

# Public Access TV Survey

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## **SURVEY RESPONSE REPORT**

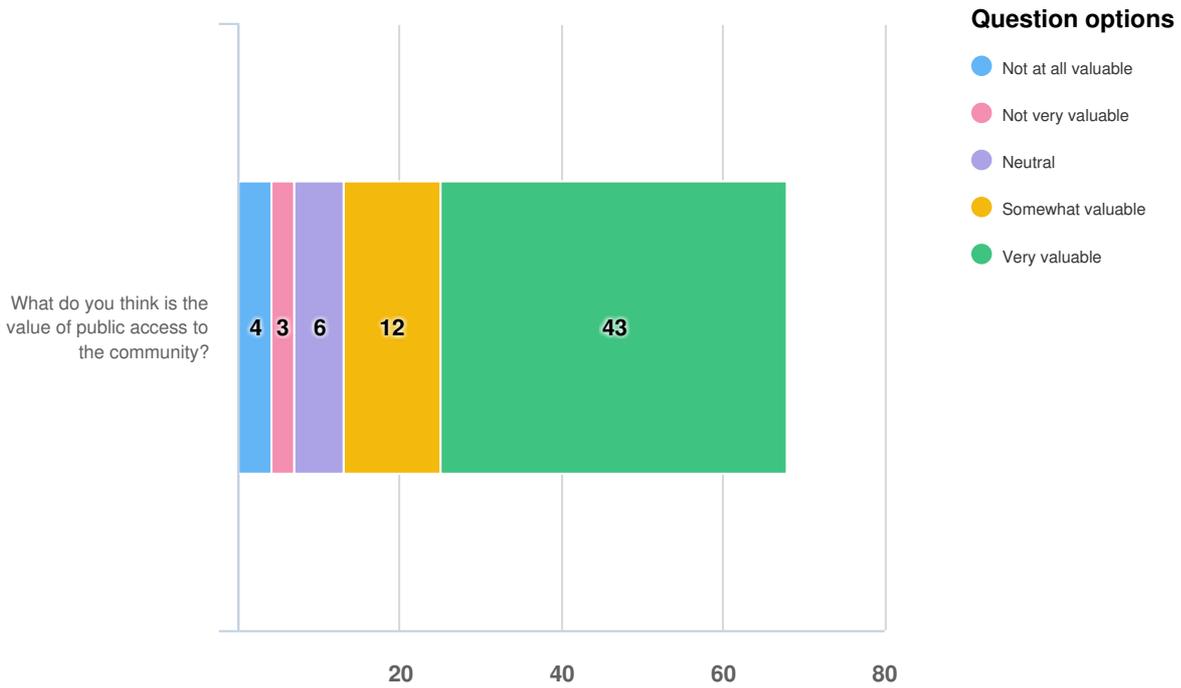
13 February 2019 - 20 July 2020

### **PROJECT NAME:**

Public Access Television



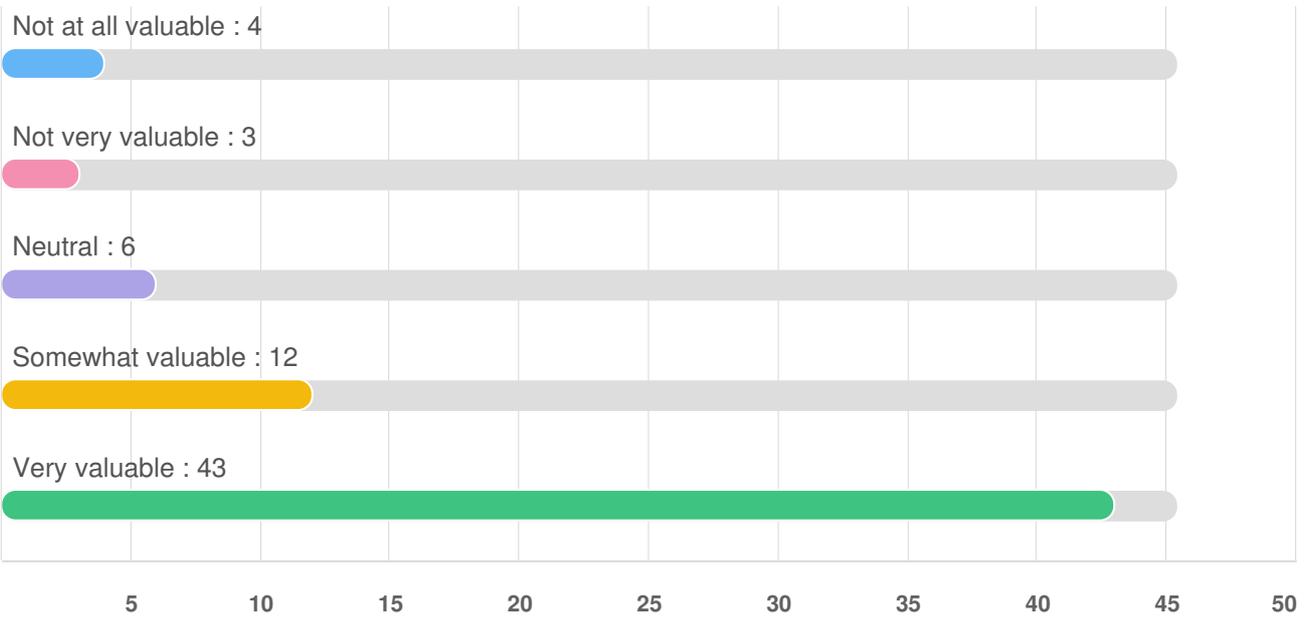
SURVEY QUESTIONS

**Q1** Please rank the question below:

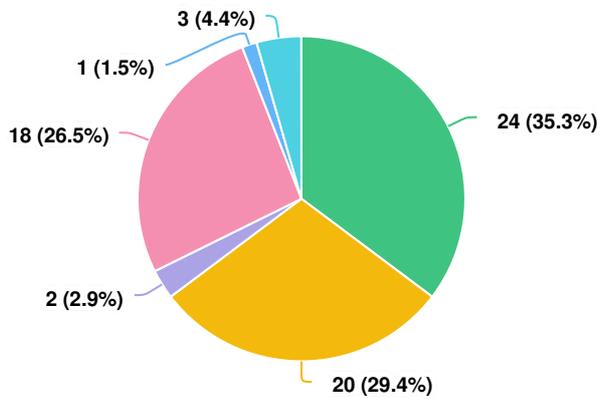
Optional question (68 response(s), 2 skipped)  
Question type: Likert Question

