

Seattle Public Access Television Questionnaire  
Questionnaire Results - Open-Ended Responses

**1. How should Seattle redefine the role and scope of public access services? Are there alternative operating models available that would continue to meet the needs of Seattle residents? If so, please describe these models. Please advise if such innovative models have been implemented in other cities.**

# Response

- 1 Seattle should continue to support this vital service to the citizens of the city.
- 2 I would look to "NorthWest Community Television's" model in Brooklyn Park, Minnesota. Small staff, large facility, great training, well equipped to allow the community to produce quality public access programming and get it on the public access channel.
- 3 ran out of time on library computer (mine is broken) and am finishing answering below.
- 4 Get rid of it altogether. There are too many seriously important, life-saving programs that are underfunded, including public SAFETY, youth programs and services to the poor, disabled and elderly.
- 5 K.I.S.S. make PA as available as simply as possible to the most public as possible - add Satellite. expand - On Demand
- 6 The implication that there are other alternatives is a bad joke proven by the failure of the city to take to any alternative model prior to ending local public access
- 7 Stop misappropriating Franchise Fee funds and see to it that the subscribers fees go to the intended Public Access etc..
- 8 The role and scope of public access services is to provide the public with a "market place of ideas," "a platform for free speech," "an opportunity to participate in the democratic process in a way that reaches the greatest numbers of people." Public access TV serves this purpose. There is no alternative operating model. 99% of people own televisions. TV is the most wide-spread, easily accessed tool of communication and information that exists in our society today. All other models are flashes in the pan, still being proven, prohibitively expensive for the majority, unique in the presentation platform and do not cross platforms, etc.
- 9 The term "public access" is outmoded. Community programming focuses on community needs and interests. Clearly provide "bandwidth" for communities who do not command enough viewership to develop advertising revenues should be part of the community programming offerings. Community television and video, radio and audio have a place in our local community
- 10 YouTube/Podcast/Blogging ... these medias are childish in comparison to local public access shows. Public access tv provides an outlet for local culture and local talent that would otherwise get washed away in the great sea of content from the internet. Seattle Public TV is all about Seattle. Blogs/YouTube/Podcasts ... they've got nothing to do with Seattle; they're a different audience entirely.

**2. Which services can be considered as the minimum or core services that are essential to continuing public access?**

# Response

- 1 ?
- 2 A staff that provides training and check out of equipment. Quality equipment for the public to use in the field, studio and for editing. A master control for automated playback of the programming. Duplication equipment that will allow copies to be made on the common media format of the time (currently - DVD).
- 3 NONE. It's not government's job.
- 4 Live STUDIO and Editing facilities.
- 5 Distribution, production, and education
- 6 The full compliment of what was allocated by the Telecommunications Legislation should be implemented for the PEG channels with equal distribution.
- 7 The minimum or core services that are essential to continuing public access include the availability of a cable TV channel for members of the public to broadcast messages and programs with free access to equipment and facilities to produce messages and programs, and free access to assistance to learn how to operate equipment and use facilities with which to produce those messages and programs for public consumption.
- 8 Distribution network(s) and support for its use. Classes and training on equipment use and program development. Equipment and studios for production of video and audio content related to local community needs and intersts
- 9 Production, editing and broadcasting facilities for the many under-served communities in Seattle. These include foreign language speakers and ethnic minorities.
- 10 1) Studio space 2) Equipment (cameras, lightning, audio) 3) Training 4) Distribution 5) Editing systems and software

**3. What potential collaborative partnerships may be developed between the public access channel operator and other community organizations, non profits and local business entities? Do you know of any examples in which multiple entities provide public access services in partnership arrangements? What would be the advantages and disadvantages to a multiple operator model?**

