the participants wanted included:

- Access Tucson values equality, diversity, free speech, first come - first served

FOCUS GROUP EIGHT
TEHPAC
June 22, 2006

Question One

How does local programming benefit the community?

- Gives the opportunity to learn if can't afford education
- Could lead people to go to college
- Provides info and education to home bound
- Allows government entities to talk to each other and to the constituents
- Allows public access (to government)
- Channel 12 value – people tune in to issues they want to see
- Viewer #'s don't measure value
- Expands public dialogue, disseminate info about city
- Allows government to communicate emergency info
- Only avenue for political access to speech
- One tool in culture that provides free speech
- Holds a mirror up to the community
- Creates community in an isolated world, people can share culture, religion, values, arts, anger
- How do we hold the cable company accountable on interactive promises?
- Telemedicine

Question 2

What are some of the issues facing the community?

- Water
- Transportation
- Border
- Energy
- Connectivity ubiquitous
- Economic and workforce development, which is dependent on education and interactive technology
- Need for unified educational system
- Attracting business
- Keeping talented students
- Retention and development of existing business
- Rural Development (southern region/western Pima County)
- Poverty Digital divide (not just poor/generational)
- Low wages
- Immigration
- Every 10 years 70% of population turns over
- Aging population

Question 3

How can PEG channels address these issues?

- Provide distance learning (targeted)(how can be interactive)
- See if PEG channel could be available to all (e.g. universal service)
- Quick community education/response to disasters/hot button issues/ provides forum
- Live community forums simultaneously from multiple locations
- Programming that goes out into the community and talks directly to public regarding issues/problems
- Serves community persona
- PEG presents unbiased information
- Workforce investment act – publicize what we do

Question 4

What are some of the ways that you could use video communications/PEG in the future?

- Convergence of communications: TV, phone, computers, many opportunities
- Access to info, education, perspectives, when and where they want at a reasonable cost
- Active reinforcement of cultures
- More high school sports and in high definition
- PEG in HDTV
- 311 integration with the cable system
- Upload video/social commentary like on www.youtube.com
- Make tech attractive to young people (different technologies)
- Ubiquitous access to technology of choice
- Home health care, telemedicine

Question 5

What policy advice do you have for the City?

- What are realistic needs/equity
- Equity in funding PEG
- City needs to maximize benefit for the public good
- Research/pick model we want/see what budget is
- Entities need to move toward a more cooperative model—let go of hoarding/share: telcos, cable companies, community orgs, educational institutions, government, economic development, public safety, Access Tucson, hospitals and medical in general)
- Need policies to facilitate this integration (above comments); oversight of the cable corporation
- Need to do community visioning
- How to address funding challenges?

FOCUS GROUP NINE

Youth Group

October 25, 2006

Question 1

How do you see local programming benefiting your organization and/or the community?

- Outreach, community engagement: services and volunteerism (4)
- Access to audiences (3)
- Increased citizen awareness (2)
- Timely, topical, responsive to local issues (2)
- Community driven/personal (1)
- Helps organizations get results (1)
- Efficient - per/customer cost spread out over larger mass (1)
- Inexpensive way to reach an audience (1)
- Access Tucson has equipment we can use to make programs
- People learn hands-on media at Access Tucson educational benefit get experience UA/PCC
- Vehicle for fulfilling our missions
- Can be more focused on target audience
- Have to be creative--Facilitates orgs to look at themselves and to be innovative

Question 2

What are some issues facing your organization and how can PEG channels address these issues?

- Awareness – visibility, Board recruitment, Spread reach of program (3)
- Fundraising/publicity becomes a donor benefit (3)
- Volunteer training (3)
- Help increase funding (awareness) (2)
- Get volunteers/clients/donors /community buy-in (2)
- Impact on coordinating nonprofits and avoid duplication (e.g. program on mortgages) (1)
- Community awareness about issues they may not be exposed to otherwise. (e.g. youth) (1)
- Young people tell their own stories. (Channel 12 did piece, got immediate impact, calls to help, etc.) (1)
- Transportation-problem coming in for a workshop, life skills, home buying, mortgage, financial
- Access Tucson-Somali program-every other week-*Tucson Vision* Access Tucson

Question 3

How could PEG channels be used in the future to benefit the community or your organization?

- Kids have MySpace accounts, YouTube, Yahoo; cross technology. Integrate with blogs, assist with: cyberspace/explore services, youth in crises, and violence in home. Seek out what is important to them.
- If PEG channels could be made available to everyone (not just cable subscribers)
- Knowing what to watch and when – is important. Get Access Tucson programs that are downloadable.
- More awareness in school settings-get them exposed
- Lead to jobs

Question 4

Which issues are the most important to you? The group voted on the following topics and discussed the one that received the most votes.

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	1	4		
Funding for PEG	5			
Access facilities, equipment, training	4	1		
Video on Demand		3	1	2
Cost to Subscribers	4	1		
Locally produced programs	5			
Non-local programs that address local issues		5		

Funding For PEG

- Give organizations free promotional opportunities
- Don't have money, don't have access
- Sustainability, --if channels and funding are gone, won't get them back
- More funding, more possibility for hours
- If narrow number of channels, narrow amount of programming.

Question 5

Why don't you use the PEG facilities and channels?

- Lack of staff and time (resources) (4)
- Don't know what's available to us (3)
- Skill and knowing what want to produce (2)
- Bang for buck; show program on broadcast (1)
- We're social workers—don't think about media (1)
- Sustainability/presentation (1)
- We do – a board member encouraged, have savvy staff person who knew media—on Access Tucson 3x/year
- When say “Access Tucson” people think of a lot of weird stuff
- Market will find resource (YouTube)

Question 6

What is important as PEG viewer/producer?

- Produce – want quality (3)
- Meaningful, salient programming; increase awareness; topical to community (3)
- Viewer quality - watch well-produced insightful, innovative (2)
- Needs to be interesting (2)
- Viable schedule (2)
- Access to viewer numbers – help knew if worth time and effort (2)
- Promotion (1)
- On Demand—viewers tune in

FOCUS GROUP TEN

Minority Group

October 25, 2006

Question 1

How do you see local programming benefiting the community or your organization?

- Bridge to bring community together and empower Hispanic people—teach to give back (resources, self improvement), enrich community (3)
- Stay up to date on community activities, etc. (2)
- Avenue for minority voices - access to media can be teaching/educational tool – positive for youth (1)
- Info not tainted, not manipulative, give info about community, get multiple views (E.g. Black history)
- Get word out about available services and programs to clients
- Access to the technology, equipment, etc. (through Access Tucson)

Question 2

What are some issues facing the community and your organization, and how can PEG address these issues?

- Access to resources-funding opportunities (3)
- Promote volunteer opportunities (2)
- Enhance image of organization (2)
- We need to communicate to and from the community (multi language). Need to gather info/funding/health info/regional/national, address misinformation (2)
- Get word out to community about our needs (e.g. golf fundraiser) (1)
- We want to learn “How to Fish” (1)

Question 3

How could PEG channels be used in the future to benefit the community or your organization?

- Interface PEG w/regular channels –get public access info on regular channels don't segregate them (4)
- Get strong sponsors and funders (2)
- Using technology in schools 5th and 6th grades; Phoenix uses – “smart” white board. Could be used in a program (w/computer) (1)

Question 4

Which issues are the most important to you? The group voted on the following topics and discussed the one that received the most votes.

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	3		1	
Funding for PEG	4			
Access facilities, equipment, training	3	1		
Video on Demand		2	2	
Cost to Subscribers	3		1	
Locally produced programs	1	3		
Non-local programs that address local issues	1	3		

Question 5

Why don't you use the PEG facilities and channels?

- Needs to be interesting (4)
- Don't know the process (2)
- It's not entertaining (2)
- Poor production values "flavorless" (1)
- Look at for specific info – if you don't need, you don't watch (1)
- Not prominently displayed (1)
- Haven't had the time to find out
- Busy using the technology I have at my disposal now
- Public access not "pretty" and pretty sells
- Doesn't have the quality/video technical quality

Question 6

Participants were asked to summarize their thoughts in approximately 30 seconds; following is the essence of their comments.

- Public access is very important; if we don't remain vigilant, it will go away. It is important that we maintain it. There is a movement away from providing information to the public. Need to send a very strong message that public access continues. Need to ensure that we have public access as an integral part.
- We are getting away from getting information to the public, just information alone; away from the people's access to information. It's important to maintain and keep PEG.
- Important. What is being missed is the core group that watches PEG is getting older and this needs to be promoted to a younger group, otherwise it will go away.
- Need information to provide orientation to others.

Question 7

Participants were asked if there were any other cable issues they would like to address.

- Need a low income discount on Cox rates.
- Keep prices reasonable and we don't want to have rates rising every six months.

FOCUS GROUP ELEVEN

Non-Profit Group

October 26, 2006

Question 1

How do you see local programming benefiting the community or your organization?

- Forum for community dialog on important issues (e.g. *Consider This*) (4)
- Opportunity for longer programs on local issues – not just 30 seconds on news (3)
- Reach out to communities that are underserved by other media (i.e., Somalis) (2)
- Presents actual local voices (2)
- Freedom of Speech (2)
- Promote programs—parenting ed, e.g., Spanish info (charter schools) (1)
- More affordable (1)
- Variety of opinions (1)
- Education in media production—expose students to trade (1)
- Media Education (1)
- Important to have council meetings on
- Opportunity for extended program life through DVDs etc.
- Provides access point outside of Tucson
- Economic development, tourism

Question 2

What are some issues facing the community or your organization and how can PEG access address these issues?

- Enhances outreach education and impact by using channels than could do otherwise (5)
- Control of own image/message - Powerful and rare (4)
- Multiplier effect: Access Tucson takes on - organizations /multiple continued engagement/critical issues (3)
- Leveraging limited resources PEG channels/staff & money (2)
- HIV drug awareness gang awareness—PEG (1)
- Being on TV gives legitimacy (1)
- AZ at bottom of educational pile – every resource we can provide is needed/free access to quality education (1)
- PEG is affordable for organizations
- Public access helps put on positive news about community – provides balance (1)
- UA/PCC serve poor market that may have time to watch TV
- Provides visibility for organizations
- Longevity—program reach out to refugee communities, if orgs get together so can keep program going
- TEP (electric company) is a major funder, made non profits attend a workshop on working together
- See more—all ‘subtext’ transparent government

Question 3

How could PEG channels be used in the future to benefit the community or your organization?

- Civics (how it runs) advocacy how things work; intro to government (multiple languages) citizenship (6)
- Provides public a resource community org. Housing, health care, education, etc. (5)
- Other language channels/programming e.g. Russian, Korean, Japanese (3)
- Neighborhood network – promote what’s going on in different neighborhoods - positive (2)
- Link Tucson channels w/what is going on at state government – e.g., hearings. Etc. (1)
- If Access Tucson was able to expand and do more with internships and give kids media arts experience. (1)
- Pima County Board of Supervisors cable cast Meetings
- Emergency response e.g., city and county get info out to seniors; disaster, where to go
- Senior “On Demand”

Question 4

Which issues are the most important to you? The group voted on the following topics and discussed the one that received the most votes.

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	6			
Funding for PEG	6			
Access facilities, equipment, training	3	3		
Video on Demand	2	4		
Cost to Subscribers	6			
Locally produced programs	6			
Non-local programs that address local issues	3	3		

Question 5

Why don’t you use the PEG facilities and channels?

- Didn’t know about resources (3)
- Time and energy commitment/limited resources (3)
- Access Tucson needs to communicate with/non-profits – “How To’s” (3)
- Finding some funding for non-profits (2)
- Not in paper guide—where to find programs? (Make it easier to use) (2)

- Public image and reputation (2)
- More show slots (1)
- Number of opportunities for staff shows limited (1)
- Limited/ interesting content (1)
- Want more staff support
- I do use – staff treats you like you can do it; regardless of age, ability, etc.
- What are demographics of cable subscribers?
- Mission creep—limited staff time

Question 6

Why do you watch PEG programming?

- Quality programs/funding
- When there is a program about your organization or an issue you're interested in
- Channel surfing
- Current events
- European news sources
- Direct view to citizens
- *Viva Arizona* (UA)
- Entertaining
- *Democracy Now*
- Educational

Question 7

Why don't you watch PEG programming?

- Don't know what is on when or where
- Don't have cable
- Sometimes shows are boring

Question 8

Participants were asked to summarize their thoughts in approximately 30 seconds; following is the essence of their comments.