**Q1 | Please rank the question below:**

**What do you think is the value of public access to the community?**



**Q2 | Do you watch Longmont Public Media programming?**

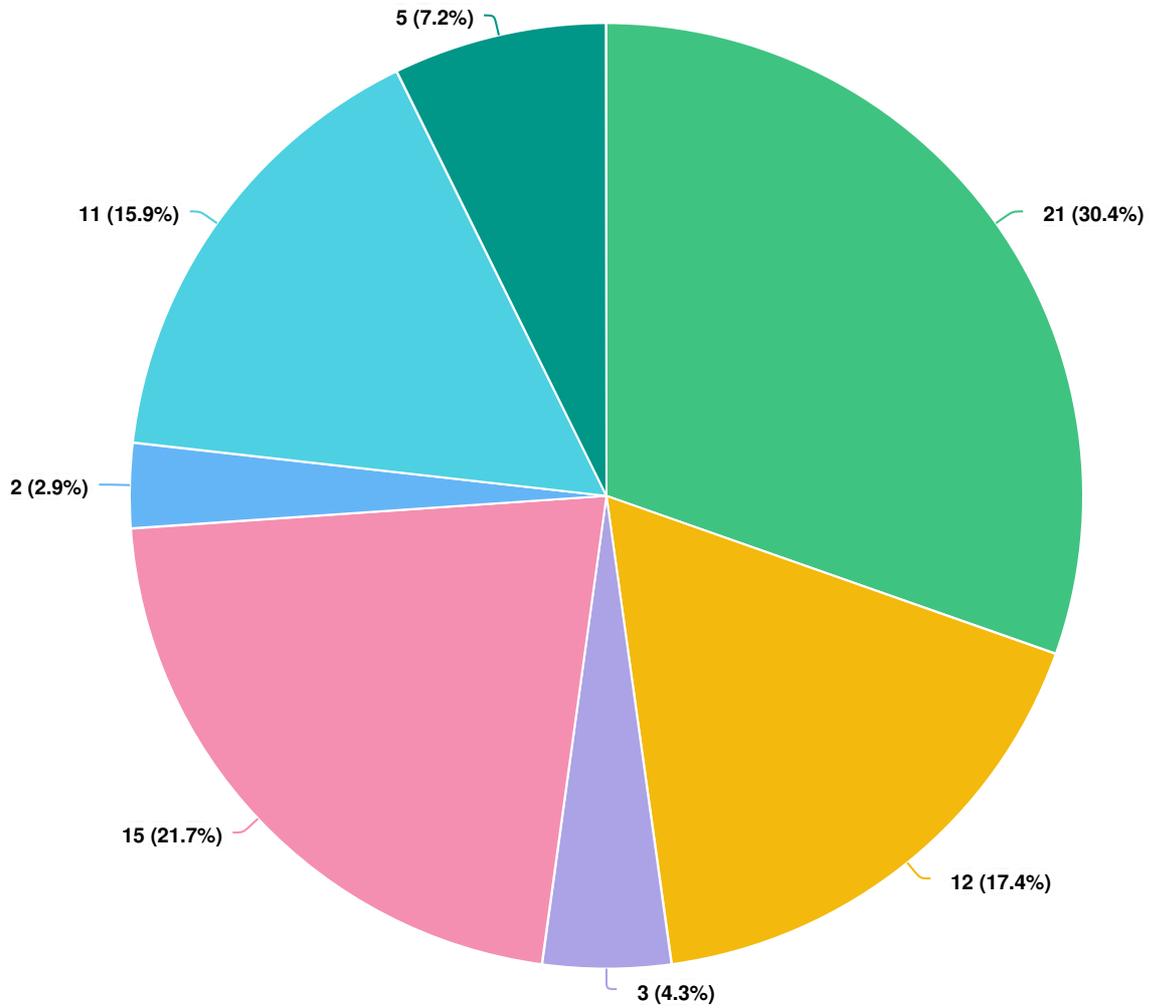


**Question options**

- I provide content for Channel 8
- I star in regular programming
- I watch programming weekly
- I watch programming monthly
- I watch programming once in a while
- I do not watch Longmont Public Media programming

Optional question (68 response(s), 2 skipped)  
 Question type: Radio Button Question