# Response

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- 1 ?
- 2 Not aware of any for public access.
- 3 with schools, clubs, charities
- 4 The public access channel operator can partner with the city to take over the operation of the city government channel. No. Advantage: multiple organizations to blame when someone speaks their beliefs Disadvantage: too many chefs spoil...
- 5 City of Seattle should be answerable to the producers of SCAN not just the producers answerable to the vague city DEMANDS. Sharing equipment and resources should make a better system for all PEG combined functions. Combined resources would make availability for Non Profit and so on far better for all concerned.
- 6 Do you want a PBS station? We already have two PBS television stations in the Seattle area: KCTS out of U. W. and KBTC out of Bates Technical College. Those stations do not provide public access. The disadvantages are competing messages and needs and arguments about who gets what, when, where, and how. Who will coordinate these partners? Are you asking me to do your homework? Your job is to look up examples. Multiple operator model—ever heard of too many cooks in the kitchen?!?
- 7 Community colleges, KEXP, KBCS, SIFF, Northwest Film Forum, United Way, City Club, Executive Alliance, 501 Commons, public and private k-12 schools, Vera Project, Boys and Girls Club, Photography Northwest, 911 Media Arts, and many many more

### 4. Describe other potential sources of public and private funding for public access beyond payments from the City of Seattle?

#### # Response

- 1 I am a cable subscriber.
- 2 Sponsorships for public sporting events, parades, speakers and concerts that come to the community. Public Access annual memberships for the producers and/or Charges for levels of training. Grants for art and other specific types of programming and education for different levels of students and adults.
- 3 EQUITABLE and Full Distribution of Cable Franchise Fees for this popular cable service!!
- 4 other governments around King county that have had a free ride
- 5 SCANTV should be gathering funds for 'On Demand' and several sources, IF the city refuses to make sure the funds from the franchise fees go for the original purposes.
- 6 Payments from the City of Seattle do not exist. The entire program, facilities, equipment, staff—all are paid for by the fees that cable companies pay. Stop clouding this truth. Stop dumping the cable fees into the general fund!
- 7 Underwriting and sponsorships from for and non profits; earned revenue from rental, classes and workshops, memberships, fundraising
- 8 Comcast . The City is responsible for negotiating the best deal for ALL the people of Seattle.

### 5. What types of fundraising activities may be employed to generate additional revenue for public access?

#### # Response

- 1 ?
- 2 Marathon call in week end or week to show support for local programming similar to public broadcasting (PBS). Sponsorships by residents in your community of the different programs in order to have them played on the air (this program sponsored by Mr. and Mrs. Smith) charge them \$ 40. Charge for copies of events.
- 3 Channel 9 type fund-raisers - Divide the year into 365 segments, at, say \$2400/ segment and sell 1/24 portions of each segment for \$100 /portion for someone who wants to get 2 30- second interstitial announcements / ads per hour. If buying a 6 hour portion, can add a 28 minute promo or program of sponsor's choice.
- 4 Proper use of the franchise fee as envisioned by congress when it was created would fund public access.
- 5 As stated previously 'On Demand' would add to resources regular donations and clubs encouraged to fund raise for SCANTV
- 6 Additional revenue is not needed, because cable fees cover the operation. Why are you not honest about wanting to re-direct the cable fees paid for public access in order to cover your budget losses/needs in other city programs?
- 7 the stuff done now is old; need new ideas that are young, hip and viral

### 6. What strategies would ensure that the core services you listed in question #2 remain available? What financial resources are required to meet these minimum service levels? What operational guidelines or strategies can be employed to ensure that these core services remain available?

#### # Response

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- 1 Create a public access board made up of a cross section of the community that understands the cost to provide these opportunities for the community, limited resources available on an annual basis from the City of Seattle and what additional revenue it will take each and every year in order to make this opportunity available. Also they need to develop a 6 to 10 year plan in order to ramp up services and be willing to ramp back down if there is a lack of funding (staff hours, equipment purchases, facility hours, etc.)
- 2 ??? Decent funding - get 1 party with \$500 K donation and it's done!!
- 3 The city pulled a sleight of hand trick when it put the franchise fees into the general funds. Even though congress allowed this, it is out of the original meaning for which the funds were to be used. The use of this money by the city for non-cable related issues is outrageous.
- 4 Lawful Court action would be the funds back were they should be.
- 5 Core services would remain available if the cable access fee funds were not re-directed by the city. Financial resources are available from the cable franchise fees. Television channels are the property of the people; for a fee, the people loan the use of those channels to companies that make enough profits that they can pay out stock dividends. Can't the people have one of those channels for free?
- 6 either lower the franchise fee charged to cable users or provide a % of those funds to community programming
- 7 Support for the arts is a very important obligation of all levels of government. Video communication is the literacy of the future -- not supporting public access TV is like not having a library.