- The entities that are behind the peg channels renew and market, we will all be more supportive. Missing marketing aspects to the community. We would then watch more. Renewed commitment from stations.
- Partnership/public and private, marketing plan. The 8 players, Cox and City need a coordinated effort to get out to community, non profits, etc. It is critical that the PEG channels if utilized with a vision will add to the fabric of the community in an important. To give up the 8 channels would be a great mistake.
- Echo that. There is a continuing fragmentation in our society in the way we communicate. The PEG channels provide a service that can bring us together. We need to optimize these services and a commitment. If we loose, they will be gone for good.

- We have not been aware of the possibility that PEG provides us. We have to do more to utilize more and we are missing.
- We were personally invited to Access Tucson. If it was a more open environment, and we were made aware that is accessible. If it continues to be more open and aware of the services, it will sustain itself.
- As a community we should use our existing youth employment funds to provide opportunity for interns. This is an opportunity to try it out and learn some job skills. Our community would be excited to see.

Question 9

Participants were asked if there were any other cable issues they would like to address.

- Customer service was great.
- Quality of the reception has varied.
- Being held hostage by a monopoly. Choices are yes or not take cable
- Cox is supportive of nonprofits in the community.
- Happy with service. No problems.

FOCUS GROUP TWELVE

Seniors Group

October 26, 2006

Question 1

How do you see local programming benefiting the community or your organization?

- Uncensored, free speech (5)
- Diverse community—get to know about each other (4)
- Allows alternative voices to be heard (commercial TV does not) (e.g. peace groups, redress to the City Council) (4)
- Homebound can see community events (e.g. rodeo – saw great grandchild on Marana rodeo) (3)
- Educational and entertaining ;Wide variety; Encourage youth to develop/grow through Access (3)
- Find out about resources that are available to elderly people (1)
- Get info out about programs available (by City) (1)
- Education for Homebound (1)
- Inspirational – 106th anniversary of church (1)
- Equal time to different church groups. (1)
- Would grieve if no *Democracy Now*
- Access Tucson has computers to use
- Public feedback
- Wish more religious programs

Question 2

What are some issues facing the community or your organization and how can PEG access address these issues?

- Build community; breakdown “isms”/dispel fear (4)
- Churches can afford to put programs on to “win souls” (3)
- Take any problem (e.g., bad driving) and put on educational info (3)
- Learn mediation, discussions (3)
- Would be nice if Cox advertised PEG channels on TV and on TV Guide. (2)
- Pima Council on Aging – no ad budget – excellent way to let people know we’re there and what we do (2)
- Appreciation richness of diversity (2)
- Info on new and ongoing programs (2)
- Enhance community awareness (2)
- Inspirational programming is on higher tiers (1)
- Access Tucson provides training (1)
- Access Tucson gives grants and scholarships for students (1)
- Provide greater info/Christian/Muslim/etc.

Question 3

How could PEG channels be used in the future to benefit the community or your organization?

- Monthly calendar of free events (4)
- Senior channel on Cox (4)
- Partner with UA—provide medical info (3)
- Educate about safety hazards in the home (3)
- Programs on local people who have interesting collections (3)
- Behind the scenes of arts organizations, they need more exposure—video of rehearsals, symphony; visual arts, etc. (3)
- Programs about places/ways they could volunteer (so people know) (2)
- Info for caregivers who are too busy to go to conferences/info how to relieve stress (1)
- Railroad toy museum—make program (1)
- Access Tucson needs to ask people to get involved.

Question 4

What time of day do you generally watch television?

- 6 am-9 am (4)
- 9 am to Noon (4)
- Noon to 2 pm (3)
- 2 pm to 5 pm (3)
- 5 pm to 9 pm (9)
- 9 pm to Midnight (7)
- Midnight to 6 am (2)

Question 5

Which issues are the most important to you? The group voted on the following topics and discussed the one that received the most votes.

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	6	2	2	
Funding for PEG	4	5	1	
Access facilities, equipment, training	7	3		
Video on Demand		2	6	2
Cost to Subscribers	9	1		
Locally produced programs				
Non-local programs that address local issues				

Question 6

Why don't you use PEG channels and facilities?

- Busy with other things (4); Have used but too busy (1)
- Some have satellite (3)
- More hours at facility (3)
- Make check out more lenient, better integrated (2)
- No need to do it (2)
- Unaware (1)
- Media makes fun of public access. People don't want to be associated.
- Bigger parking lot for Access Tucson (1)
- Physical access

Question 7

Participants were asked to summarize their thoughts in approximately 30 seconds; following is the essence of their comments.

- Cox uses disingenuous advertising.
- Compare gross revenues local or nationwide, this year with last, and the year before. How much money did they make over the past few years? Is there a trend of increasing rates?
- Accountability for things that don't seem important to the viewership at large. For instance, when first took over, charged \$13 for expanded basic, channel 13 was moved to 7. Channel 13 is back on 13 and picture is terrible. Technician checked and said nothing was wrong but picture is still bad.
- Service—once got a higher tier and called for service on Friday and didn't come until Monday. Cost goes up every time. Rates continually increasing; why are rates continually rising?
- If you subscribe to additional services, then your rates don't go up.
- If there is a viable alternative, they (the City) would cancel Cox.

FOCUS GROUP THIRTEEN

Neighborhood Group

October 26, 2006

Note from Facilitator: *This was a very small (three participants) but a very dynamic group. Due to the size and the strong personalities of two of the participants, it was difficult to force the group into using the same structures and formats that were used in the other focus groups. The participants also did not represent Neighborhood groups, as anticipated, but simply represented themselves and their personal views.*

Question 1

How do you see local programming benefiting the community or your organization?

- Continuing education – UA micro campus
- Two incomes needed today – people get jobs without degree; PEG provides a way for them to get degree
- Communication of ideas
- Alternatives to CNN, MSNBC, etc.
- Can see political debates if can't attend
- Informative
- Info from people in the neighborhoods
- Can address crime
- Provides community awareness (crime)
- Kids tuning in to grand rounds/surgery at UA hospital, curiosity/learning

Question 2

Why don't you watch the PEG channels?

- Don't know what's on
- Don't watch a lot of TV
- I watch TV for enjoyment; these are informative, not entertaining
- What's the benefit to the viewer?
- Have schedule info on
- Don't care

Question 3

How could PEG channels be used in the future to benefit the community or your organization?

- Need to develop incentives to attract people (youth), can then build on

Question 4

Is it important that PEG exist? The participants expressed their views:

- Community, local—the access channels in terms of community well being are a benefit and essential. Access channels helps the community know what is going on in the community as a whole. For example, crime issues; access channels provide what is going on in the community; how are crimes being committed. Council meetings, what is going on locally, Channel 12 is essential. Cox uses right of way, should be required to broadcast community shows. More important to me that programming is locally produced rather than nationally.
- Agree, besides educational benefits are important.
- Impossible not to make these types of channels available to the community. Convinced it is for the benefit of the whole. Anything that tax dollars have anything to do with has to have benefit to the whole. Everything is debatable except for the channels.
- Should be a federally mandated minimum number of channels based on community size.
- Three channels (proposed by State) are not enough.
- 3 channels is too few, 8 is too many, 6 is a good amount of channels

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels				
Funding for PEG	3			
Access facilities, equipment, training	1		1	1
Video on Demand	2		1	
Cost to Subscribers	3			
Locally produced programs				
Non-local programs that address local issues				

Question 5

Participants were asked to summarize their thoughts in approximately 30 seconds; these are the results.

- It's very useful, eight channels too many three too few. Should be five or six, and each should be justified. Video on demand is unnecessary. Funding should be paid for by the subscribers.
- Channels should be widely available
- When the City negotiates, should not let Cox go down to three. City needs goods reasons. Go for six and settle for five.
- Should stay the same – eight channels...
- Go for ten and settle for six.
- Important to so many people.

- Don't like that Cox gets away with murder and no one checks them.
- Attack vigorously the monopolistic nature of the cable companies. It is now wrong. Number of cities did not take the bait.
- It is exclusive because no one else can use the cable. First thing that is wrong, we have a contract and we have to modify. Let's throw it out and start over. Who put the fiber in the ground? Cox and it has been paid for.
- No reason why they can't use the same wire. If the City doesn't write into what they are going to do, WiFi, etc. Ten year renewal is unbelievable. Should be a 5 or 3 year contract.
- Renegotiate the whole contract. Need two cable companies. Take boundaries off.
- One of the ways to protect the public is to provide free enterprise—competition. Without that, it is a monopoly. The point is there is no competition. The dollar volume to rebuild is too costly (competitive overbuilder).

FOCUS GROUP FOURTEEN

Religious Group

October 27, 2006

Question 1

How do you see local programming benefiting the community or your organization?

- Outreach, opening minds cultivating an appreciation of diversity (6)
- Allows viewpoint that may not be commercially viable but is important to community (3)
- Allows community to interact with community on a local level—inspire each other. E.g., mentally retarded group produces programs at Access Tucson—they “light up” when they’re there. (3)
- Brings programming that not otherwise available (e.g. *Deutsche Welle*) (3)
- A way to get the word out about services, volunteer opportunities (2)
- Seeing on TV lends legitimacy to it—e.g., handicapped, part of community. (2)
- Encourages groups to understand media process (1)
- Educates in diverse way that not available otherwise (1)
- PCC channels - love having access to experts (1)
- Watch council meetings better informed
- People enjoy seeing people they know

Question 2

What are some issues facing the community or your organization and how can PEG access address these issues?

- Visibility of organization —what’s important to them, how to access them—inexpensive (4)
- Access Tucson doesn’t go out and address the hot issues. (3)
- Community needs to know AT exists (3)
- Be a tolerant community (2)
- Access Tucson does meet the ideas/needs of those who come to it with ideas. (2)
- Find PEG programming intolerant of religions (1)
- Topic of Tucson – have access to state your opinion/news (1)
- Some programs on for 15 years—have slots and prevent others from getting on – lottery every 6 months—random selection
- Issues are producer/focused/initiated
- Community orgs have to go to Access Tucson and ask

Question 3

Why don't you use Peg channels and facilities?

- Needs more promotion—how to get involved (6)
- Don't know when shows are on (3)
- A lot of people don't know they exist (3)
- Some of the quality of video not there technically—equipment quality, producer quality, single camera boring (2)
- Some areas can't get Cox—only have satellite (1)
- Some people are apathetic about community issues (1)
- Not on EPG so don't know when to record
- Some people don't want to “learn” they just want to be entertained

Question 4

How could PEG channels be used in the future to benefit the community or your organization?

- Needs growth in channels/funding (6)
- More education about drug issues and impact (3)
- Opportunity to cultivate 6-10 shows: do one every week focus on local issues, e.g., religion, immigration, legal, issues in education (Nature of access doesn't lend itself) (3)
- Could develop resources more with more directed programming (3)
- Video a real police raid—create more community awareness about this. (3)
- Tucson has big crime problem—maybe cameras could be put in crime areas

Question 4

Which issues are the most important to you? The group voted on the following topics and discussed the one that received the most votes.

TOPIC	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Number of PEG channels	4	2		
Funding for PEG	5	1		
Access facilities, equipment, training	6			
Video on Demand	1	3	1	1
Cost to Subscribers	6			
Locally produced programs	6			
Non-local programs that address local issues	5	1		

Question 5

Participants were asked to summarize their thoughts in approximately 30 seconds; these are their comments.

- PEG has to be more outgoing and do more outreach to tell them what's available.
- Can PEG do PSAs on other channels?
- Lack of information. Good learning today. Used Access Tucson. Important to get info out.
- Great resource. Didn't know there were 8 channels. Idea of making stronger and more focused would be great.
- Tucson is one of the most interactive communities. Greater funding to PEG for growth beyond what we have now. More promotion needs to be done in the community so that more people are able to take advantage: e.g. children, handicapped.
- One of the advantages that Access has, everyone hates their cable providers, built in reason to hate. Lots of promises very little delivery. Politically speaking, there is an opportunity to advocate to the community and city for more funding for Access.
- Contract written for 10 years; should be a shorter time.
- What is our leverage? Public opinion, let council and mayor know.
- Ten year contract is long; build in an increase for better equipment, exchange of equipment, some sort of increase to advance technologically.
- Frustrated with the way they organize channels. Basic, expanded, etc. No input into how they move channels.