**Q3** Where do you watch Longmont Public Media the most?

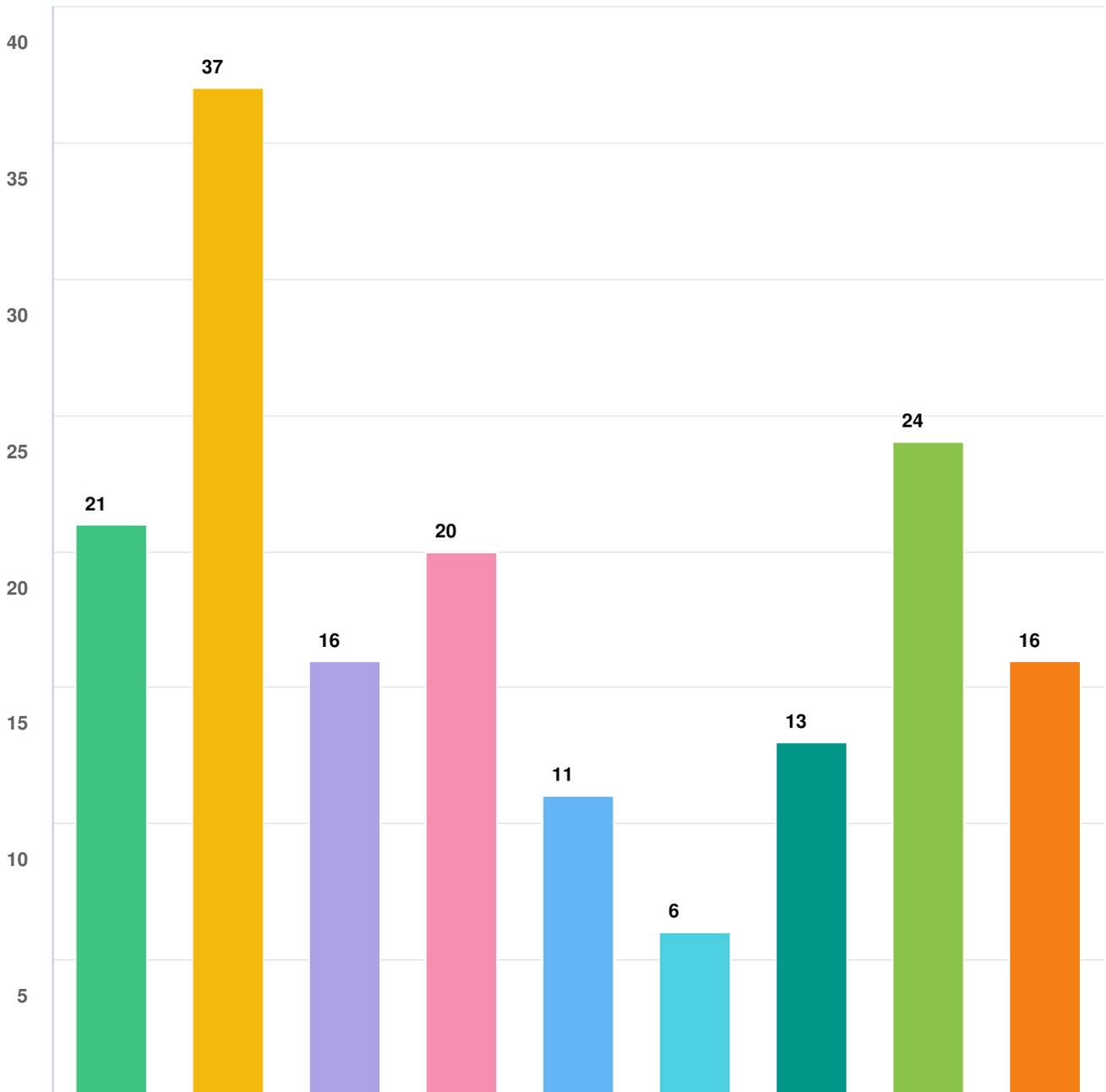


**Question options**

- Social media (Facebook, Twitter)
- YouTube or similar
- Watch on Layer 3 TV
- Watch on the website (longmontpublicmedia.org)
- Watch on Comcast Channel 888 (HD)
- Watch on Comcast Channel 8
- I do not watch Longmont Public Media

Optional question (69 response(s), 1 skipped)  
 Question type: Radio Button Question

**Q4** What are some of the things you watch/listen to on Longmont Public Media? (Check all that apply)

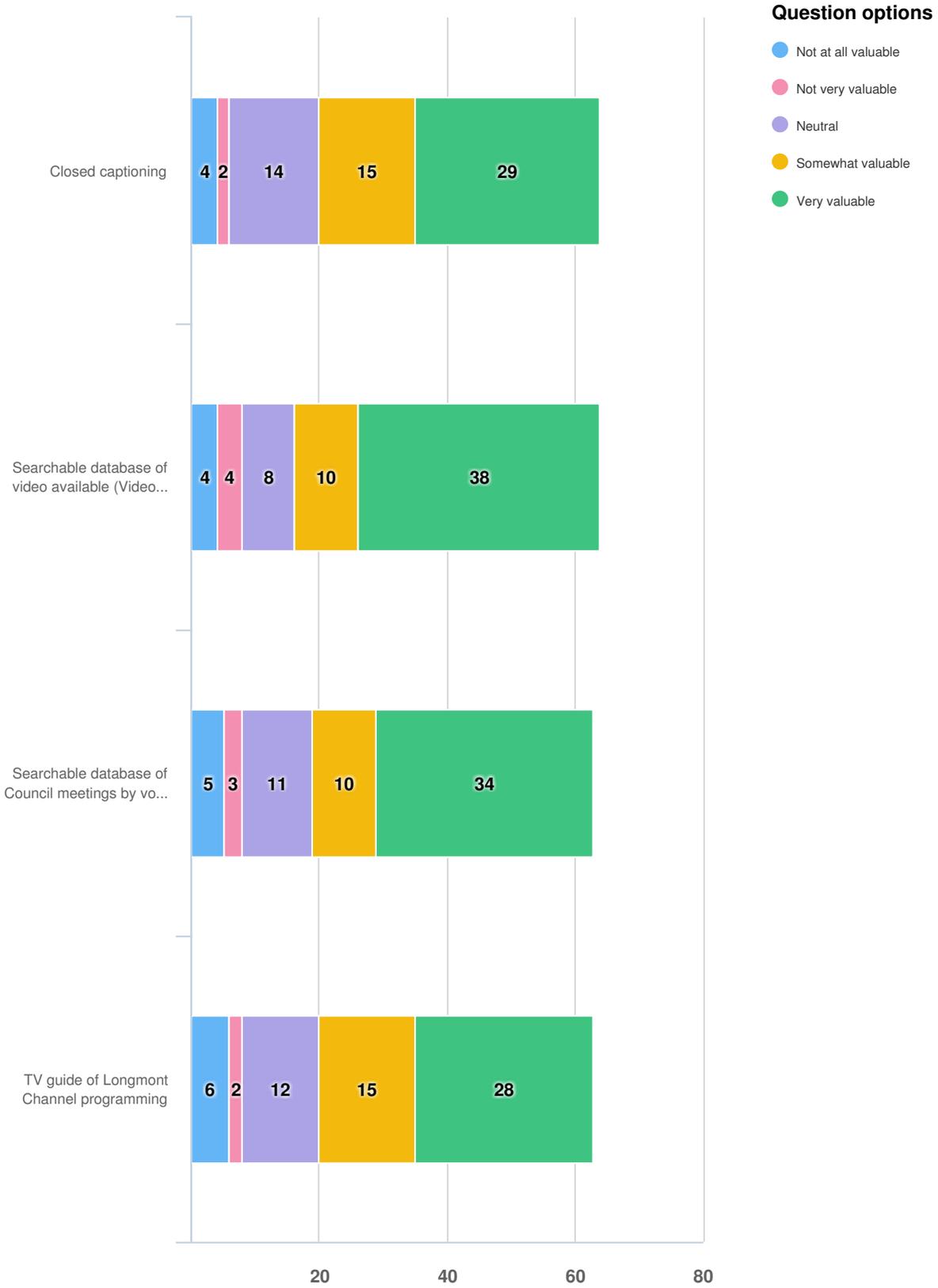


**Question options**

- Other educational programs    ● Public Access programming provided by the community    ● The Savvy Entrepreneur
- The Hippiie Report    ● Longmont Chamber of Commerce videos
- Longmont Weather Forecast with Chief Meteorologist John Ensworth    ● The Backstory Podcast
- Council/Board Meetings (City Council, SVVSD Board, Planning and Zoning)
- I do not watch Longmont Public Media Programming

