



Montague Community Cable, Inc. • 34 Second Street, Turners Falls, MA 01376  
413-863-9200 • montaguetv.org • Streaming Online at <http://vimeo.com/mctvchannel17>

## MCTV 2012 Viewer Opinion Survey

Montague Community Cable, Inc. (MCCI), the local cable access organization administering Montague Community Television (MCTV) surveyed postal patrons in the town of Montague as well as Montague Reporter subscribers from the town to learn about respondents' cable access, community television viewing habits and wants, and interest in producing shows. Four thousand surveys (copy attached) were printed locally with a non-profit discount; 3,000 were mailed at the non-profit rate to Montague postal patrons and 1,000 were inserted in the Montague Reporter for Montague subscribers for a small fee. Given that the Montague Reporter subscribers overlap with postal patrons, MCCI estimates that the unduplicated sample was 3,000. Respondents numbered 131, constituting a probable return rate of 4.3% (see attached report).

Most respondents stated they were cable TV subscribers but some may have been confused, given their other answers, which indicated that they had satellite television subscriptions. Most also had high-speed Internet access, with a few having dial-up and 15% having no Internet access. Over half of the respondents watch MCTV Channel 17, and of those, 11% watch 3 times per week, 15% watch twice per week and 24% watch once or less per week. The most watched programs include Selectboard/Town meetings and local events.

When asked what kinds of programs they would like to watch on MCTV, most respondents selected local news and local history, while nearly half would choose outdoor programs, and about a third would be interested in school sports/events, a third in how-to shows and a third in issues/politics programs. As for an interest in producing shows, some respondents indicated that they do, would like to or wish they could produce videos through MCTV, but most were not interested in making television.

MCTV recently instituted a new program of short public service announcement videos, Quick Shots, and has also been streaming local content on demand via Vimeo. These two services were not implemented long enough for the public to respond to questions about them, so they were not included on the questionnaire but were described on the reverse.

## Report

Number of Respondents: 131

Would you like to enter a drawing for a \$100 gift certificate to Ristorante DiPaolo in Turners Falls? **Yes 108** (Some wanted to but did not check off the box, so the number is slightly greater)

1. Are you a cable TV subscriber? **Yes 107**      **No 24** (A few may have been confused if they had satellite)
2. Do you have Internet access?      **High-speed 105**      **Dial-up 5**      **No 20**
3. Do you watch Channel 17?      **Yes 75**      **No 50**
4. How often do you watch Channel 17?      **1x / week 28 (plus 3 who said they watched less than 1x/wk)**      **2x / wk 21**      **3x/week + 15**
5. What kind of TV programs do you usually watch on Channel 17?

**Selectboard/Town meetings: 46**

**School Committee meetings: 16 (overlaps with School Events and Sports)**

**Sports Events: 3**

**Local events: 24 (overlaps with general music, local news)**

**Local news: 1**

**Eagle: 3**

**How I Helped Win the War: 2**

**Local Politics: (overlaps with Town meetings/Selectboard meetings?) 2**

**Local History: 1**

**Valley Idol (overlaps with music, local events): 1**

**Parades: 1 (overlaps with local events)**

**History: 1**

**Current Events: 2**

**Documentary: 3**

**Health: 2**

**Educational: 1**

**Old movies: 1**

**Movies: 1**

**Great Falls Discovery Center Coffeehouse: 2**

**Music Events, General Music: 6**

**Polka party: 1**

**Weather: 1**

**PSA's/Bulletin Board: 3**

**General local productions: 2**

**Whatever catches interest/Browse: 4**

**Mixed/Varied/Random: 3**

**Science/Technology: 1**

**MikTV: 1**

**Democracy Now: 2**

**Travel: 1**

**GHS Music: 1**

**Homegrown: 1**

**Internet Viewing: 1**

**Art: 1**

**Reality Show: 1**

**Auction: 1**

**Interviews: 1**

**Duke of Sports: 2**

**Spiritual: 1**

**Children's Programs: 1**

6. What kinds of programs would you like to watch on MCTV? (Check as many as you like)

**Local News 98                      Local History 91      School Sports/Events 43    Music 39**

**Children's Programs 16      Health 33      Issues/Politics 41              How-to 44**

**Outdoors 56**

**Other:**

LOCAL

Town Meetings 3

School Meetings 1

School Events 2

Elementary School News 1

School Sports 3 (1 for football games live)

General Local Events and News: 6

(ideas: random happenings about town over a month e.g. bike path, Unity Park, downtown Ave A, etc. then air the combination, make it about "Montague" and its villages; info/opinions about local issues--school committee, use of town bldgs., etc.)