ATTACHMENT B

QUESTIONNAIRE RESULTS

June Results: Ranked

October Results: Ranked

Combined Results: Ranked

Likert Scale Results: Ranked

Tucson Focus Group Questionnaire: June 20 – 22, 2006

Written Questionnaire for Organizations: **PART ONE Results**

- Ranked
- 57 Respondents

Notes: *In the questions below, the first column represents the percentage of respondents and the second column is the number of respondents. Some questions asked respondents to choose only one answer. The percentages in these responses should equal 100; this is not true in all cases, due to rounding.*

1) Please print the name and phone number of your organization below:

2) What is the primary function of your organization? (Check all that apply)

38.18%	21	Arts/Culture/Heritage
27.27%	15	City/County Government Agency
23.64%	13	Education Post Secondary
21.82%	12	Human/Social Services
18.18%	10	Education K-12
18.18%	10	Other
		<i>Workforce development</i>
		<i>Technology</i>
		<i>Programmer</i>
		<i>Museum</i>
		<i>Library</i>
		<i>Downtown development</i>
		<i>Consumer</i>
		<i>Animal welfare, cruelty prevention</i>
16.36%	9	Health/Wellness
14.55%	8	Adult Education
12.73%	7	Civic/Neighborhood
10.91%	6	Public Safety
9.09%	5	Business
5.45%	3	Religious

3) What is the general income level of your constituents/clients? (Check one)

55.36%	36	Mixed Income Levels
16.07%	9	Low Income
14.29%	9	NA
8.93%	5	Middle Income
3.57%	2	Upper Income
3.57%	2	DK

4) What languages do your constituents/clients speak? (Check all that apply)

94.64%	53	Fluent English
67.86%	38	Spanish
60.71%	34	Some English
28.57%	16	Other
		<i>International audience</i>
		<i>Forty other languages</i>
		<i>Ninety languages spoken</i>
		<i>Arabic</i>
		<i>Chinese</i>
		<i>Korean</i>
		<i>Russian</i>
		<i>Apache</i>
		<i>Odaham</i>
		<i>Tohono</i>
		<i>Yaqui</i>
		<i>Sign language</i>

5) With whom in the Tucson community do you need to communicate? (Check all that apply)

89.47%	51	General Public
70.18%	40	Civic/Community Groups
68.42%	39	Families
66.67%	38	Business Groups
61.40%	35	Arts & Cultural Audiences
59.65%	34	Minorities
57.89%	33	Non-English Speakers
57.89%	33	Seniors
56.14%	32	K-12 Students
56.14%	32	Volunteers
50.88%	29	Post Secondary Students
50.88%	29	Social Service Users
49.12%	28	Voters
43.86%	25	Disabled Persons
38.60%	22	Religious Community
38.60%	22	Veteran
15.70%	9	Other
		<i>Educator</i>
		<i>Elected officials</i>
		<i>Employees</i>
		<i>Music lovers</i>
		<i>National professional development</i>
		<i>Pasqua, Yaqui, Tohono, Odaham</i>
		<i>Scientists</i>

6) What are the purposes of your communications? (Check all that apply)

87.72%	50	Inform
68.42%	39	Educate/Train
64.91%	37	Outreach
49.12%	28	Entertain
40.35%	23	Advocacy
5.28%	3	Other
		<i>Free speech</i>
		<i>Protection and re-homing of companion animals</i>

7) What are the current methods and media you use to communicate with your constituents/clients? (Check all that apply)

81.82%	45	Information on our web site
74.55%	41	Word of mouth
72.73%	40	E-Mails
67.27%	37	Tucson Citizen, Arizona Daily Star
67.27%	37	In person
62.83%	34	Direct Mailings
61.82%	34	Community newspapers
58.18%	32	Local cable access channels
45.45%	25	Local radio stations
38.18%	21	Direct telephone calls
34.55%	19	Television ads
27.27%	15	Spanish language community newspapers
23.64%	13	Spanish language radio stations
21.82%	12	Automated telephone messages
12.73%	7	Other
		<i>K-12 school visits</i>
		<i>Neighborhood association meetings</i>
		<i>Promotions w/ business, community forums</i>
		<i>Television interviews</i>
		<i>Tucson Pima Arts Council</i>
		<i>Word of mouth & networking</i>

8) How successful are you in reaching your constituents/clients through your current communications methods? (Check one)

69.89%	38	Successful
17.86%	10	Not very successful
7.14%	4	Very successful
7.14%	4	DK

9) Does your organization have at least one staff person who is responsible for communications activities?

67.86%	38	Yes
17.86%	10	No
12.50%	7	NA
1.79%	1	DK

10) Does your organization have its own video production facilities?

56.14%	32	No
35.09%	20	Yes
7.02%	4	NA
1.75%	1	DK

11) Do you presently use video to communicate to your clients/constituents?

66.67%	38	Yes
28.07%	16	No
3.51%	2	NA
1.75%	1	DK

12) Have you used the local access channels to show your video programming?

62.50%	35	Yes
32.14%	18	No
5.36%	3	DK

13) How often have you used the local access channels to show video programming over the last two years? (*Check one*)

38.60%	22	More than 12 times
3.51%	2	4– 8 times
22.81%	13	NA
21.05%	12	1-3 times
10.53%	6	DK
3.51%	2	9-12 times

14) If you have used the local access channels, what kind of feedback have you primarily received from your constituents/clients regarding this programming?

(*Check one*)

59.65%	34	Positive Feedback
19.30%	11	NA
17.54%	10	DK
3.51%	2	No Feedback

Tucson Focus Group Questionnaire: June 20 – 22, 2006

Written Questionnaire for Organizations: **PART TWO Results**

- Ranked
- 53 Respondents

Notes: In the table format, the upper number is the percentage of respondents compared to total respondents and the lower number in the same box is the number of respondents. In the paragraph format the first column represents the percentage of respondents and the second column is the number of respondents. Some questions asked respondents to choose only one answer. The percentages in these responses should equal 100%; this is not true in all cases, due to rounding.

15) Over the next five years, how do you see yourself using the following communications methods to communicate with your clients/constituents?

Description	Use More	About the Same	Use Less	DK	NA
Web site (including web-based video)	95.92% 47	0% 0	0% 0	2.04% 1	2.04% 1
E-mail	83.02% 44	13.21% 7	1.89% 1	0% 0	1.89% 1
Video	75.00% 39	9.62% 5	1.92% 1	13.46% 7	1.92% 1
In person	45.27% 24	43.40% 23	9.43% 5	0% 0	1.89% 1
Radio	41.18% 21	37.25% 19	3.92% 2	9.80% 5	7.84% 4
Newspaper	33.33% 17	35.29% 18	21.57% 11	3.92% 2	5.88% 3
Direct telephone conversations	16.00% 8	56.00% 28	14.00% 7	4.00% 2	10.00% 5
Mailed correspondence	15.69% 8	39.22% 20	35.29% 18	1.96% 1	7.84% 4

16) Over the next five years, how do you see yourself using the following communications methods to deliver services to your clients/constituents?

Description	Use More	About the Same	Use Less	DK	NA
Web site (including web-based video)	83.02% 44	3.77% 2	0% 0	1.89% 1	11.32% 6
E-mail	75.47% 40	13.21% 7	0% 0	0% 0	11.32% 6
Video	63.47% 33	9.62% 5	0% 0	15.38% 8	11.54% 6
Radio	23.53% 12	31.37% 16	9.80% 5	7.84% 4	23.53% 12
In person	21.57% 11	54.90% 28	5.88% 3	3.92% 2	13.73% 7
Newspaper	18.37% 9	38.78% 19	12.24% 6	6.12% 3	22.45% 11
Mailed correspondence	10.20% 5	36.73% 18	32.65% 16	2.04% 1	18.37% 9
Direct telephone conversations	10.00% 5	62.00% 31	10.00% 5	2.00% 1	14.00% 7

17) Which of the following capabilities do you believe will be important to your organization over the next 5 years?

Description	Very Important	Important	Not Very Important	Not Important At All
The ability of clients/constituents to retrieve information about your organization via the Internet	88.68% 47	11.32% 6	0% 0	0% 0
The ability to prepare and broadcast video and audio programs & information about your organizations and its activities	86.79% 46	11.32% 6	1.89% 1	0% 0
The ability of your clients/constituents to select and view your programming “on demand” over the cable system rather than at a scheduled time.	41.51% 22	41.51% 22	13.21% 7	3.77% 2
The ability to use interactive and linking Internet applications like "blogs"	37.74% 20	35.85% 19	22.64% 12	3.77% 2
The ability to distribute information via direct mail	17.65% 9	37.25% 19	39.22% 20	3.92% 2
The ability to distribute text messages to cell phones to clients/constituents	11.54% 6	36.54% 19	36.54% 19	13.48% 7

18) As a community leader, how important do you think it is that the following types of programs are available to the community on the local cable channels?

Description	Very Important	Important	Not Very Important	Not Important At All
Information about public emergencies	88.68% 47	11.32% 6	0% 0	0% 0
Information and programs about local government issues	71.70% 38	28.30% 15	0% 0	0% 0
Information and programs about community services	62.26% 33	37.74% 20	0% 0	0% 0
Information and programs about community events	58.49% 31	39.62% 21	0% 0	0% 0
Adult Education/Employee Training	57.70% 30	36.54% 19	5.77% 3	0% 0
College level courses	56.60% 30	32.08% 17	11.32% 6	0% 0
English as a Second Language	56.60% 30	35.85% 19	7.55% 4	0% 0
Arts & cultural programming	54.72% 29	41.51% 22	3.77% 2	0% 0
K-12 Instruction & tutoring	53.72% 29	35/85% 19	9.43% 5	0% 0
Post secondary Instruction	49.06% 26	43.40% 23	5.66% 3	0% 0
Ethnic Programming	48.08% 25	44.23% 23	7.69% 4	0% 0
Local community programming in Spanish	43.40% 23	47.17% 25	9.43% 5	1.89% 1
Information & programs about school events	39.62% 21	43.40% 23	16.98% 9	0% 0
Local business news & information	37.74% 20	50.94% 27	11.32% 6	0% 0
City Council meetings	30.19% 16	64.15% 34	5.66% 3	0% 0
School Board meetings	20.75% 11	54.72% 29	22.64% 12	1.89% 1
School sports	16.98% 9	35.85% 19	43.40% 23	2.77% 2
Religious Programming	11.32% 6	15.09% 8	56/60% 30	16.98% 9

19) Which of the following do you think would make the access channels less valuable to the community? (Check all that apply)

88.68%	47	If subscribers had to pay substantially more to receive the channels
88.68%	47	If existing facilities were eliminated or cut back
86.79%	46	If existing staff assistance in program production were limited or cut back
84.91%	45	If existing equipment for public use were limited/cut. back
81.13%	43	If there were a fee for use of the channels.
66.04%	35	If existing channels were consolidated, reducing the total # of channels
9.43%	5	Other

20) If you are a cable subscriber, how important is local programming to your decision to subscribe to cable? (Check one)

45.28%	24	Very Important
30.19%	16	Important
11.32%	6	Not Very Important
9.43%	5	Not Important At All
3.77%	2	NA

21) If a portion of your cable bill was allocated toward local access channels and funding of local access operations, equipment and facilities, how much would you be willing to allocate on a monthly basis? (Check one)

28.00%	14	\$1.51 - \$2.00 per month
24.00%	12	More than \$2.00 per month
20.00%	10	\$1.01 - \$1.50 per month
14.00%	7	\$0.01 - \$0.50 per month
12.00%	6	\$0.51 - \$1.00 per month
2.00%	1	\$0 per month

22) Tucson currently has nine local access channels that are programmed by various community organizations. The current channel uses are:

- a) City of Tucson: 2 channels, 1 for general public and 1 for internal Fire and Police communications
- b) Access Tucson: 3 channels for public and community organization use
- c) Tucson School District: 1 channel
- d) University of Arizona: 1 channel
- e) Pima Community College: 2 channels

As a community leader, how important do you think it is that the channels listed below continue to exist?