*Optional question (68 response(s), 2 skipped)*  
*Question type: Checkbox Question*

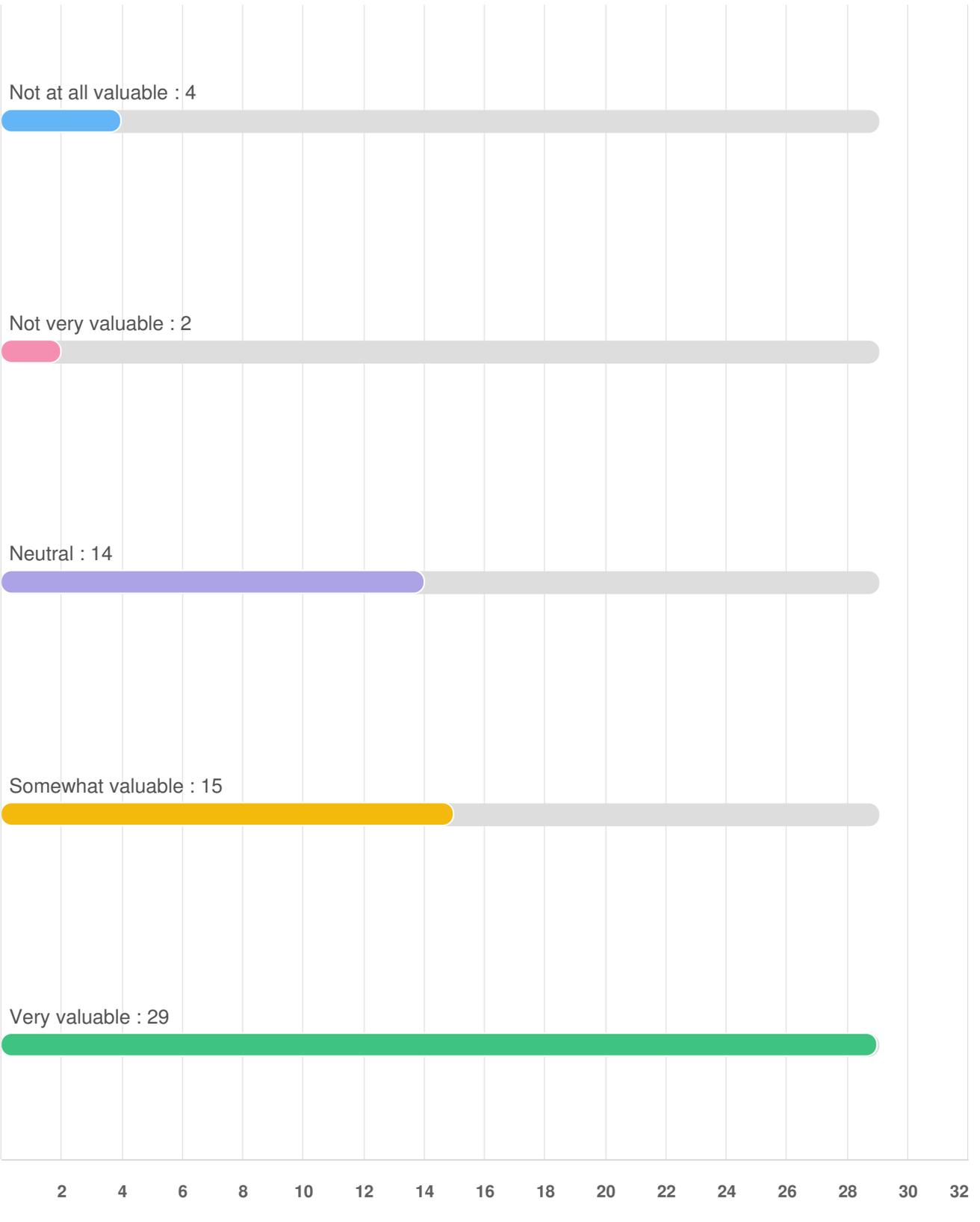
**Q5 Please rate the value of the following services:**



