



Access Tucson

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Dear Friends,

Access Tucson is at a critical juncture. We are conducting a brief survey to allow members, viewers and organizations to weigh in with their opinions and to gather some basic information as Access Tucson charts its future.

Due to massive budget cuts made by the City of Tucson, our funding has been slashed by 60%.

Clearly, Access Tucson cannot continue to provide the same level or number of services as before. Therefore, we are turning to you to help prioritize what kinds of activities should be emphasized during these difficult financial times.

All responses will be anonymous. The deadline for completing the survey is Wednesday, **November 3, 2010**. Access Tucson and its Board of Directors will use the results to help in planning for the coming year and beyond.

Thank you in advance for taking the time to complete the survey. We value your opinions and we look forward to hearing from you.

Access Tucson

This survey of 27 questions should take approximately 15 minutes to complete. Your answers will remain anonymous.

When finished, please mail or fax it to us.



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

- Submitted programming
- Volunteered on a show
- Watched the channels
- Produced programming as an individual
- Produced programming through an organization
- Appeared as a Guest or Talent on a show
- Used the public internet computers
- Other, please explain

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

3. Do you:

- Watch Access Tucson programs regularly (1-2 times a week)?
- Watch Access Tucson programs occasionally (2-3 times a month)?
- Never watch Access Tucson programs?

4. If you watch, how do watch Access Tucson most of the time?

- I watch through the simultaneous streaming on the Access Tucson website.
- I watch by recording a program (via DVR, TIVO, VHS/DVD recorder) and looking at it later.
- I watch as the program is being cablecast on the channels.

5. If you don't watch, please tell us why?

- I don't subscribe to Cox cable.
- I subscribe to Cox cable and get channel 98 and 99 but I don't get digital cable (channel 120).
- I don't subscribe to Comcast cable.
- I subscribe to Comcast cable but I only get one channel, not all three (72, 73, and 74).
- I don't have internet access at home to get the simultaneous web streaming of the channels.

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

Rank the following ten types of programming from 1 to 10 with 1 being the most valuable.

- _____ Live programming
- _____ Arts and Music
- _____ Religious
- _____ Political
- _____ Documentaries and Informational
- _____ Talk shows
- _____ Entertainment and Variety
- _____ Youth
- _____ Local Tucson event coverage
- _____ Free Speech TV (imported programming)
- _____ Classic Arts TV (imported programming)

7. Have you ever attended an Access Tucson training class? Yes No When? _____

8. If yes, which classes (check all that apply)?

- Orientation
- Introduction to Access Production
- Digital Field Production (DFP)
- Studio Production
- Editing (Linear/Final Cut Pro/Express)
- Basic Studio Camera Operation
- Anchor Desk
- Kids Summer class (DFP/Studio/Animation)
- Other _____

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

10. How comfortable are you with media communication technology?

- Very comfortable
- Somewhat comfortable
- Neutral
- Somewhat intimidated
- Terrified

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

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

- Very aware Somewhat aware Not aware

13. Would you donate financially to Access Tucson?

- Yes No I already donate

14. How much would you donate annually? _____

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

- Yes No Amount? _____

Please note 16 and 17 are the same question.
Answer 16 from your perspective and then answer 17 considering the interests of the community as a whole.

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

Rank the following ten services from 1 to 10 with 1 being the most valuable.

- _____ Production classes
- _____ Individual access to production equipment
- _____ Free public internet computers
- _____ Cablecast of local programs
- _____ Cablecast of programs produced outside Tucson
- _____ On-line Access Tucson news, information and program guide
- _____ Volunteer opportunities and training
- _____ Production services for non-profit groups and organizations
- _____ Youth programs (training, internships, tours)
- _____ Meeting space

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

Rank the following ten services from 1 to 10 with 1 being the most valuable.

- _____ Production classes
- _____ Individual access to production equipment
- _____ Free public internet computers
- _____ Cablecast of local programs
- _____ Cablecast of programs produced outside Tucson
- _____ On-line Access Tucson news, information and program guide
- _____ Volunteer opportunities and training
- _____ Production services for non-profit groups and organizations
- _____ Youth programs (training, internships, tours)
- _____ Meeting space

Please note 18 and 19 are the same question.
Answer 18 from your perspective and then answer 19 considering the interests of the community as a whole.

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

Rank the following ten new services from 1 to 10 with 1 being the most valuable.

- _____ Internet services like Facebook, Twitter, YouTube and making your own website
- _____ Photoshop/Image processing
- _____ Green Screen/Special Effects
- _____ Digital Storytelling
- _____ Scriptwriting and Directing
- _____ Audio (Radio, music recording, etc.)
- _____ Animation
- _____ Curated blocks of programming on the channels
- _____ After-school programs
- _____ Fee-for-service production for businesses, arts and music, information

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

Rank the following ten new services from 1 to 10 with 1 being the most valuable.

- _____ Internet services like Facebook, Twitter, YouTube and making your own website
- _____ Photoshop/Image processing
- _____ Green Screen/Special Effects
- _____ Digital Storytelling
- _____ Scriptwriting and Directing
- _____ Audio (Radio, music recording, etc.)
- _____ Animation
- _____ Curated blocks of programming on the channels
- _____ After-school programs
- _____ Fee-for-service production for businesses, arts and music, information

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

- Studios
- Field Equipment Checkout
- Editing
- Front Desk Reception
- Media Encoding/Uploading
- Website Management Assistance
- Writing for eNewsletter or Website
- Teaching

21. Are you?

- under 18 18-25 26-34
- 35-44 45-54 55-65
- Over 65

22. What ethnic group do you identify with?

- Native American Anglo
- Asian Black
- Hispanic
- Other _____

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

- English Spanish
- Other _____

24. Do you live within the Tucson City limits?

- Yes No

25. If so, what ward do you live in?

- Ward 1—Councilmember Regina Romero
- Ward 2—Councilmember Paul Cunningham
- Ward 3—Councilmember Karin Uhlich
- Ward 4—Councilmember Shirley Scott
- Ward 5—Councilmember Richard Fimbres
- Ward 6—Councilmember Steve Kozachik
- I don't know

26. What is your annual household income?

- Under \$15,000 \$15,000-\$24,999
- \$25,000-\$34,999 \$35,000-\$49,999
- \$50,000-\$74,999 \$75,000-\$90,000
- over \$90,000

27. What is your highest level of education?

- High school or less
- Some college/2-year college
- 4-year college graduate
- Advanced degree
- Trade school

Please use this space (and the back if needed) for any additional comments: