



## Montague Community Cable News      October 2012

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

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### Channel 17 Viewers' Opinions Surveyed

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 were printed by Adams Direct Mail, which kindly offered a non-profit discount. Three thousand were mailed at the non-profit rate to Montague postal patrons and 1,000 were inserted by Don Clegg 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%.

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. We are grateful to our volunteer producers for their continued commitment to covering

community events and making creative television.

MCTV recently instituted a new program of short public service announcement videos, [Quick Shots](#) (click to see the RiverCulture Crosswalk PSA) 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.



### **Montague Soapbox Derby: Super Fun!**

MCTV's staff and board heartily thank all the volunteer video producers who worked a long, hard day recording the third annual Derby. John Dunphy, Kathleen O'Keefe, Kathy Lynch, John Duda, Ethan Reipold, AJ Cooke, Dakota Morgan, Karin Anderson-Haley, Roberta Frederick.

We couldn't do it without you and all of our great sponsors, including Gold Sponsors Kostanski Funeral Home, Northeast Solar, Silverscreen Design, Hale Custom Signs, Montague Webworks, Bear Country, Greenfield Savings Bank, Judd Wire, and Hillside Plastics. See the complete list of sponsors at [MontagueSoapboxRaces.com](http://MontagueSoapboxRaces.com).



### **Upcoming Shoots**

- Saturday, October 13: Jurassic Road Show, on the Amherst Common, 10:00 a.m. to 3:00 p.m.
- Saturday October 20: Pumpkinfest in Turners Falls
- Friday, October 26: 2<sup>nd</sup> Franklin District Mass House of Representatives Candidates' Debate, French King Bowling Center, 7 PM

Contact Owen Weaver and Dean Garvin if you would like to help with these shoots.

### **Board Update**

The MCCI Board is meeting at 6 PM on Thursday October 18 at MCTV. MCTV members are invited to Board meetings. On the agenda: financial report, station report, next steps on Grand Trunk proposal, Montague Soapbox Derby review and evaluation, cable relicensing, and more.

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**Montague Community Cable News** welcomes contributions from members of MCTV, the Cable Advisory Committee and the general public. Contact Cindy Tarail, Outreach Coordinator, at 863-9200 or [outreach@montaguetv.org](mailto:outreach@montaguetv.org) for more information.