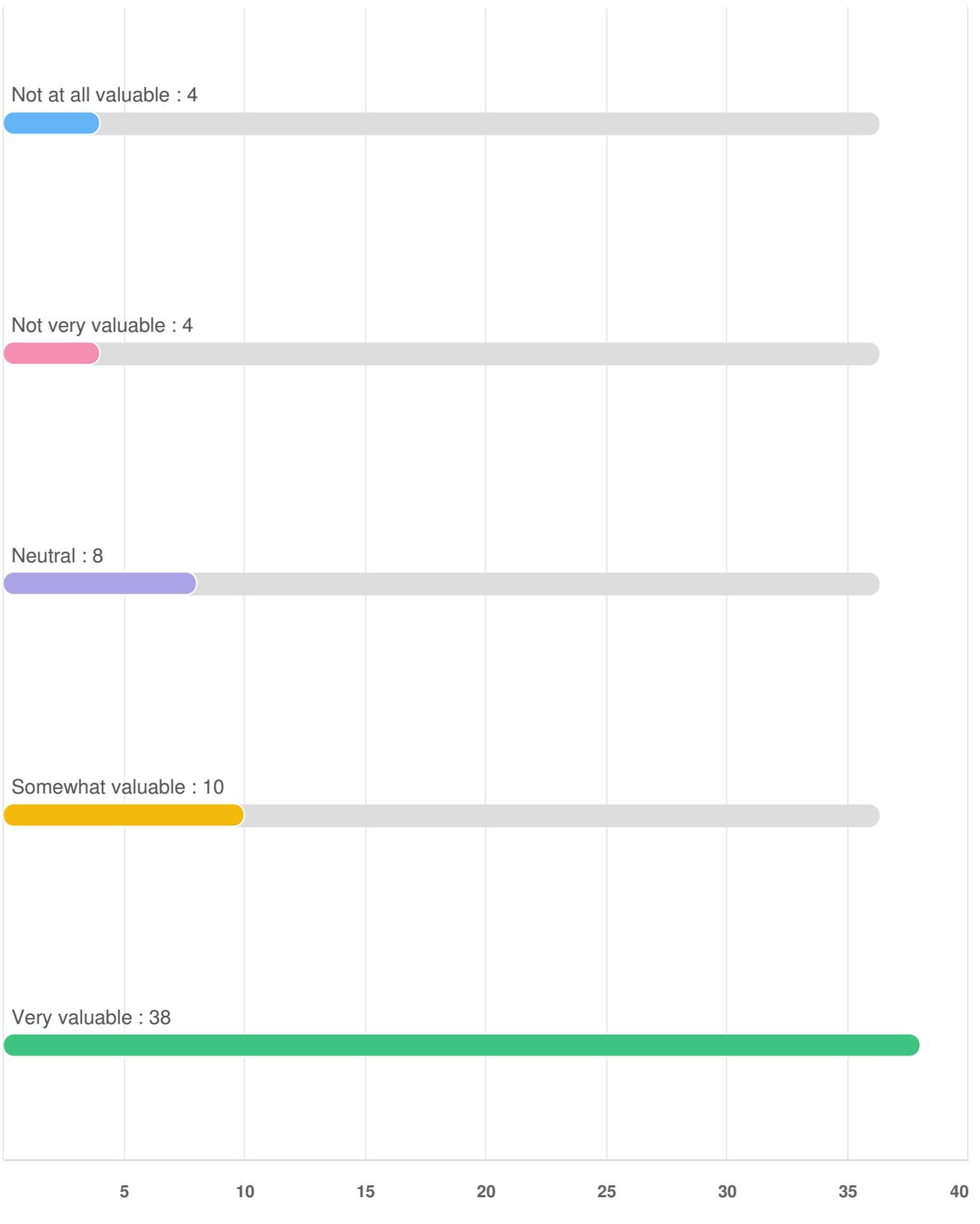
Optional question (65 response(s), 5 skipped)  
 Question type: Likert Question