Channel Description	Very Important	Important	Not Very Important	Not Important At All
City of Tucson Ch. #12	69.81% 31	26.42% 14	1.89% 1	0% 0
Access Tucson Ch. #97	61.75% 32	31.37% 16	3.92% 2	1.96% 1
University of Arizona Ch. #19	58.83% 30	35.29% 18	3.92% 2	1.96% 1
City's Internal Fire & Police channel	54.90% 28	27.45% 14	11.76% 6	3.92% 2
Access Tucson Ch. #99	54.00% 27	22.00% 11	16.00% 8	8.00% 4
Pima Community. College Ch. #95	53.85% 28	40.38% 21	3.85% 2	1.92% 1
Access Tucson Ch. #98	52.00% 26	28.00% 14	12.00% 6	8.00% 4
Tucson Unified School District Ch. #20	50.00% 26	36.54% 19	11.54% 6	1.92% 1
Pima Community College Ch. #96	42.00% 21	34.00% 17	18.00% 9	6.00% 3

23) What things would increase your use of the local access facilities, equipment and channels? (Check all that apply)

70.83%	34	Ability of low income persons to be able to afford to view my program
70.80%	34	Internal support in my organization for this activity (E.g. time, resources)
68.75%	33	Promotion of my program so people will know it's on
56.25%	27	Video production equipment dedicated to organizations like mine
54.17%	26	More video production assistance from staff at Access Tucson
54.17%	26	Ability of people to view my program on the Internet
50.00%	24	Ability of people to view my program "on demand" on the cable system
47.92%	23	Knowing that viewers valued my program
43.75%	21	More volunteers to help on projects
39.58%	19	More playbacks of my program on the local access channels
37.50%	18	Better technical quality of the channel signal (not the program, this is about the cable network technical quality)
29.17%	14	More video production classes available from Access Tucson
10.42%	5	Other

24) How likely is it that your organization will use Access Tucson's facilities and equipment in the future?

49.02%	25	Very Likely
23.53%	12	Likely
13.73%	7	Unlikely
5.88%	3	Very Unlikely
5.88%	3	DK
1.96%	1	NA

Tucson Focus Groups October 25 - 27, 2006

Written Questionnaire: **PART ONE Results**

- Ranked
- 31 Respondents

Note: Some questions asked respondents to choose only one answer. The percentages in these responses should add up to 100%. This is not true in all cases, due to rounding. Responses are ranked from highest to lowest with the exception of Question Two.

1) Please print the name and phone number of your organization below:

2) What is the primary function of your organization? (Check all that apply)

46.67%	Other <i>501 (c) (3) non-profit Orientation and counseling Social Service Research, Education, Advisory, Public Policy Neighborhood Revitalization Homebound representative Individual Non-medical home care General business and finance Early childhood education</i>
43.33%	Human/Social Services
40.00%	Civic/Neighborhood
16.67%	Religious
10.00%	Arts/Culture/Heritage
10.00%	Adult Education
10.00%	Health/Wellness
6.67%	City/County Government Agency
6.67%	Public Safety
0 %	Education Post Secondary
0%	Business
20.00%	Education K-12

3) What is the general income level of your constituents/clients? (Check one)

41.38%	Mixed Income Levels
20.69%	Low Income
17.24%	Middle Income
10.34%	NA
6.90%	Upper Income
3.45%	DK

4) What languages do your constituents/clients speak? (Check all that apply)

83.87%	Fluent English
54.84%	Some English
51.61%	Spanish
38.71%	Other
	<i>Multiple languages</i>
	<i>ASL</i>
	<i>Vietnamese</i>
	<i>Serbian</i>
	<i>Various</i>
	<i>Multiple languages of refugee community</i>
	<i>French</i>
	<i>Hebrew</i>
	<i>Russian</i>
	<i>Ukrainian</i>
	<i>Somalian</i>

5) With whom in the Tucson community do you need to communicate? (Check all that apply)

76.67%	Families
73.33%	General Public
73.33%	Seniors
70.00%	Civic/Community Groups
60.00%	Minorities
53.33 %	Business Groups
53.33%	Volunteers
53.33%	Religious Community
50.00%	Social Service Users
46.67%	Non-English Speakers
43.33%	Disabled Persons
40.00%	K-12 Students
36.67%	Veterans
30.00%	Other
	<i>Educators</i>
	<i>Missions</i>
	<i>Non Christians</i>
	<i>General</i>
	<i>Recovering addicts</i>
26.67%	Voters
23.33%	Post Secondary Students
20.00%	Arts & Cultural Audiences

6) What are the purposes of your communications? (Check all that apply)

83.33%	Inform
66.67%	Outreach
66.67%	Educate/Train
40.00%	Advocacy
20.00%	Other
	<i>Acquire clients</i>
	<i>Business/friendship</i>
10.00%	Entertain

7) What are the current methods and media you use to communicate with your constituents/clients? (Check all that apply)

82.76%	In person
79.31%	Word of mouth
62.07%	E-Mails
51.72%	Direct Mailings
51.72%	Information on our web site
51.72%	Direct telephone calls
48.28%	Local cable access channels
44.83%	Tucson Citizen, Arizona Daily Star
44.83%	Community newspapers
44.83%	Local radio stations
31.03%	Other
	<i>Agency and wellness fairs</i>
	<i>Teaching</i>
	<i>Construction Build Days (events)</i>
	<i>Community events</i>
	<i>Workshops/presentations to groups</i>
	<i>Networking through hospitals, retirement homes, doctors...</i>
	<i>Meetings</i>
24.14%	Television ads
24.14%	Spanish language community newspapers
24.14%	Spanish language radio stations
3.45%	Automated telephone messages

8) How successful are you in reaching your constituents/clients through your current communications methods? (Check one)

66.67%	Successful
14.81%	DK
11.11%	Very successful
7.41%	Not very successful
0%	Not at all successful

9) Does your organization have at least one staff person who is responsible for communications activities?

55.17%	Yes
27.59%	No
17.24%	NA
0%	DK

10) Does your organization have its own video production facilities?

77.78%	No
17.41%	Yes
14.81%	NA
0%	DK

11) Do you presently use video to communicate to your clients/constituents?

41.38%	No
10.34%	NA
4.83%	Yes
3.45%	DK

12) Have you used the local access channels to show your video programming?

44.83%	Yes
44.83%	No
6.90%	DK
3.45%	NA

13) How often have you used the local access channels to show video programming over the last two years? (Check one)

42.86%	NA
21.43%	4 – 8 times
14.29%	1-3 times
10.71%	More than 12 times
7.14%	DK
3.57%	9-12 times

14) If you have used the local access channels, what kind of feedback have you primarily received from your constituents/clients regarding this programming?
(Check one)

39.29%	Positive Feedback
39.29%	NA
14.29%	DK
7.14%	No Feedback
0%	Negative Feedback

Tucson Focus Groups October 25 – 27, 2006

Written Questionnaire for Organizations: **PART TWO Results**

- Ranked
- 31 Respondents

Notes: In the table format, the upper number is the percentage of respondents compared to total respondents and the lower number in the same box is the number of respondents. In the paragraph format the first column represents the percentage of respondents and the second column is the number of respondents. Some questions asked respondents to choose only one answer. The percentages in these responses should equal 100%; this is not true in all cases, due to rounding.

15) Over the next five years, how do you see yourself using the following communications methods to communicate with your clients/constituents?

Description	Use More	About the Same	Use Less	DK	NA
E-mail	74.07% 20	18.52% 5	0% 0	0% 0	7.41% 2
Web site (including web-based video)	61.54% 16	15.38% 4	0% 0	3.85% 1	19.23% 5
Video	50.00% 14	17.86% 5	3.57% 1	7.14% 2	21.43% 6
Newspaper	42.86% 12	17.86% 5	7.14% 2	14.29% 4	17.86% 5
Radio	37.04% 10	29.63% 8	0% 0	11.11% 3	22.22% 6
In person	36.67% 11	50.00% 15	6.67% 2	0% 0	6.67% 2
Direct telephone conversations	25.00% 7	57.14% 16	3.57% 1	7.14% 2	7.14% 2
Other	16.13% 5	0	0% 0	0% 0	83.87% 26
Mailed correspondence	7.69% 2	46.15% 12	34.62% 9	0% 0	11.54% 3

16) Over the next five years, how do you see yourself using the following communications methods to deliver services to your clients/constituents?

Description	Use More	About the Same	Use Less	DK	NA
E-mail	53.57% 15	25.00% 7	0% 0	0% 0	21.43% 6
Web site (including web-based video)	46.15% 12	15.38% 4	0% 0	15.38% 4	23.08% 6
Video	37.04% 10	25.93% 7	0% 0	14.81% 4	22.22% 6
In person	26.67% 7	50.00% 15	10.00% 3	0% 0	13.33% 4
Newspaper	18.52% 5	25.93% 7	11.11% 3	14.81% 4	29.63% 8
Mailed correspondence	15.38% 4	26.92% 7	26.92% 7	11.54% 3	19.23% 5
Direct telephone conversations	14.81% 4	48.15% 13	7.41% 2	7.41% 2	22.22% 6
Radio	14.81% 4	37.04% 10	3.70% 1	11.11% 3	33.33% 9
Other	6.45% 2	3.23% 1	0% 0	3.23% 1	87.10% 27

17) Which of the following capabilities do you believe will be important to your organization over the next 5 years?

Description	Very Important	Important	Not Very Important	Not Important At All
The ability of clients/constituents to retrieve information about your organization via the Internet	73.08% 19	15.38% 4	0% 0	11.54% 3
The ability to prepare and broadcast video and audio programs & information about your organizations and its activities	60.71% 17	21.43% 6	7.14% 2	10.71% 3
The ability of your clients/constituents to select and view your programming “on demand” over the cable system rather than at a scheduled time.	19.23% 5	42.31% 11	26.92% 7	11.54% 3
The ability to use interactive & linking Internet applications like "blogs"	12.00% 3	60.00% 15	12.00% 3	16.00% 4
The ability to distribute information via direct mail	7.69% 2	38.46% 10	34.62% 9	19.23% 5
The ability to distribute text messages to cell phones to clients/constituents	7.69% 2	19.23% 5	50.00% 13	23.08% 6

Other: *Use of PEG Programming* (1 respondent)

18) As a community leader, how important do you think it is that the following types of programs are available to the community on the local cable channels?

Description	Very Important	Important	Not Very Important	Not Important At All
Info & programs about local government issues	80.65% 25	19.35% 6	0% 0	0% 0
Info about public emergencies	80.65% 25	19.35% 6	0% 0	0% 0
Info & programs about community services	67.74% 21	29.03% 0	0% 0	3.23% 1
Info & programs about community events	50.00% 14	42.86% 12	7.14% 2	0% 0
English as a Second Language	45.16% 14	45.16% 14	0% 0	9.68% 3
Arts & cultural programming	44.83% 13	51.72% 15	3.45% 1	0% 0
Ethnic Programming	42.86% 12	46.43% 13	7.14% 2	3.57% 1
College level courses	41.94% 13	48.39% 15	6.45% 2	3.23% 1
K-12 Instruction & tutoring	40.00% 12	50.00% 15	10.00% 3	0% 0
Local business news & information	36.67% 11	30.00% 9	26.67% 8	6.67% 2
Adult Education/Employee Training	35.48% 11	54.84% 17	9.68% 3	0% 0
Post secondary Instruction	34.48% 10	55.17% 16	6.90% 2	3.45% 1
Local community programming in Spanish	33.33% 10	43.33% 13	13.33% 4	10.00% 3
City Council meetings	32.26% 10	58.06% 18	9.68% 3	0% 0
Religious Programming	29.03% 9	32.26% 10	12.90% 4	25.81% 8
Info & programs about school events	26.67% 8	53.33% 16	16.67% 5	3.33% 1
School Board meetings	10.00% 3	73.33% 22	16.67% 5	0% 0
School sports	9.68% 3	41.94% 13	41.94% 13	6.45% 2

19) Which of the following do you think would make the access channels less valuable to the community? (Check all that apply)

93.33%	28	If subscribers had to pay substantially more to receive the channels
86.67%	26	If existing staff assistance in program production were limited or cut back
80.00%	24	If there were a fee for use of the channels
80.00%	24	If existing facilities were eliminated or cut back
70.00%	21	If existing equipment for public use were limited or cut back
66.67%	20	If existing channels were consolidated, reducing the total # of channels

20) If you are a cable subscriber, how important is local programming to your decision to subscribe to cable? (Check one)

44.83%	13	Very Important
20.69%	6	NA
17.24%	5	Important
13.79%	4	Not Important At All
3.45%	1	Not Very Important

21) If a portion of your cable bill was allocated toward local access channels and funding of local access operations, equipment and facilities, how much would you be willing to allocate on a monthly basis? (Check one)

31.03%	9	\$1.51 - \$2.00 per month
20.69%	6	\$0.01 - \$0.50 per month
13.79%	4	More than \$2.00 per month
13.79%	4	\$0.51 - \$1.00 per month
10.34%	3	\$0 per month
10.34%	3	\$1.01 - \$1.50 per month

22) Tucson currently has nine local access channels that are programmed by various community organizations. The current channel uses are:

- f) City of Tucson: 2 channels, 1 for general public and 1 for internal Fire and Police communications
- g) Access Tucson: 3 channels for public and community organization use
- h) Tucson School District: 1 channel
- i) University of Arizona: 1 channel
- j) Pima Community College: 2 channels

As a community leader, how important do you think it is that the channels listed below continue to exist?