Discovery Center shows old and new: 1

Biographies of local heroes of past 236 years: 1

Arts coverage: 1

Game show with locals: 1

General Nature/Animals: 5 including 2 for eagles

Food:

Restaurant reviews 1

Cooking 2

Food demos by local people 1

Food processing like canning, drying, pickling and other methods: 1

Polka Time: 2

History: 2

GENERAL

Music including:

Oldies music: 1

Country Music: 1

National/World News:

Free Speech TV/RT TV/Al Jahzeera 1

99% coverage 1

Social Justice: 1

Thom Hartman: 1

Spiritual:

Ganjaee (sp?) from California: 1

Maybe one or two local churches: 1

How-To Type (some are or probably meant to be LOCAL): 4 people including:

Gardening: 1

Food Security: 1

Sewing: 1

Knitting: 1

DIY projects: 1

Exercise daily at same time, such as yoga class: 1

Program with tips and techniques for more energy efficient in all aspects of our lives: 1

Golf lessons from Thomas Memorial CC for beginners: 1

Ted Talks: 1

Any interesting documentary: 1

Kooky stuff: 1

7. Would you like to make your own TV programs or help others video/produce their programs?

**Yes 17 No 98**

8. Comments:

Discovery Center Shows: need an editor to help him

We need full cable access all over the town. Many areas are not served including Ben Hale and long driveways.

Sometimes public notices outdated or have strange background images make text hard to read.

Far too much school meeting repeats.

I actually check this station frequently as I love to watch it.

Keep up the good work!

I hope MCTV gets to move to new headquarters.

I really miss the eagles of Barton Cove, for nine years I watched Molly and her mate raise their eaglets. It would be wonderful if that could be done again. Early morning and early evening every day. It was a very calming and relaxing thing to watch. (Music-country)

The talking head shows are boring! Give somebody a chance to air original video.

I think local TV would be watched more if there were more opportunities to create and air viewer-made content.

I am 79 years old and like the programs which show Franklin Co. as it was when I grew up here.

Wants to submit polka music programs to be aired in evenings that are shown on Ch. 15 prod. by Tom Zimnowski. Only gets cable at work.

I have Direct TV.

Watched school comm. mtgs in past when I had cable.

We have Direct TV.

Proactive communication re; locally-focused progress would be great. Perhaps you already do this via facebook, the Reporter, the Recorder, but I haven't been tuned in enough to notice.

Direct TV-wish I got 17

Will get cable soon. Answered for past habits.

Thanks for all you do!

Thanks for asking!

Don't have a TV. Won one a couple years back, donated it to teen center in Greenfield. Sorry!  
You folks perform a necessary and, in my view, welcome service for the community. I'm a local historian and have purchased a number of disks from your archive to enhance my collection of local history.

Will there be a possibility of accessing Ch 17 programs via internet?

You do a great job! Thanks!

Outreach to high schools would be excellent. I teach a film analysis class at the Tech School and would love to figure out how to include MCTV in the course.

I never knew until I got this survey on the mail that internet viewing was an option. I will check it out in the future. I am interested in local issues

Good job, thank you!

No Eagles!!!

Thank you for doing an interest survey.

Miss the eagles

Sound and more wide angle shots needed on music at Discovery Ctr.

I don't watch much TV period. Thank you for the opportunity to voice my opinion. Good luck and wishing you much success.

I watch channel 15 and I live in Turners Falls.

Good job!

I would but I live in Greenfield and the business is in Turners Falls, not shown on our cable.

We would watch MCTV if it was available through our satellite service. Sorry.

I don't watch a lot of TV, so don't take it personally that I don't watch Ch. 17 very often!

Thanks for keeping MCTV alive & active. Would produce when available--often on the road.

Don't watch a whole lot of TV at all...so it's not just MCTV we're not watching.

A bi-yearly mailing would be helpful. I do not get a paper and I don't know what shows are on the local station, but I would like to be more aware and watch it.

Local is important! Go for it!

Enjoy having a local station!

I like to video and get MCTV into the public however I hate to edit and really don't have the time to edit. Meetings are very entertaining but way too long.

I'm still learning!

Thank you for your hard work! God bless ya!

I would watch more TV if I had time. Not sure about producing--tempting but too little time.

Help others video/produce.

Publicity is necessary. Listing of shows should be more readily visible.

I already make my own programs which have shown on MCTV. Thanks!

Would make TV but time does not allow.

I'm not too good with that type of stuff. But I would like to learn how to.

I don't have experience, but I have creative ideas and a good eye for helping others videotape or produce.

## Opinion Survey About Montague Community TV Channel 17

Please help us serve the community better by answering this questionnaire. Then fold, tape (no staples), stamp and mail OR drop off at the TV studio at 34 Second St. THANK YOU!

**Would you like to enter a drawing for a \$100 gift certificate to Ristorante DiPaolo in Turners Falls?**  Yes  No If yes, please fill out the survey completely and add your contact information below.

1. **Are you a cable TV subscriber?**  Yes  No
2. **Do you have Internet access?**  High-speed  Dial-up  No
3. **Do you watch Channel 17?**  Yes  No **If yes, answer #4-5.**
4. **How often do you watch Channel 17?**  1x / week  2x / wk  3x/week +
5. **What kind of TV programs do you usually watch on Channel 17? (describe)**  
\_\_\_\_\_  
\_\_\_\_\_

**6. What kinds of programs would you like to watch on MCTV? (Check as many as you like)**

- Local News  Local History  School Sports/Events  Music  
 Children's Programs  Health  Issues/Politics  How-to  
 Outdoors  Other (describe) \_\_\_\_\_

**7. Would you like to make your own TV programs or help others video/produce their programs?**  Yes  No

**If yes, fill in your contact information.**

\_\_\_\_\_  
**Name**

**Email**

\_\_\_\_\_  
**Address**

**Phone**

**8. Comments:** \_\_\_\_\_