**Q5 | Please rate the value of the following services:**

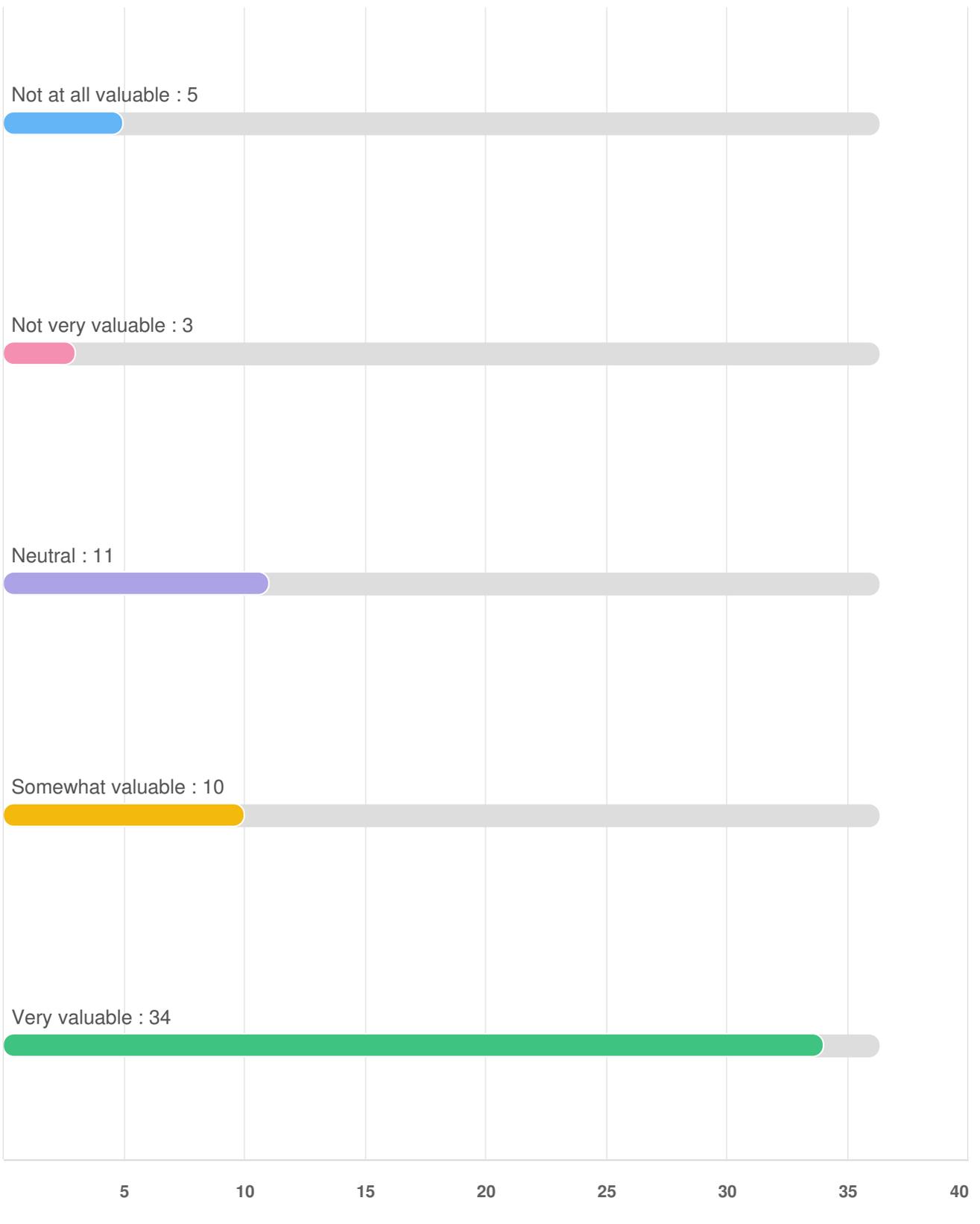
**Closed captioning**



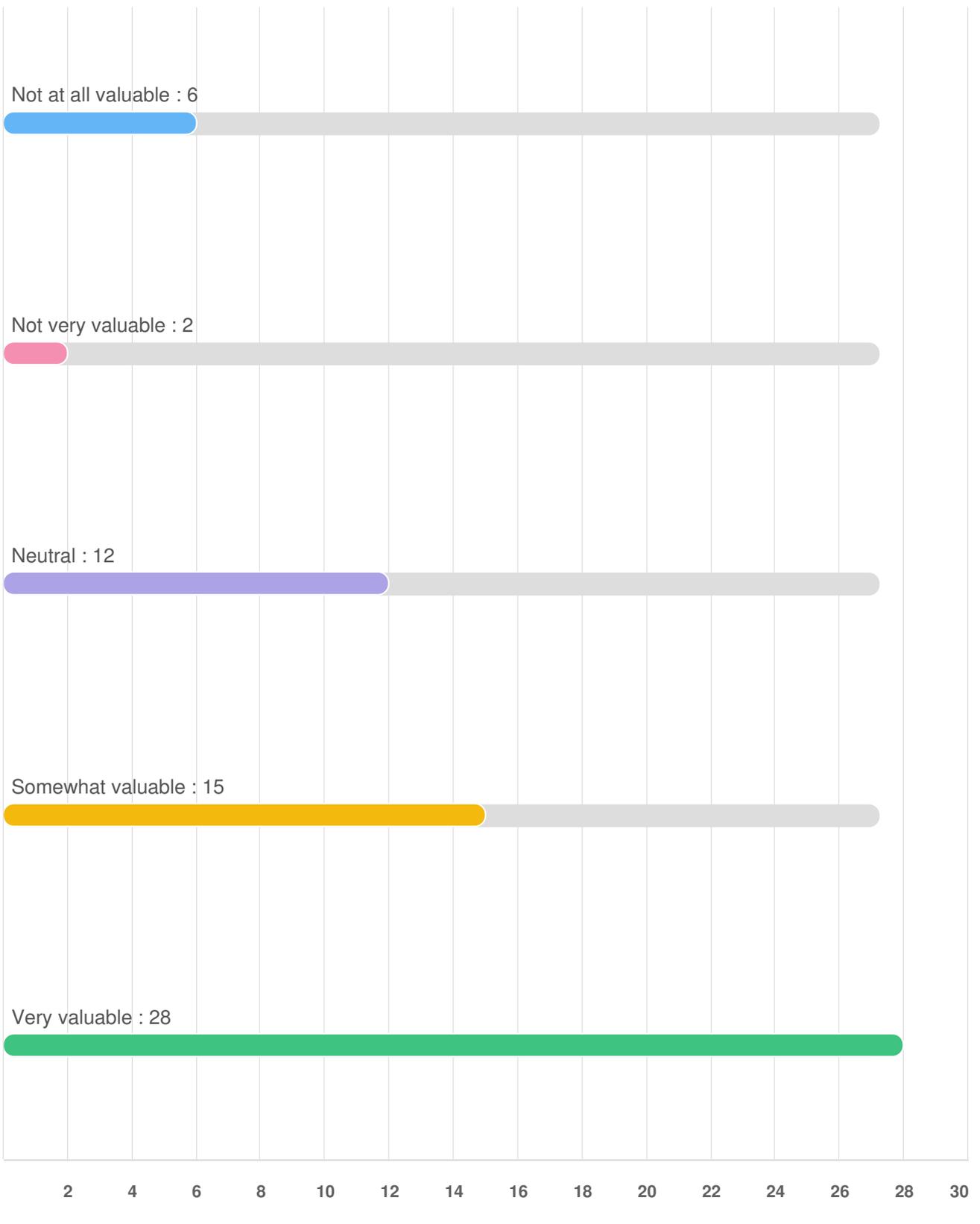
### Searchable database of video available (Video On Demand)



### Searchable database of Council meetings by voice keyword



### TV guide of Longmont Channel programming



**Q6** What other ideas do you have for programming on Longmont Public Media?

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Anonymous 6/18/2020 12:06 PM	Keep up the great work!
Anonymous 6/18/2020 12:06 PM	Doing Our Part: showcasing residents who have made contributions through volunteerism or philanthropy during the pandemic.
Anonymous 6/18/2020 01:09 PM	Local and Frontrange News
Anonymous 6/18/2020 02:23 PM	More music shows and local business and services features.
Anonymous 6/18/2020 02:47 PM	Radio dramas, political commentary, kids studio hour
Anonymous 6/18/2020 03:44 PM	-history of Longmont, Boulder County and people, especially as history contributes wisdom about current situations, such as the virus pandemic, race relations, environment, etc. -biographies of residents/families: their background/family folklore, why they live here, people who helped them/people they admire, hopes for future, etc. -human interest stories that present positive/inspiring aspects of daily living -question/answer short media program that invites public to submit question that can be investigated/answered through LPM- any type of question, not just controversial ones. -highlighting the arts in all its forms and the people creating them -TinkerMill members and their work; other citizens' hobbies, pastimes -coproduce programming with local businesses, institutions, organizations, etc.=seek their ideas to engage them and support their efforts
Anonymous 6/18/2020 06:30 PM	It would be great for Longmont Public Media to reach out more to the Latino community.
Anonymous 6/19/2020 11:16 AM	Would like to see a greater focus on locally produced entertaining content
Anonymous 6/19/2020 11:52 AM	Don't have cable and don't watch any of their programming.
Anonymous 6/21/2020 01:29 PM	More Comedy.
Anonymous 6/22/2020 10:19 PM	More outreach.
Anonymous 6/26/2020 11:06 PM	Thanks! :-) Until I started this survey, I was totally unaware that there was a way to watch City info other than on Comcast - which we dumped closed to 20 years ago. I will have to investigate through the website since I do not have any tv other than a roof anetnna.
Anonymous 6/27/2020 07:14 AM	I didn't know about all this programming. I can explore it but boy, there are so many things online it's hard to take it all in. I would like to see something that would make me laugh.
Anonymous 6/29/2020 03:02 PM	I had no idea you were here. I'd love to subscribe somehow.