Description	Very Important	Important	Not Very Important	Not Important At All
Pima Community. College Ch. #95	68.97% 20	27.59% 8	3.45% 1	0% 0
City of Tucson Ch. #12	65.52% 19	31.03% 9	3.45% 1	0% 0
University of Arizona Ch. #19	65.52% 19	31.03% 9	3.45% 1	0% 0
Access Tucson Ch. #98	64.00% 16	24.00% 6	8.00% 2	4.00% 1
Access Tucson channel #99	64.00% 16	24.00% 6	8.00% 2	4.00% 1
Access Tucson Ch. #97	61.54% 16	30.77% 8	3.85% 1	3.85% 1
Pima Community College Ch. #96	60.71% 17	35.71% 10	3.57% 1	0% 0
City's Internal Fire & Police channel	53.57% 15	28.57% 8	14.29% 4	3.57% 1
Tucson Unified School District Ch. #20	44.44% 12	48.15% 13	3.70% 1	3.70% 1

23) What things would increase your use of the local access facilities, equipment and channels? (Check all that apply)

77.78%	21	Promotion of my program so people will know it's on
70.37%	19	Internal support in my organization for this activity (E.g. time, resources)
62.96%	17	Ability of low income persons to be able to afford to view my program
55.56%	15	More volunteers to help on projects
51.85%	14	More playbacks of my program on the local access channels
51.85%	14	Ability of people to view my program on the Internet
48.15%	13	Video production equipment dedicated to organizations like mine
48.15%	13	More video production assistance from staff at Access Tucson
37.04%	10	Knowing that viewers valued my program
37.04%	10	Ability of people to view my program "on demand" on the cable system
33.33%	9	More video production classes available from Access Tucson
18.52%	5	Better technical quality of the channel signal (not the program, this is about the cable network technical quality)
3.70%	1	Other <i>Marketing efforts – improved reputation – improved programs More hours open for editing/production, etc.</i>

24) How likely is it that your organization will use Access Tucson's facilities and equipment in the future?

62.07%	18	Very Likely
13.79%	4	Likely
10.34%	3	Unlikely
6.90%	2	NA
3.45%	1	Very Unlikely
3.45%	1	DK

Tucson Focus Groups June and October 2006

Written Questionnaire for Organizations: PART ONE Combined Results: June and October

- Ranked
- 88 Respondents

Notes: *In the questions below, the first column represents the percentage of respondents and the second column is the number of respondents. Some questions asked respondents to choose only one answer. The percentages in these responses should equal 100; this is not true in all cases, due to rounding.*

4) Please print the name and phone number of your organization below:

5) What is the primary function of your organization? (Check all that apply)

29.41%	25	Human/Social Services
28.24%	24	Arts/Culture/Heritage
28.24%	24	Other
22.35%	19	Civic/Neighborhood
20.00%	17	City/County Government Agency
18.82%	16	Education K-12
15.29%	13	Education Post Secondary
14.12%	12	Health/Wellness
12.94%	11	Adult Education
9.41%	8	Public Safety
9.41%	8	Religious
5.885%	5	Business

6) What is the general income level of your constituents/clients? (Check one)

50.59%	43	Mixed Income Levels
17.65%	15	Low Income
12.94%	11	NA
11.76%	10	Middle Income
4.71%	4	Upper Income
3.53%	3	DK

5) What languages do your constituents/clients speak? (Check all that apply)

90.80%	79	Fluent English
62.07%	54	Spanish
58.62%	51	Some English
32.18%	28	Other

5) With whom in the Tucson community do you need to communicate? (Check all that apply)

83.91%	73	General Public
71.26%	62	Families
70.11 %	61	Civic/Community Groups
63.22%	55	Seniors
62.07%	54	Business Groups
59.77%	52	Minorities
55.17%	48	Volunteers
54.02%	47	Non-English Speakers
50.57%	44	Social Service Users
50.57%	44	K-12 Students
47.13%	41	Arts & Cultural Audiences
43.68%	38	Religious Community
43.68 %	38	Disabled Persons
41.38%	36	Voters
41.38%	36	Post Secondary Students
37.93%	33	Veterans
20.69%	18	Other

6) What are the purposes of your communications? (Check all that apply)

86.21%	75	Inform
67.82 %	59	Educate/Train
65.52%	57	Outreach
40.23%	35	Advocacy
35.63%	31	Entertain
10.34%	9	Other

7) What are the current methods and media you use to communicate with your constituents/clients? (Check all that apply)

76.19 %	64	Word of mouth
72.62%	61	In person
71.43%	60	Information on our web site
69.05%	58	E-Mails
59.52 %	50	Tucson Citizen, Arizona Daily Star
58.33%	49	Direct Mailings
55.95 %	47	Community newspapers
54.76%	46	Local cable access channels
45.24%	38	Local radio stations
42.86%	36	Direct telephone calls
30.95 %	26	Television ads
26.19 %	22	Spanish language community newspaper
23.81 %	20	Spanish language radio stations
19.05%	16	Other
15.48%	13	Automated telephone messages

8) How successful are you in reaching your constituents/clients through your current communications methods? (Check one)

67.47%	56	Successful
14.46%	12	Not very successful
9.64%	8	DK
8.43%	7	Very successful
0%	0	Not at all successful

9) Does your organization have at least one staff person who is responsible for communications activities?

63.53%	54	Yes
21.185	18	No
14.125%	12	NA
1.18 5%	1	DK

10) Does your organization have its own video production facilities?

63.10%	53	No
26.19%	22	Yes
9.52%	8	NA
1.19%	1	DK

11) Do you presently use video to communicate to your clients/constituents?

59.30%	51	Yes
32.56%	28	No
5.81%	5	NA
2.33%	2	DK

12) Have you used the local access channels to show your video programming?

56.47%	48	Yes
36.47%	31	No
5.88%	5	DK
1.18%	1	NA

13) How often have you used the local access channels to show video programming over the last two years? (*Check one*)

29.41%	25	More than 12 times
29.41 %	25	NA
9.41%	8	4 – 8 times
18.82%	16	1-3 times
9.41%	8	DK
3.53 %	3	9-12 times

14) If you have used the local access channels, what kind of feedback have you primarily received from your constituents/clients regarding this programming? (*Check one*)

52.94%	45	Positive Feedback
25.88%	22	NA
16.47%	14	DK
4.71%	4	No Feedback
0%	0	Negative Feedback

Tucson Focus Groups June and October 2006

Written Questionnaire for Organizations: **PART TWO** **Combined Results: June and October**

- Ranked
- **84 Respondents**

Notes: In the table format, the upper number is the percentage of respondents compared to total respondents and the lower number in the same box is the number of respondents. In the paragraph format the first column represents the percentage of respondents and the second column is the number of respondents. Some questions asked respondents to choose only one answer. The percentages in these responses should equal 100%; this is not true in all cases, due to rounding.

15) Over the next five years, how do you see yourself using the following communications methods to communicate with your clients/constituents?

Description	Use More	About the Same	Use Less	DK	NA
Web site (including web-based video)	84.00% 63	5.33% 4	0% 0	2.67% 2	8.00% 6
E-mail	80.00% 64	15.00% 12	1.25% 1	0% 0	3.75% 3
Video	66.25% 53	12.50% 10	2.50% 2	11.25% 9	8.75% 7
In person	42.17% 35	45.78% 38	8.43% 7	0% 0	3.61% 3
Radio	39.74% 31	34.62% 27	2.56% 2	10.26% 8	12.82% 10
Newspaper	36.71% 29	29.11% 23	16.46% 13	7.59% 6	10.13% 8
Direct telephone conversations	18.75% 15	56.41% 44	10.26% 8	5.13% 4	8.97% 7
Other	16.13% 5	0% 0	0% 0	0% 0	83.87% 26
Mailed correspondence	12.99% 10	41.56% 32	35.06% 27	1.30% 1	9.09% 7

16) Over the next five years, how do you see yourself using the following communications methods to deliver services to your clients/constituents?

Description	Use More	About the Same	Use Less	DK	NA
Web site (including web-based video)	70.89% 56	7.59% 6	0% 0	6.33% 5	15.19% 12
E-mail	67.90% 55	17.28% 14	0% 0	0% 0	14.81% 12
Video	54.43% 43	15.19% 12	0% 0	15.19% 12	15.19% 12
In person	23.46% 19	53.09% 43	7.41% 6	2.47% 2	13.58% 11
Radio	20.51% 16	33.33% 26	7.69% 6	9.09% 7	26.92% 21
Newspaper	18.42% 14	34.21% 26	11.84% 9	9.21% 7	25.00% 19
Mailed correspondence	12.00% 9	33.33% 25	30.67% 23	5.33% 4	18.67% 14
Direct telephone conversations	11.69% 9	57.14% 44	9.09% 7	3.90% 3	16.88% 13
Other	6.45% 2	3.23% 1	0% 0	3.23% 1	87.10% 27

17) Which of the following capabilities do you believe will be important to your organization over the next 5 years?

Description	Very Important	Important	Not Very Important	Not Important At All
The ability of clients/constituents to retrieve information about your organization via the Internet	83.54% 66	12.66% 10	0% 0	3.80% 3
The ability to prepare and broadcast video and audio programs & information about your organizations and its activities	77.78% 63	14.81% 12	3.70% 3	3.70% 3
The ability of your clients/constituents to select and view your programming “on demand” over the cable system rather than at a scheduled time.	34.18% 27	41.77% 33	17.72% 14	6.33% 5
The ability to use interactive & linking Internet applications like "blogs"	29.49% 23	43.59% 34	19.23% 15	7.69% 6
The ability to distribute information via direct mail	14.29% 11	37.66% 29	37.66% 29	9.09% 7
The ability to distribute text messages to cell phones to clients/constituents	10.26% 8	30.77% 24	41.03% 32	16.67% 13

18) As a community leader, how important do you think it is that the following types of programs are available to the community on the local cable channels?

Description	Very Important	Important	Not Very Important	Not Important At All
Info about public emergencies	85.71% 72	14.29% 12	0% 0	0% 0
Info & programs about local government issues	75.00% 63	25.00% 21	0% 0	0% 0
Info & programs about community services	64.29% 54	34.52% 29	0% 0	1.22% 1
Info & programs about community events	55.56% 45	40.74% 33	2.47% 2	0% 0
English as a Second Language	52.38% 44	39.29% 33	4.76% 4	3.57% 3
Arts & cultural programming	51.85% 42	45.68% 37	3.70% 3	0% 0
College level courses	51.19% 43	38.10% 32	9.52% 8	1.19% 1
K-12 Instruction & tutoring	50.00% 41	40.96% 34	9.64% 8	0% 0
Adult Education/Employee Training	48.81% 41	42.86% 36	7.14% 6	0% 0
Ethnic Programming	46.25% 37	45.00% 36	7.50% 6	1.25% 1
Post- secondary Instruction	43.90% 36	47.56% 39	6.10% 5	1.22% 1
Local community programming in Spanish	39.76% 33	45.78% 38	10.84% 9	4.82% 4
Local business news & information	37.35% 31	43.37% 36	16.87% 14	2.41% 2
Info & programs about school events	34.94% 29	46.99% 39	16.87% 14	1.20% 1
City Council meetings	30.95% 26	61.90% 52	7.14% 6	0% 0
Religious Programming	17.86% 15	21.43% 18	40.48% 34	20.24% 17
School Board meetings	16.87% 14	61.45% 51	20.48% 17	1.20% 1
School sports	14.29% 12	38.10% 32	42.86% 36	4.76% 4

19) Which of the following do you think would make the access channels less valuable to the community? (Check all that apply)

90.36%	75	If subscribers had to pay substantially more to receive the channels
86.75%	72	If existing staff assistance in program production were limited or cut back
85.54%	71	If existing facilities were eliminated or cut back
80.72%	67	If there were a fee for use of the channels
79.52%	66	If existing equipment for public use were limited or cut back
66.27%	55	If existing channels were consolidated, reducing the total # of channels
6.02 %	5	Other

20) If you are a cable subscriber, how important is local programming to your decision to subscribe to cable? (Check one)

45.12%	37	Very Important
25.61%	21	Important
10.98%	9	Not Important At All
9.76%	8	NA
8.54%	7	Not Very Important

21) If a portion of your cable bill was allocated toward local access channels and funding of local access operations, equipment and facilities, how much would you be willing to allocate on a monthly basis? (Check one)

29.11%	23	\$1.51 - \$2.00 per month
20.25%	16	More than \$2.00 per month
16.46%	13	\$1.01 - \$1.50 per month
16.46%	13	\$0.01 - \$0.50 per month
12.66%	10	\$0.51 - \$1.00 per month
5.06%	4	\$0 per month

22) Tucson currently has nine local access channels that are programmed by various community organizations. The current channel uses are:

- k) City of Tucson: 2 channels, 1 for general public and 1 for internal Fire and Police communications
- l) Access Tucson: 3 channels for public and community organization use
- m) Tucson School District: 1 channel
- n) University of Arizona: 1 channel
- o) Pima Community College: 2 channels

As a community leader, how important do you think it is that the channels listed below continue to exist?