### **7. Please identify innovations in video production/distribution equipment, techniques or processes that if implemented, might lead to a reduction in operating costs for public access? What video production equipment and facilities should be provided by the public access provider?**

#### **# Response**

- 1 Cameras, editing equipment, a studio(s), lighting, microphones, remote production equipment and/or a remote truck. The "TriCaster" for remote productions. "Tightrope Carousel" automation system for playback and graphics. Cameras seem to be shrinking in size but increasing in quality. Green Wall can help eliminate the need for elaborate and expensive backgrounds or sets. All public access facilities should provide all production equipment (video cameras, lights, tripods, microphones, batteries, media(tapes/DVD's), studio(s), remote event production capabilities, remote truck if possible, automated playback facility, editing computers, sound booth.
- 2 JUST WHAT HAS BEEN PROVIDED BY SCAN TO DATE.
- 3 Obviously ignored is education of how to use video and produce it, which is at the core of an access facility. That omission speaks volumes in the skewing of this information. As to other options, when the Super Bowl is seen on other alternatives INSTEAD of regular TV, others options are just supplementary. When the government channel is seen only on other alternatives INSTEAD of on the cable channel, other options are only supplementary.
- 4 Public Access should be available both on Cable and online. Facilities to make good quality productions should be available to the producers.
- 5 The equipment, facilities, and staff that are/were in place with SCAN TV are/were adequate to meet needs.
- 6 Good cameras, microphones and edit equipment and software are necessary. Studios for live programming

### **8. Please describe the level of training that should be provided by the public access provider.**

#### **# Response**

- 1 This can begin with a beginners guide to production and training on the specific production equipment and can extend to directing multi-camera remote events and classes on editing and directing in-studio programs. The ability to teach and enable the producers to upload their programming to social media is essential in this day and age.
- 2 This is my third public access. SCAN has done the best with education and mentoring of the three and was probably a model for others. The level of training they provided was adequate to give the producer enough skills to learn more, understand certain operations to help themselves to some degree and to make a good quality production.
- 3 DITTO
- 4 A complete understanding of how media is used by advertisers and manipulators of the public as well as a thorough understanding of how to use the tools to make media.
- 5 There should be sufficient training to handle equipment in as professional manner as possible.
- 6 The minimum or core services that are essential to continuing public access include the availability of a cable TV channel available for any member of the public to broadcast messages and programs with free access to equipment and facilities to produce such messages and programs, and free access to assistance to learn how to operate all equipment and use all facilities with which to produce those messages and programs for public consumption on cable television.

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7 Introductory with opportunities to get more at CC's 911 Media Arts or other

**9. What alternative video training opportunities are available in Seattle? Can these alternatives replace or supplement traditional public access training services?**

# Response

- 1 unknown
- 2 If one has the money. It is not public access if other services have to be bought so that production can occur.
- 3 Community colleges
- 4 What available opportunities are better than what SCAN has provided to date?
- 5 There are limited opportunities, and almost none of the few that do exist do so to train the disenfranchised. The city has undertaken an outright assault upon those who are weak and on the outside.
- 6 Training could be available through the local University/College or PR facilities.
- 7 "Traditional public access training services" are preferred because they are provided by SCAN TV people who are friendly, patient, kind, knowledgeable, and have no agenda of their own. No alternative video training opportunities are available.
- 8 see above

**10. Outlets for expression have evolved beyond traditional television, radio and cable TV. What should be the role of a modern public access facility given the emergence of "new media" such as Internet streaming, social networking, video on demand, podcasting, blogging and other developments?**