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Anonymous 6/30/2020 01:23 PM	I thought local sports coverage was an important part of the deliverables promised by LPM. The quality of most of the programming I've watched is deplorable, video from afar with glare on the projection screen, inaudible audio, unprofessional appearance as if somebody was just shooting from the back of the room with an iPhone, and didn't bother to edit before broadcast. Close it down. No Value.
Anonymous 7/01/2020 02:45 PM	
Anonymous 7/02/2020 02:34 PM	Make traffic cams available for public viewing. Road conditions.
Anonymous 7/06/2020 07:42 AM	Let us know what the programs are. The list above is the first time I've seen some of these program names.
Anonymous 7/06/2020 11:01 AM	Unsure.
Anonymous 7/07/2020 08:07 AM	Local sports and recreation
Anonymous 7/07/2020 09:06 AM	?
Anonymous 7/07/2020 10:50 PM	Show local and state wide produced content about the area/s, people, stories, fiction, children's contributions, films, docs, music videos - make it truly a public space for people to put up their work.
oldray 7/09/2020 02:00 AM	Get off Comcast and use all or some broader used access service.....Direct TV, Dish or ALL of them
Anonymous 7/10/2020 01:02 PM	The schedule listed on Comcast doesn't remotely match what's being broadcast. A program listing would be EXTREMELY useful.
Anonymous 7/11/2020 08:55 AM	Advertising events that have past months prior have no value.. Need to bring up to date material.Recently expired and canceled events listed...does anyone look at that content. Disappointing. Council meetings of great value. Picture quality when at civic center well presented..easier to read presentations and good sound value too.
Anonymous 7/12/2020 01:15 PM	More discussions with council and mayor by Zoom, allowing immediate feedback form residents
Anonymous 7/13/2020 07:00 AM	Would love to see more music and arts performances!
Anonymous 7/17/2020 09:52 AM	Professional coaching in a talk show interview style Sports broadcasting events
Anonymous 7/17/2020 09:53 AM	I had no idea that this was available I was not aware of the program or any promotion to make residents aware
Anonymous	A program guide. Local artists/crafts people

7/17/2020 11:02 AM

Anonymous

This needs to be more easily accessible. I only have over the air programming and it is not available to me.

7/17/2020 11:20 AM

Anonymous

I didn't know the channel existed until just now. I will watch it in the future.

7/17/2020 12:41 PM

Anonymous

We have Dish Network. We do not see Longmont Public Media. This is of no value to us.

7/17/2020 02:50 PM

Anonymous

Make it available with NextLight, it is for Longmont!

7/18/2020 12:04 PM

Anonymous

With cord cutting being very prevalent ( and more so everyday), why is the focus on providing this thru Comcast and Layer3? I would like to see the city focus their efforts on putting out public access content on platforms that's available to everyone (YouTube for instance)

7/18/2020 08:03 PM

Anonymous

More live music like the library thin.

7/19/2020 01:20 PM

Anonymous

Cooking program - either an amateur chef, or local restaurant chefs, sharing non-secret recipes and showing how they come together. How to train your dog! Google Barbara Woodhouse for this. Some way to encourage young people to create meaningful/professional video content. Everyone with a phone thinks they can do it, but very few can.

7/19/2020 02:28 PM

Anonymous

More marketing, a lot of people in town don't know it exists.

7/19/2020 02:48 PM

Macie

puppet news

7/19/2020 02:58 PM

Anonymous

Use events (with social distancing, of course) to engage students (K-12 and/or college); engage Latino/Hispanic community; engage others.

7/19/2020 04:51 PM

Anonymous

News shows, how to do stuff shows, short drama skits

7/20/2020 06:42 AM

Anonymous

More discussion of local and statewide politics. Community events (not that there are any right now)

7/20/2020 11:22 AM

**Optional question** (42 response(s), 28 skipped)

**Question type:** Essay Question

### Q7 | What else would you like City Council to know as they determine the next contract for Public Access TV?

Anonymous

Longmont Public Media has really knocked it out of the park! Council should keep the contract as long as possible.

6/18/2020 12:06 PM

Anonymous

6/18/2020 12:06 PM

Keep in mind that the pandemic has put the kibosh on membership recruitment and public participation in general. Nevertheless, the organization has worked hard to provide necessary public service messaging and be responsive to the needs of the community generally.

Anonymous

6/18/2020 01:09 PM

There is more local programming in just a short few months (even with the pandemic) than was ever done before!

Anonymous

6/18/2020 02:23 PM

I want them to have time to get their feet under them.

Anonymous

6/18/2020 02:47 PM

Keep it going!

Anonymous

6/18/2020 03:44 PM

Remember that opportunities are limited for local community members to express their interests and concerns in today's corporate-controlled media. People need to feel valued and if they take the time to communicate, their voices will be heard through the many technologies available today. Having a forward-thinking, community-oriented, professional and creative Public Access TV staff and fully equipped facility is vital in accomplishing this goal. I would like to see greater support for the makerspace aspect of Longmont Public Media from the city. I noticed that Longmont Public Media's output was very different during COVID, I wonder if they experienced a significant disruption like everyone else. They should be forgivingly evaluated in light of that disruption.

Anonymous

6/19/2020 11:16 AM

I've tried watching to see a council meeting or something, but the feed always seemed to be broken so I'm never able to watch and that can be very frustrating

Anonymous

6/19/2020 11:20 AM

Anonymous

6/19/2020 11:52 AM

Use the money for something else.

Anonymous

6/21/2020 01:29 PM

The city council made a brilliant decision opening up local media to the community, and in a way that doesn't cost taxpayers anything while helping the public. Homerun in my opinion. Thanks to everyone involved.

Anonymous

6/22/2020 10:19 PM

Those without Comcast cable service just antennas do not easily access the information through tv. We have to go online and search or use their social media that is not timely (not equitable). Not everything that is published is posted on social media. Sometimes social media gets old programming posted instead of matching the timeline that is live, feels like content is dumped on social media all at once (they need a social media expert). Imposing membership fees don't make it a public avenue for those that are interested in sharing content (should be free to submit or use the public tools, we are a small town, small businesses still suffering from the pandemic). no ideas since I only have an antenna for tv.