Description	Very Important	Important	Not Very Important	Not Important At All
City of Tucson Ch. #12	68.29% 56	28.05% 23	2.44% 2	0% 0
Access Tucson Ch. #97	62.34% 48	31.17% 24	3.90% 3	2.60% 2
University of Arizona Ch. #19	61.25% 49	33.75% 27	3.75% 3	1.25% 1
Pima Community. College Ch. #95	59.26% 48	35.80% 29	3.70% 3	1.23% 1
Access Tucson channel #99	57.33% 43	22.67% 17	13.33% 10	6.67% 5
Access Tucson Ch. #98	56.00% 42	26.67% 20	10.67% 8	6.67% 5
City's Internal Fire & Police channel	54.43% 43	27.85% 22	12.66% 10	3.80% 3
Tucson Unified School District Ch. #20	48.10% 38	40.51% 32	8.86% 7	2.53% 2
Pima Community College Ch. #96	48.10% 38	34.18% 27	12.66% 10	3.80% 3

23) What things would increase your use of the local access facilities, equipment and channels? (Check all that apply)

72.00%	54	Promotion of my program so people will know it's on
70.67%	53	Internal support in my organization for this activity (E.g. time, resources)
68.00%	51	Ability of low income persons to be able to afford to view my program
53.33%	40	Video production equipment dedicated to organizations like mine
53.33%	40	Ability of people to view my program on the Internet
52.00%	39	More video production assistance from staff at Access Tucson
48.00%	36	More volunteers to help on projects
45.33%	34	Ability of people to view my program "on demand" on the cable system
44.00%	33	More playbacks of my program on the local access channels
44.00%	33	Knowing that viewers valued my program
30.67%	23	More video production classes available from Access Tucson
30.67%	23	Better technical quality of the channel (not the program, this is about the cable network technical quality)
8.00%	6	Other

24) How likely is it that your organization will use Access Tucson's facilities and equipment in the future?

53.75%	43	Very Likely
20.00%	16	Likely
12.50%	10	Unlikely
5.00%	4	Very Unlikely
5.00%	4	DK
3.75%	3	NA

Written Questionnaire for Organizations: **PART TWO**
 June and October Combined Results – Selected Questions

- Likert Scale
- Ranked

Notes: A single number based on a Likert scale methodology was assigned to selected questions from the written organizational questionnaires from June and October to aid in the understanding of the relative importance of each item. A four point scale was used, as described below:

- Very Important was assigned a value of 4
- Important was assigned a value of 3
- Not Very Important was assigned a value of 2
- Not Important At All was assigned a value of 1

The number of responses to each of the above categories was multiplied by the assigned value which was then divided by the number of respondents to each item. For example, in question 17 below, the top number (numerator) in the “Totals” column represents the combined response totals for the June and October focus groups multiplied by the factor described above. The bottom number (denominator) in the Totals box represents the total number of respondents to that item. The result is a single number in the “Scale” column that indicates the relative importance of the item; the higher the number, the more importance it has.

17) Which of the following capabilities do you believe will be important to your organization over the next 5 years?

DESCRIPTION	TOTALS	LIKERT SCALE
The ability of clients/constituents to retrieve information about your organization via the Internet	297 79	3.7594
The ability to prepare and broadcast video and audio programs & information about your organizations and its activities	285 81	3.5185
The ability of your clients/constituents to select and view your programming “on demand” over the cable system rather than at a scheduled time.	240 79	3.0379
The ability to use interactive and linking Internet applications like "blogs"	230 78	2.9487
The ability to distribute information via direct mail	196 76	2.5789
The ability to distribute text messages to cell phones to clients/constituents	181 77	2.3506

18) As a community leader, how important do you think it is that the following types of programs are available to the community on the local cable channels?

DESCRIPTION	TOTALS	LIKERT SCALE
Information about public emergencies	324 84	3.8571
Information and programs about local government issues	315 84	3.7500
Information and programs about community services	277 75	3.6933
Information and programs about community events	283 80	3.5375
Arts & cultural programming	285 82	3.4756
Adult Education/Employee Training	284 83	3.4216
English as a Second Language	286 84	3.4047
K-12 Instruction & tutoring	282 83	3.3975
College level courses	285 84	3.3928
Ethnic Programming	269 80	3.3625
Post secondary Instruction	272 81	3.3580
City Council meetings	272 84	3.2380
Local community programming in Spanish	268 84	3.1904
Information & programs about school events	262 83	3.1566
Local business news & information	262 83	3.1566
School Board meetings	244 83	2.9397
School sports	220 84	2.6190
Religious Programming	199 84	2.3690

22) Tucson currently has nine local access channels that are programmed by various community organizations. The current channel uses are:

- p) City of Tucson: 2 channels, 1 for general public and 1 for internal Fire and Police communications
- q) Access Tucson: 3 channels for public and community organization use
- r) Tucson School District: 1 channel
- s) University of Arizona: 1 channel
- t) Pima Community College: 2 channels

As a community leader, how important do you think it is that the channels listed below continue to exist?

CHANNEL DESCRIPTION	TOTALS	LIKERT SCALE
City of Tucson Channel #12	273 75	3.6400
University of Arizona Channel #19	284 80	3.5500
Access Tucson Channel #97	272 77	3.5324
Pima Community. College Channel #95	286 81	3.5308
City's Internal Fire & Police Channel	261 78	3.3461
Tucson Unified School District Channel #20	264 79	3.3417
Access Tucson Channel #98	249 75	3.3200
Access Tucson Channel #99	248 75	3.3066
Pima Community College Channel #96	2526 78	3.2820

ATTACHMENT C

TEN YEAR EQUIPMENT PLANS

CITY OF TUCSON

10 Year Equipment Plan Model 1

10 Year Equipment Plan Model 2

CITY OF TUCSON

MODEL 1

Equipment	Purchase Yr	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTAL
Field Equip:												
camera 1 Unit*	2004			52,000					52,000			104,000
camera 2 Unit*	2003		52,000					52,000				104,000
camera 3 Unit*	2003		52,000					52,000				104,000
camera 4 Unit*	2002		52,000					52,000				104,000
<i>*includes record</i>												
Studio:												
camera 1 HD	2000	15,000					15,000					30,000
camera 2 HD	2000	15,000					15,000					30,000
camera 3 HD	2000	15,000					15,000					30,000
Avid Edit 1:												
software	2003	2,400	2,400	22,000	2,400	2,400	2,400	22,000	2,400	2,400	2,400	44,000
computer	2003		4,500						4,500		4,500	18,000
monitor	2004				8,000					8,000		16,000
video deck	2003			25,000					25,000			50,000
Avid Edit 2:												
software	2003	2,400	2,400	22,000	2,400	2,400	2,400	22,000	2,400	2,400	2,400	44,000
computer	2003		4,500						4,500		4,500	18,000
monitor	2003			8,000					8,000			16,000
video deck	2003			25,000						25,000		50,000
Avid Edit 3:												
software	2006	22,000						22,000				44,000
computer	2006	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400	24,000
monitor	2006	4,500			4,500				4,500		4,500	18,000
video deck	2006	8,000						8,000				16,000
storage system	2006	25,000					25,000					50,000
		25,000					15,000					40,000

CITY OF TUCSON

MODEL 1

Equipment	Purchase Yr	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTAL
On Line Edit 1:												0
audio	2005							20,000				20,000
graphics	2003			26,000								26,000
editor	2002					15,000						15,000
switcher	2002					30,000						30,000
video deck 1	2003			35,000					35,000			70,000
video deck (2)	2003			50,000					50,000			100,000
monitor (2)	2003			5,000					5,000			10,000
City Headend:												
server	2005					50,000					50,000	100,000
software	2005	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	25,000
graphics	2001	20,000					20,000					40,000
video deck (4)	2005				100,000						100,000	200,000
duplication	2005		5,000			5,000			5,000			15,000
streaming	2003		15,000			15,000			15,000		15,000	60,000
monitors (2)	2001	5,000					5,000					10,000
monitors (2)	2005				5,000						5,000	10,000
router	2005					25,000						25,000

CITY OF TUCSON

MODEL 1

Equipment	Purchase Yr	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTAL
Truck:												
cameras HD (4)				100,000								100,000
monitors	2005			25,000					25,000			50,000
switcher	2005			20,000								20,000
audio	1998			3,000						3,000		6,000
graphics	2005			26,000					26,000			52,000
video deck (3)	2005			93,750								93,750
Viewing 1:	2005									13,000		13,000
Viewing 2:	2004			13,000		13,000			13,000			39,000
Viewing 3:	2004			13,000					13,000			26,000
Viewing 4:	2003			13,000					13,000			26,000
monitor 1				1,000					1,000			2,000
monitor 2				1,000					1,000			2,000
monitor 3				1,000					1,000			2,000
monitor 4	2003			1,000					1,000			2,000
Misc.		25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	250,000
Vehicles												
99 Astro Van Ford	1999				25,000							25,000
Expedition	2006									25,000		25,000
95 Suburban	1995	25,000										25,000
85 GMC Truck	1985			264,000								264,000
TOTAL		214,200	219,700	857,450	199,200	196,700	144,700	267,200	354,700	108,700	218,200	2,780,750

CITY OF TUCSON

MODEL 2

Equipment	Purchase Yr	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTAL
Field Equip:												
camera 1 Unit*	2004	52,000			52,000			52,000			52,000	208,000
camera 2 Unit*	2003	52,000			52,000			52,000			52,000	208,000
camera 3 Unit*	2003	52,000			52,000			52,000			52,000	208,000
camera 4 Unit*	2002	52,000			52,000			52,000			52,000	208,000
<i>*includes record</i>												
Studio:												
camera 1 HD	2000	35,000					35,000					70,000
camera 2 HD	2000	35,000					35,000					70,000
camera 3 HD	2000	35,000					35,000					70,000
Avid Edit 1:												
software	2003	2,400	2,400	22,000	2,400	2,400	2,400	22,000	2,400	2,400	2,400	44,000
computer	2003		4,500			4,500			4,500		4,500	18,000
monitor	2004				8,000					8,000		16,000
video deck	2003			25,000				25,000				50,000
Avid Edit 2:												
software	2003	2,400	2,400	22,000	2,400	2,400	2,400	22,000	2,400	2,400	2,400	44,000
computer	2003		4,500			4,500			4,500		4,500	18,000
monitor	2003			8,000				8,000				16,000
video deck	2003			25,000						25,000		50,000
Avid Edit 3:												
software	2006	22,000	2,400	2,400	2,400	2,400	2,400	22,000	2,400	2,400	2,400	44,000
computer	2006		4,500		4,500			4,500			4,500	18,000
monitor	2006		8,000					8,000				16,000
video deck	2006		25,000				25,000					50,000
storage system			25,000				15,000					40,000

CITY OF TUCSON

MODEL 2

Equipment	Purchase Yr	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTAL
On Line Edit 1:												
audio	2005							20,000				20,000
graphics	2003			26,000				26,000				52,000
editor	2002		15,000					15,000				30,000
switcher	2002		30,000					30,000				60,000
video deck 1	2003		35,000					35,000				70,000
video deck (2)	2003		50,000					50,000				100,000
monitor (2)	2003		5,000					5,000				10,000
City Headend:												
server	2005					50,000					50,000	100,000
software	2005	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	25,000
graphics	2001	20,000					20,000					40,000
video deck (4)	2005				100,000						100,000	200,000
duplication	2005		5,000			5,000			5,000			15,000
streaming	2003		15,000			15,000			15,000			60,000
monitors (2)	2001	5,000					5,000					10,000
monitors (2)	2005				5,000						5,000	10,000
router	2005					25,000						25,000