# Response

- 1 I don't feel this is sufficient for the majority of viewers.
- 2 The modern public access facility would educate the community producers on these options and make as many available to them or at least train them so that they can go home or to the public library and upload their video to social media as they wish. The City is not obligated to provide the opportunity to upload to any social media but I believe a modern public access center would.
- 3 These new media are part of a process to promote and market other things. I have taken one beginners bloggers introduction--- not a class yet. But I know that I will be able to promote my shows and a couple of books I'm working on through blogging. I can also use it to gather information on what are the areas of interest out there. It does not replace TV, it is a complementary media. If you are going to stop public access TV, then you are taking a valuable resource away from the average citizen. And as I stated at the January meeting, most people are not going to buy these types of technology or use them beyond social interactions. AND THAT IS NOT WHAT PUBLIC ACCESS TV IS.
- 4 NADA
- 5 KISS- many people are just not tech savvy, can only switch channels. Role = to reach out to the public at its most basic levels of communication.
- 6 Public access should train in the use of all of these, which are supplementary, not primary.
- 7 All areas of communications should be available to communicate as Public Service.
- 8 Let the other "outlets for expression" and "new media" evolve at their own pace. TV continues to be accessible to and affordable by all members of the public who wish to produce messages and programs for public access broadcasting.
- 9 developing and curating community programming serving diverse and special populations
- 10 Training. However, please keep in mind that those communities most in need of public access are also the least able to afford the technologies associated with alternative media. Television access is still their primary source of entertainment and education.

**11. What are the most effective means of raising awareness of public access channel services to potential producers? How can channel operators best inform producers about the availability of existing or new public access services or tools? Please share references for any marketing efforts that have been successful in other cities, other channels or video production training programs?**

# Response

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- 1 DVD's could be mailed out that contain a creative message about the public access opportunities available in the community, a tour of the facility & equipment and maybe it contains a few pre-produced programs in key areas of interest in the community (arts, college & high school sports, parades, other community events, veterans day, etc.). Promos on the channel and other channels. Getting news and local magazine show coverage about the possibilities. If you have a successful producer early on get him/her all the media attention you can. Reach out to area colleges and high school media classes, arts and history organizations to let them know about the opportunity.
- 2 Networking and setting up meetings will help to educate us non techies. I am much more open to blogging now than I was. If the meetings are held at the facility, people will gather and are more likely to look into using public access TV, promoting and donating to it. We do need more channels and the producer at SCAN can produce enough for two TV stations.
- 3 JUST WHAT HAS BEEN PROVIDED BY SCAN TO DATE.
- 4 All cities that I know are struggling to provide this basic right. Some, like Denver and San Francisco, which Seattle seems to want ot copy, have failed miserably.
- 5 Actually have a Public Relations outreach program. So far this has not really taken place.
- 6 Advertising is the most effective means of raising awareness. Returning the operation of the public access channel to SCAN TV is obviously the most effective way to accomplish the mission of public access.
- 7 buy radio adds, a YouTube video, Facebook, etc

### **12. What are the best strategies for reaching out to refugee, immigrant and disadvantaged communities in Seattle to ensure that they are represented on public access? What special needs in these communities can be addressed through training in various video technologies?**

#### **# Response**

- 1 Overcome the language barrier first. Identify a group that understands the opportunity and can serve as a representative group to generate ideas of programming and help find producers. The opportunities are endless from english as a second language, to homework help, to ideas generated by the specific communities which are usually the most important and helpful.
- 2 SCAN already made this available. The cut in funds has caused some of them to go to other public access stations. You have decreased their use of public access. AND, they are the ones to reach out to other communities. They understand the importance and how to do it. And can more easily speak to their needs and desires.
- 3 JUST WHAT HAS BEEN PROVIDED BY SCAN TO DATE.
- 4 The public access model as it has existed has served these marginalized communities and the current actions of Seattle are an attack on those communities and the other minorities that are here.
- 5 Word of mouth is the best way to reach refugee, immigrant etc. due to language barriers. But if the Public Access cares about free speech this would happen easily with good PR relationships.
- 6 Advertising is a very effective means of reaching out to refugee, immigrant, and disadvantaged communities in Seattle. The special needs of the refugee, immigrant, and disadvantaged communities are responded to best by the SCAN TV staff.
- 7 Go directly to the organization and offer one or two opportunities to have a program produced through SCAN. Carefully lay out the steps and commitment necessary to build regular programming