Anonymous

6/26/2020 11:06 PM

I wish public access could be over-the-air channel. No cable TV at our house.

Anonymous

6/26/2020 11:27 PM

Anonymous

The Longmont Observer provided a lot of these features and was a

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6/27/2020 06:45 AM	community supported endeavor, and The Observer seems to have sold out. It's nice to see another organization picking up the slack, but I'm not sure this is another organization when looking at the actual people involved. This seems like one step towards the ultimate goal of a tax-payer funded newsroom (LPM already broadcasts Democracy Now! twice per day, so a local newscast is only a logical next step). Please proceed with caution. I didn't know this existed until this survey and I don't have Comcast. Has the city thought about a way to provide service on the over the air channels?
Anonymous	
6/27/2020 08:48 PM	
Anonymous	
6/29/2020 01:30 PM	I believe your TV programing is terrible. You keep showing the same prograams over and over. The Council meetings are bad, you can hardly hear or see the Video, same for SVSD.Why is Tim Waters on all the time?, that seems a conflick of interest.You are defintiley not the old Channel Eight. Still very angry that Scott Converse and Marsha Martin were on the Longmont Cable Trust board at the same time that they were preparing a backroom deal to take over Channel 8, fire all the employees and dismiss all the volunteers and their 300+ community-produced programs as irrelevant. I will not pay to use their facilities in order to gift them programming. Thoroughly dissatisfied and disgusted by the unethical, sleezy, corrupt, underhanded way this was handled after 35 years of good work by LCT. Two City Council members--Waters and Martin-- have an inherent conflict of interest regarding this TV operation and must recuse themselves from any decision making. The technical quality is very poor; save money by abandoning this operation
Anonymous	
6/30/2020 01:23 PM	
Anonymous	
6/30/2020 05:31 PM	Close it down. No Value.
Anonymous	
7/01/2020 02:45 PM	
Anonymous	
7/02/2020 02:34 PM	City government should not be in the news business
Anonymous	
7/06/2020 11:01 AM	I don't watch Public Access TV as I am not a Comcast subscriber. I would watch if it was offered as an over the air service. We don't have cable, dish or other TV services. We are a strictly over the air family.
Anonymous	
7/07/2020 08:07 AM	I think covering prep sports in the area is critical. I miss that show.
Anonymous	
7/07/2020 09:06 AM	Make it available on streaming tv providers, like YouTubeTV and Hulu
Anonymous	
7/07/2020 10:50 PM	Let's get more local content on the air!
oldray	
7/09/2020 02:00 AM	Check to see which TV provider is most subscribed to in Longmont
Anonymous	
7/10/2020 12:12 PM	Every month a schedule in the City Line. It needs to list Channel 8 and 880. Make it be for just one week-- a week City Council meets.
Anonymous	
7/10/2020 01:02 PM	Public Access is important, but needs to be more organized. Other than City Council meetings, there's no way to know what's on.

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Anonymous

7/11/2020 08:55 AM

They should show current activities and special events in Longmont, tourist information, Longmont around town highlights, what's new and important, Covid updates...a true local channel, etc.

Anonymous

7/12/2020 01:15 PM

See above, and "cone", pothole info

Anonymous

7/13/2020 07:00 AM

Since LPM took over, I feel like I have paid more attention to public access TV than I did in previous municipalities I've lived in. I love how accessible it is.

Anonymous

7/17/2020 09:52 AM

I am a professional broadcaster (30 years), keynote speaker, and presentation coach that would love to help coach, equip and help others better use this service and have a great experience while viewing content. Contact me let's talk and dream. I would personally love to add content and value to the station. Rich "Trigger" Bontrager 507-358-4212 richbontrager.net Maybe a better public awareness campaign

Anonymous

7/17/2020 09:53 AM

This needs to be more easily accessible. I only have over the air programming and it is not available to me.

Anonymous

7/17/2020 11:20 AM

Know nothing about it & won't be watching it. So not interested in paying for it

Anonymous

7/17/2020 02:50 PM

Anonymous

7/18/2020 08:03 PM

Public Access is very important and valuable. Cable is going out the door and Comcast and Layer3 are awful companies. Focus on providing this content through platforms which are free and available to everyone.

Anonymous

7/19/2020 01:20 PM

These folks seemed to have really created a lot of new content really quickly.

Anonymous

7/19/2020 02:28 PM

At the start, Longmont Public Media seemed a bit of a disaster to me, but I think they have really stepped up, even with the restrictions we are all experiencing. Of course, maybe in this new Zoom world, video programming is getting more appealing and acceptable. I think the Tim Waters podcast is a good example of this.

Macie

7/19/2020 02:58 PM

Longmont Public Media is a group of passionate individuals who have been trying to revitalize public access television after nearly 40 years of no one in Longmont knowing it existed. Although COVID-19 has set the organization back, they have made more strides to connect with the community than has ever been done before. They have listened when the community has asked for something, they have made strides to improve their quality, and they are constantly innovating to get ahead with the little that they have. Considering the only thing this group had was a building and a few minor cameras when they began in January, the progress they have made has been amazing. More and more community members are using the channel to display their media, including some contacts at the county level. While there are ney sayers in the community, I think it is important for council to take a minute to look at the progress this organization has made despite all the twists, turns, and wrenches thrown at them not to mention the impact that COVID-19 has

Anonymous

7/19/2020 04:51 PM

had on them and everyone else. Council should give LPM another chance and another year to prove that they can make a difference in media in Longmont. If anyone can, it is this wonderful team.

Longmont Public Media is the perfect way to get more community voices heard. It should be publicized to a broad cross-section of the population through city newsletter channels and social media channels.

Anonymous

7/20/2020 06:42 AM

The amount of programming already available is pretty good given the current circumstances, but the pandemic has really prevented LPM from being all it can be for the city and community.

Anonymous

7/20/2020 11:22 AM

Everything I've seen on Longmont Public Media this year has way higher production quality than the stuff I've seen last year. There are lots of Zoom recordings but that's understandable given the current situation. I'm amazed they can even produce programming given the social distancing requirements. I really liked the event they did with the police department and the Longmont Leader too. I don't think that ever would've fit into the type of programming the old group used to do.

**Optional question** (41 response(s), 29 skipped)

**Question type:** Essay Question