CITY OF TUCSON

MODEL 2

Equipment	Purchase Yr	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTAL
Truck:												
cameras HD (4)				100,000					100,000			200,000
monitors	2005			25,000					25,000			50,000
switcher	2005			20,000					20,000			40,000
audio	1998			3,000					3,000			6,000
graphics	2005			26,000					26,000			52,000
video deck (3)	2005			93,750					93,750			187,500
Viewing 1:	2005			13,000					13,000			26,000
Viewing 2:	2004			13,000					13,000			26,000
Viewing 3:	2004			13,000					13,000			26,000
Viewing 4:	2003			13,000					13,000			26,000
monitor 1				1,000					1,000			2,000
monitor 2				1,000					1,000			2,000
monitor 3				1,000					1,000			2,000
monitor 4	2003			1,000					1,000			2,000
Misc.		25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	250,000
Vehicles												
99 Astro Van Ford	1999				25,000							25,000
Expedition	2006									25,000		25,000
95 Suburban 85 GMC Truck	1995	25,000										25,000
	1985			264,000								264,000
TOTAL		482,200	198,700	728,450	407,200	138,700	204,700	480,200	442,450	92,700	426,200	3,601,500

ATTACHMENT D

TEN YEAR EQUIPMENT PLANS

ACCESS TUCSON

- 10 Year Capital Plan Model 1
- 10 Year Capital Plan Model 2
- 10 Year Timeline Model 1
- 10 Year Timeline Model 2

Access Tucson 10 Year Capital Plan

MODEL 1

Item	Quantity	Cost per Unit	Lifespan (years)	Total Cost
<u>Studio A</u>				
Lights	1	\$45,000	10	\$45,000
HD Cameras	4	\$35,000	10	\$140,000
Monitors A/V	1	\$2,500	5	\$5,000
Mics - Lavs	10	\$300	5	\$6,000
Mics - HH	15	\$300	5	\$9,000
Mics - Shotgun	3	\$300	5	\$1,800
Wireless Packages	2	\$3,000	5	\$12,000
Audio Cables	1	\$2,500	5	\$5,000
Mic Stands	15	\$250	10	\$3,750
PA System	2	\$1,500	10	\$3,000
Tripods	4	\$6,500	10	\$26,000
Cycloramas	3	\$5,000	10	\$15,000
SUB TOTAL				\$271,550
<u>Studio B</u>				
Lighting System	1	\$35,000	10	\$35,000
HD Cameras	3	\$35,000	10	\$105,000
Monitors A/V System	1	\$2,500	5	\$5,000
Tripods	3	\$6,500	10	\$19,500
Cycloramas	3	\$5,000	10	\$15,000
SUB TOTAL				\$179,500
<u>Control Room A</u>				
Switcher	1	\$45,000	5	\$90,000
I/O System	1	\$14,000	5	\$28,000
Routing System	1	\$10,000	5	\$20,000
Monitors A/V System	1	\$18,000	5	\$36,000
Quality Control/Test Systems	1	\$12,000	5	\$24,000
A/V Source/Record Systems	1	\$50,000	3	\$150,000
Audio Mixing Processing	1	\$10,000	5	\$20,000
Graphics	1	\$12,000	5	\$24,000
SUB TOTAL				\$392,000

**Access Tucson 10 Year Capital Plan
MODEL 1 Continued**

Control Room B

Switcher	1	\$35,000	5	\$70,000
I/O System	1	\$10,000	5	\$20,000
Monitors A/V System	1	\$15,000	5	\$30,000
Routing System	1	\$8,000	5	\$16,000
Quality Control/Test Systems	1	\$12,000	5	\$24,000
A/V Source/Record Systems	1	\$35,000	5	\$70,000
Audio Mixing Processing	1	\$8,000	5	\$16,000
Graphics	1	\$12,000	5	\$24,000
SUB TOTAL				\$270,000

Field Production Equipment

HD Cameras Mid-Range	6	\$10,000	5	\$120,000
HD Cameras High-End	3	\$20,000	5	\$120,000
Lavalieres	10	\$300	5	\$6,000
Uni-Directional	10	\$300	5	\$6,000
Hand Held	10	\$300	5	\$6,000
Headphones	10	\$25	5	\$500
Boom Poles	8	\$250	5	\$4,000
HD Monitors Mid-Range	7	\$1,000	5	\$14,000
HD Monitors High-End	3	\$2,000	5	\$12,000
Lighting	10	\$2,000	5	\$40,000
Lighting Accessories	8	\$250	5	\$4,000
Tripods Mid-Range	7	\$1,200	5	\$16,800
Tripods High-End	3	\$2,500	5	\$15,000
Steady-Cam	2	\$5,000	10	\$10,000
Jib	1	\$5,000	10	\$5,000
Dollies	3	\$1,000	10	\$3,000
Cables - A/V, Power, Audio			5	\$10,000
Cases		\$5,000	5	\$10,000
SUB TOTAL				\$402,300

Training/Facility A/V Monitoring

Flat Screen Monitors	6	\$3,000	5	\$36,000
Presentation/Recording Equipment	2	\$3,500	5	\$14,000
SUB TOTAL				\$50,000

Audio Production Facilities

Audio Mixing Processing	1	\$30,000	5	\$60,000
SUB TOTAL				\$60,000

**Access Tucson 10 Year Capital Plan
MODEL 1 Continued**

Editing Support Equipment

Source/Record Systems	6	\$5,000	3	\$90,000
Monitor Systems	6	\$2,000	3	\$40,000
SUB TOTAL				\$130,000

Remote Production Truck

Support Vehicle	1	\$30,000	10	\$30,000
Production Switcher	1	\$45,000	10	\$45,000
Analog/Digital I/O		\$15,000	10	\$15,000
Signal Routing Equipment		\$22,500	10	\$22,500
HD Cameras	4	\$35,000	10	\$140,000
Monitors A/V	1	\$50,000	10	\$50,000
Record/Data Storage	1	\$50,000	10	\$50,000
Audio Mixing/Processing	1	\$10,000	5	\$20,000
Graphics	1	\$12,000	5	\$24,000
Quality Control/Test Equipment	1	\$30,000	5	\$60,000
Generator	1	\$15,000	10	\$15,000
SUB TOTAL				\$471,500

Mini-Mobile Remote Production

HD Cameras Mid-Range	3	\$10,000	5	\$60,000
A/V Production Equipment	1	\$25,500	5	\$51,000
Record Devices	2	\$8,000	5	\$32,000
Graphics	1	\$5,000	5	\$10,000
Audio	1	\$5,000	5	\$10,000
SUB TOTAL				\$163,000

Playback Facilities

Servers, monitors, & accessories	1	\$300,000	5	\$600,000
SUB TOTAL				\$600,000

Video Production File Server

Video Production File Server	1	\$50,000	5	\$100,000
SUB TOTAL				\$100,000

**Access Tucson 10 Year Capital Plan
MODEL 1 Continued**

Meeting Facilities

Teleconferencing Equipment	1	\$10,000	5	\$20,000
Presentation/Recording Equipment		\$5,000	5	\$10,000
SUB TOTAL				\$30,000

Engineering Equipment

Quality Control A/V Test Equip.	1	\$12,500	5	\$25,000
Field Test Equipment	1	\$6,500	5	\$13,000
Specialty Support Equipment	1	\$5,000	3	\$15,000
SUB TOTAL				\$53,000

Building Leasehold Improvements

Parking Lot Acquisition	1	\$150,000	10	\$150,000
Remodel 19,000 SF @ \$50/SF	1	\$950,000	10	\$950,000
SUB TOTAL				\$1,100,000

Other

Miscellaneous		\$25,000	10	\$250,000
Office Equipment replacement	3	\$10,000	3	\$90,000
SUB TOTAL				\$340,000

TOTAL				\$4,612,850
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**Access Tucson 10 Year Capital Plan
MODEL 2**

Item	Quantity	Cost per Unit	Lifespan (years)	Total Cost
<u>Studio A</u>				
Lights	1	\$45,000	10	\$45,000
HD Cameras	4	\$35,000	5	\$280,000
Monitors A/V	1	\$2,500	5	\$5,000
Mics - Lavs	10	\$300	5	\$6,000
Mics - HH	15	\$300	5	\$9,000
Mics - Shotgun	3	\$300	5	\$1,800
Wireless Packages	2	\$3,000	5	\$12,000
Audio Cables	1	\$2,500	5	\$5,000
Mic Stands	15	\$250	10	\$3,750
PA System	2	\$1,500	5	\$6,000
Tripods	4	\$6,500	10	\$26,000
Cycloramas	3	\$5,000	10	\$15,000
SUB TOTAL				\$414,550
<u>Studio B</u>				
Lighting System	1	\$35,000	10	\$35,000
HD Cameras	3	\$35,000	5	\$210,000
Monitors A/V System	1	\$2,500	5	\$5,000
Tripods	3	\$6,500	10	\$19,500
Cycloramas	3	\$5,000	10	\$15,000
SUB TOTAL				\$284,500
<u>Control Room A</u>				
Switcher	1	\$45,000	5	\$90,000
I/O System	1	\$14,000	5	\$28,000
Routing System	1	\$10,000	5	\$20,000
Monitors A/V System	1	\$18,000	5	\$36,000
Quality Control/Test Systems	1	\$12,000	5	\$24,000
A/V Source/Record Systems	1	\$50,000	3	\$150,000
Audio Mixing Processing	1	\$10,000	5	\$20,000
Graphics	1	\$12,000	5	\$24,000
SUB TOTAL				\$392,000

**Access Tucson 10 Year Capital Plan
MODEL 2 Continued**

Control Room B

Switcher	1	\$35,000	5	\$70,000
I/O System	1	\$10,000	5	\$20,000
Monitors A/V System	1	\$15,000	5	\$30,000
Routing System	1	\$8,000	5	\$16,000
Quality Control/Test Systems	1	\$12,000	5	\$24,000
A/V Source/Record Systems	1	\$35,000	5	\$70,000
Audio Mixing Processing	1	\$8,000	5	\$16,000
Graphics	1	\$12,000	5	\$24,000
SUB TOTAL				\$270,000

Field Production Equipment

HD Cameras Mid-Range	6	\$10,000	3	\$200,000
HD Cameras High-End	3	\$20,000	3	\$200,000
Lavalieres	10	\$300	5	\$6,000
Uni-Directional	10	\$300	5	\$6,000
Hand Held	10	\$300	5	\$6,000
Headphones	10	\$25	5	\$500
Boom Poles	8	\$250	5	\$4,000
HD Monitors Mid-Range	7	\$1,000	5	\$14,000
HD Monitors High-End	3	\$2,000	5	\$12,000
Lighting	10	\$2,000	5	\$40,000
Lighting Accessories	8	\$250	5	\$4,000
Tripods Mid-Range	7	\$1,200	5	\$16,800
Tripods High-End	3	\$2,500	5	\$15,000
Steady-Cam	2	\$5,000	10	\$10,000
Jib	1	\$5,000	10	\$5,000
Dollies	3	\$1,000	10	\$3,000
Cables - A/V, Power, Audio			5	\$10,000
Cases		\$5,000	5	\$10,000
SUB TOTAL				\$562,300

Training/Facility A/V Monitoring

Flat Screen Monitors	6	\$3,000	5	\$36,000
Presentation/Recording Equipment	2	\$3,500	5	\$14,000
SUB TOTAL				\$50,000

Audio Production Facilities

Audio Mixing Processing	1	\$30,000	5	\$60,000
SUB TOTAL				\$60,000

**Access Tucson 10 Year Capital Plan
MODEL 2 Continued**

Editing Support Equipment

Source/Record Systems	6	\$5,000	3	\$90,000
Monitor Systems	6	\$2,000	3	\$40,000
SUB TOTAL				\$130,000

Remote Production Truck

Support Vehicle	1	\$30,000	6	\$50,000
Production Switcher	1	\$45,000	5	\$90,000
Analog/Digital I/O	1	\$15,000	10	\$15,000
Signal Routing Equipment	1	\$22,500	10	\$22,500
HD Cameras	4	\$35,000	5	\$280,000
Monitors A/V		\$50,000	5	\$100,000
Record/Data Storage	1	\$50,000	10	\$50,000
Audio Mixing/Processing	1	\$10,000	5	\$20,000
Graphics	1	\$12,000	5	\$24,000
Quality Control/Test Equipment	1	\$30,000	5	\$60,000
Generator	1	\$15,000	10	\$15,000
SUB TOTAL				\$726,500