### **13. What are the most effective means of promoting the channels and scheduled programs to potential viewers? What techniques do other TV and video channels use that Seattle's Public Access provider should adopt. How many alternative distribution channels, such as web casting or video on demand services can be promoted to potential viewers?**

#### **# Response**

- 1 Building an email address base that you can mail schedules to or create a web site, twitter, facebook, etc. along with the newspaper, city web site. I think video on demand is very important in this day and age so people can watch programs on their schedule, webstreaming is important too so people can watch things on the go with their phone.
- 2 These things give us more exposure but don't bring in more financial support. I think it has to be done the way blogging is done. Used as a tease, as a way to get people involved in ideas or exchange of information, then market SCAN as a way to give their ideas exposure and get funds..... (and there is the law aspect...what is legal and what isn't) If it is no longer public access, then that isn't a problem. I am kinda distrubed by the "redefining public access" stuff. We are either free speech or we are not. we are either PUBLIC access or we are not. Get it?!
- 3 ???
- 4 The last question is a big part of the problem for alternatives. There is a sea of information available, most of it lost in these alternatives. As for techniques used by others, more promotion on other channels, for instance, a heavy use of the government channel to promote public access would be a huge step.

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- 5 PEG channels should be treated as well as the other channels and be allowed TV Guide /Newspaper TV coverage and so on. And other types should not be allowed to try to obscure the location of Public Access or call it GOVERNMENT CHANNEL.
- 6 You people do not do your homework, do you? [Web is capitalized, as in World Wide Web; only www has become lowercase. Internet is also capitalized. The Internet and the World Wide Web are places, like Seattle is a place.]
- 7 This is not broadcast. Promotion needs to be part of a producers plan and community television needs to highlight that there are programs for diverse and varied interests. Create a search web site to get to programs that meet special interests.

**14. What should be the long-term goals for public access in the Broadband age?**

**# Response**

- 1 Continue to maintain the chanel.
- 2 A marriage of traditional public access and social media that allows producers from across the city to create programs that are beneficial for the community and to be able to access those programs through many different avenues (channel, youtube, video on demand, webstream, etc.). Educate and allow your community to produce programming for and about the community with all of its' different facets.
- 3 We should use more technology but saying it doesn't make it so. We have to have the people who will help us learn to do it. I am not a techie. I can see advantages and opportunities but I cannot set up a blog site for anyone and , therefore, we need to have people who will volunteer or we need the funding to get these folks to work for us. If we have a majority help from volunteers we need policy and procedures for the work safety and duty outline requirements and treatment of volunteers. And then some oversight or grievence board to address that. There are no federal nor state that I know of laws that protect the rights of volunteers. Perhaps corps that cannot give us money because of the economy can assign volunteer opportunities for their employees here and then reward them or recognize them with their own funds. We certainly don't have the money even to repair our own equipment at this point and we have very old equipment in some cases. Any new funds will have to go for those kinds of things.
- 4 KISS- many people are just not tech savvy, can only switch channels. Role = to reach out to the public at its most basic levels of communication. BTW, this Survey was really ridiculous - how is the public supposed to have any idea on most of this. Don't waste the public's money on nefarious questions.
- 5 To provide training, distribution, and production services to the citizens of Seattle and king County with emphasis on the disenfranchised and under represented peoples.
- 6 Open free speech should be the goal of all Broadband communications.
- 7 The long-term goals for public access in the Broadband age include the availability of a cable TV channel available for members of the public to broadcast messages and programs with free access to equipment and facilities to produce messages and programs, and free access to assistance to learn how to operate equipment and use facilities with which to produce those messages and programs for public consumption on cable television.
- 8 To build and support communities locally that serve special populations and interests not served by traditional media. To help citizens learn to use communications media to achieve community goals.
- 9 Increase television viewership, keep it free.