Mini-Mobile Remote Production

HD Cameras Mid-Range	3	\$10,000	5	\$60,000
A/V Production Equipment	1	\$25,500	5	\$51,000
Record Devices	2	\$8,000	5	\$32,000
Graphics	1	\$5,000	5	\$10,000
Audio	1	\$5,000	5	\$10,000
SUB TOTAL				\$163,000

Playback Facilities

Servers, monitors, & accessories	1	\$300,000	5	\$600,000
SUB TOTAL				\$600,000

Video Production File Server

Video Production File Server	1	\$50,000	5	\$100,000
SUB TOTAL				\$100,000

**Access Tucson 10 Year Capital Plan
MODEL 2 Continued**

Meeting Facilities

Teleconferencing Equipment	1	\$10,000	5	\$20,000
Presentation/Recording Equipment	1	\$5,000	5	\$10,000
SUB TOTAL				\$30,000

Engineering Equipment

Quality Control A/V Test Equip.	1	\$12,500	5	\$25,000
Field Test Equipment	1	\$6,500	5	\$13,000
Specialty Support Equipment	1	\$5,000	3	\$15,000
SUB TOTAL				\$53,000

Building Leasehold Improvements

Parking Lot Acquisition	1	\$150,000	10	\$150,000
Bldg. Renovation @ \$100/SF @19,000 SF		\$1,900,000	10	\$1,900,000
SUB TOTAL				\$2,050,000

Other

Miscellaneous	10	\$25,000	10	\$250,000
Office Equipment replacement	3	\$10,000	4	\$90,000
SUB TOTAL				\$340,000

TOTAL				\$6,225,850
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ACCESS TUCSON TEN YEAR PLAN MODEL 1	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
Studio A	\$41,000	\$2,500	\$7,500	\$9,400	\$140,000	\$45,000
Control Room A	\$50,000	\$12,000	\$59,000	\$28,000	\$44,000	\$50,000
Studio B	\$19,500	\$2,500	\$35,000		\$105,000	\$15,000
Control Room B	\$35,000	\$25,000	\$20,000	\$35,000	\$20,000	\$35,000
Production Truck	\$30,000		\$52,000	\$82,500	\$140,000	\$50,000
Mini-Mobile	\$10,000	\$25,000	\$28,000	\$12,000	\$10,000	\$10,000
Field Production	\$60,000	\$49,000	\$22,000	\$51,000	\$20,000	\$60,000
Edit Systems Support	\$30,000	\$10,000			\$30,000	\$10,000
Playback		\$300,000				
Audio Production Facilities			\$30,000			
Meeting Facilities		\$15,000				
Training/Facility A/V						
Monitoring	\$25,000					\$25,000
Video Production File Server	\$50,000					\$50,000
Engineering Equipment	\$12,500	\$5,000	\$6,500		\$5,000	\$12,500
Bldg. & Leasehold Improvements		\$1,100,000				
Office Equipment	\$30,000				\$30,000	
Misc.	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000

ACCESS TUCSON	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTALS
TEN YEAR PLAN MODEL 1					
Studio A	\$2,500	\$7,500	\$9,400	\$6,750	\$271,550
Control Room A	\$12,000	\$59,000	\$28,000	\$50,000	\$392,000
Studio B	\$2,500				\$179,500
Control Room B	\$25,000	\$20,000	\$35,000	\$20,000	\$270,000
Production Truck	\$50,000	\$52,000	\$15,000		\$471,500
Mini-Mobile	\$25,000	\$28,000	\$10,000	\$5,000	\$163,000
Field Production	\$49,000	\$22,000	\$51,000	\$18,300	\$402,300
Edit Systems Support		\$20,000	\$30,000		\$130,000
Playback	\$300,000				\$600,000
Audio Production Facilities		\$30,000			\$60,000
Meeting Facilities	\$15,000				\$30,000
Training/Facility A/V					
Monitoring					\$50,000
Video Production File Server					\$100,000
Engineering Equipment	\$6,500	\$5,000			\$53,000
Bldg. & Leasehold Improvements					\$1,100,000
Office Equipment			\$30,000		\$90,000
Misc.	\$25,000	\$25,000	\$25,000	\$25,000	\$250,000
TOTALS	\$512,500	\$268,500	\$233,400	\$125,050	\$4,612,850

ACCESS TUCSON TEN YEAR PLAN MODEL 2	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
Studio A	\$41,000	\$2,500	\$10,500	\$9,400	\$140,000	\$45,000
Control Room A	\$50,000	\$12,000	\$59,000	\$28,000	\$44,000	\$50,000
Studio B	\$19,500	\$2,500	\$35,000		\$105,000	\$15,000
Control Room B	\$35,000	\$25,000	\$20,000	\$35,000	\$20,000	\$35,000
Production Truck	\$60,000		\$52,000	\$82,500	\$140,000	\$50,000
Mini-Mobile	\$10,000	\$25,000	\$28,000	\$12,000	\$10,000	\$10,000
Field Production	\$80,000	\$49,000	\$42,000	\$51,000	\$60,000	\$60,000
Edit Systems Support	\$30,000	\$10,000			\$30,000	\$10,000
Playback		\$300,000				
Audio Production Facilities			\$30,000			
Meeting Facilities		\$15,000				
Training/Facility A/V						
Monitoring	\$25,000					\$25,000
Video Production File Server	\$50,000					\$50,000
Engineering Equipment	\$12,500	\$5,000	\$6,500		\$5,000	\$12,500
Bldg. & Leasehold Improvements		\$2,050,000				
Office Equipment	\$30,000				\$30,000	
Misc.	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
TOTALS	\$468,000	\$2,521,000	\$308,000	\$242,900	\$609,000	\$387,500

ACCESS TUCSON	YEAR 7	YEAR 8	YEAR 9	YEAR 10	TOTALS
TEN YEAR PLAN MODEL 2					
Studio A	\$3,150	\$10,500	\$7,500	\$145,000	\$414,550
Control Room A	\$12,000	\$59,000	\$28,000	\$50,000	\$392,000
Studio B	\$2,500			\$105,000	\$284,500
Control Room B	\$25,000	\$20,000	\$35,000	\$20,000	\$270,000
Production Truck	\$80,000	\$52,000	\$15,000	\$195,000	\$726,500
Mini-Mobile	\$25,000	\$28,000	\$10,000	\$5,000	\$163,000
Field Production	\$49,000	\$62,000	\$51,000	\$58,300	\$562,300
Edit Systems Support		\$20,000	\$30,000		\$130,000
Playback	\$300,000				\$600,000
Audio Production Facilities		\$30,000			\$60,000
Meeting Facilities	\$15,000				\$30,000
Training/Facility A/V					
Monitoring					\$50,000
Video Production File Server					\$100,000
Engineering Equipment	\$6,500	\$5,000			\$53,000
Bldg. & Leasehold Improvements					\$2,050,000
Office Equipment			\$30,000		\$90,000
Misc.	\$25,000	\$25,000	\$25,000	\$25,000	\$250,000
TOTALS	\$543,150	\$311,500	\$231,500	\$603,300	\$6,225,850

ATTACHMENT E

CORRESPONDENCE

Letter from AudioVisual, Inc.
Wolf Coach Quote – City of Tucson
Wolf Coach Quote - TUSD



9675 W. 76th St., Suite 200, Eden Prairie, MN 55344
Ph: 952.949.3700 Fax: 952.949.6000
www.audiovisualinc.com

July 17, 2006

Holly M. Hanson
Hansen Consulting
5728 Knox Ave. S.
Minneapolis, MN 55419

Dear Holly,

After reviewing the information you sent regarding the Tucson cable TV Access system & the City of Tucson system, I have come to the following conclusions:

*Access Tucson

The equipment replacement costs estimates seem to be in line with the described uses and assumed future needs for these systems, keeping in mind current equipment costs and the need to upgrade to new technologies & methods as these become available.

*City of Tucson

The equipment replacement costs estimates also seem to be in line with the described uses and assumed future needs for these systems, keeping in mind the current equipment costs and the need to upgrade to new technologies & methods as these become available.

My opinion on future trends for Audio Visual/Production equipment is that as the "High Definition" formats sweep the industry, more and more devices will become digital & accessible via internet protocols making it possible to communicate with devices that now would need expensive & complex control systems to talk to. So in other words equipment will become more computer & software based possibly making them smaller and less expensive, this also extends to the Transmission systems for Telephone & CATV providers.

I have nearly 20 years experience in the Audio Visual field, from bench technician to field installer to design engineer. I have a 2 year Technical Degree in Audio/Visual Technologies and have the InfoComm International CTS certification, and the State of Minnesota Power Limited Technician Licence. Along with several manufacturers certifications.

Since 1974 , AVI has been an innovative leader in audio-visual technology. Today we have ten dynamic, design-build centers in the Midwest and on the West Coast where we create leading edge, audio-visual environments. Focused on the success of our clients, we apply our design-build expertise in visual communications, broadcast, video production, web casting and video conferencing technologies.

FOCUSED ON YOUR SUCCESS

YOUR PROFESSIONAL VIDEO & AUDIO SYSTEMS INTEGRATOR SINCE 1974
An Equal Opportunity Employer

Thank you for this opportunity to have AVI Systems help to support your efforts in this project.

Sincerely,

Larry Langlois, CTS

Q U O T A T I O N

Phone 508 791-1950
Fax 508 799-2384
E-Mail Sales@wolfcoach.com



7 "B" Street
Auburn Ind. Park
Auburn, MA 01501

Customer: City of Tuscon **Quote Number** None 10144-A

System Total \$263,395

Date: 10/26/200 Valid Until 12/25/2008

Description: 13/4 Defiant

Estimated Delivery: 180 days approx. from receipt of confirming P.O., deposit and subject to chassis availability, Wolf Coach shop capacity and material availability at time of order.

Chassis: GMC "TC-5500" Gasoline Commercial Cutaway

Payment Terms: 50% with PO, 25%-90 days after original invoice and balance at customer final acceptance

Taxes: Prices quoted are exclusive of all applicable taxes, duties, and insurance, title and registration fees.

Accept Point: Auburn, MA FOB: Auburn, MA

Final Accept: Unless otherwise specifically stated, we request that final acceptance take place at our facility in Auburn, MA. Irrespective of acceptance location, customer signature at final acceptance constitutes acknowledgement that items delivered comply with specifications. Latent or hidden defects are covered under our warranty statement, as listed below.

Warranty: See Attachment

Attachments: Specifications, budget summary and layout drawing. Where details do not exist, the default will be to standard Wolf Coach design and manufacturing processes.

Approvals:

Salesman	VP-Finance	
Customer	Date	PO #

This proposal supersedes any and all previous proposals / requests for proposal, and documents included herein govern unless otherwise stated. If an item is not included as part of this proposal, then its inclusion is not implied. Out-of-scope changes will be negotiated for price and schedule impact prior to execution.



"The Leading Innovative Source for Mobile Telecommunications Systems"

Note

TUSC

Q U O T A T I O N

Phone 508 791-1950
Fax 508 799-2384
E-Mail Sales@wolfcoach.com



7 "B" Street
Auburn Ind. Park
Auburn, MA 01501

Customer: **TUSD** Quote Number **11601-A 1280-A**
Lee Instructional Resource Center
Tucson, AZ 85718
Mary Canty

Grand Total **\$246,142**

Date: 11/2/2006 Valid Until 1/1/2007

Description: Production Sprinter

Estimated Delivery: 150 days approx. from receipt of confirming P.O., deposit and subject to chassis availability, Wolf Coach shop capacity and material availability at time of order.

Chassis: 2006 Dodge Sprinter 158" WB

Payment Terms: 50% with PO, 25%-90 days after original invoice and balance at customer final acceptance

Taxes: Prices quoted are exclusive of all applicable taxes, duties, and insurance, title and registration fees

Accept Point: Auburn, MA FOB: Auburn, MA

Final Accept: Unless otherwise specifically stated, we request that final acceptance take place at our facility in Auburn, MA. Irrespective of acceptance location, customer signature at final acceptance constitutes acknowledgement that items delivered comply with specifications. Latent or hidden defects are covered under our warranty statement, as listed below.

Warranty: See Attachment

Attachments: Specifications, budget summary and layout drawing. Where details do not exist, the default will be to standard Wolf Coach design and manufacturing processes.

Approvals:

_____	_____
Salesman	VP-Finance
_____	_____
Customer	Date
	PO #

This proposal supersedes any and all previous proposals / requests for proposal, and documents included herein govern unless otherwise stated. If an item is not included as part of this proposal, then its inclusion is not implied. Out-of-scope changes will be negotiated for price and schedule impact prior to execution.



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11601-A 1280- TUSD

END