

Cable Related Community Needs Assessment

for

The District of Columbia



Respectfully Submitted
by
Riedel Communications, Inc.
October 25, 2011

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Summary of Public Hearings and Submitted Testimony

Three separate public hearings were held in the District of Columbia regarding Comcast Cable and the future cable related needs of the community in anticipation of the renewal of the cable franchise agreement. The hearing dates and locations were varied to allow for the greatest amount of public participation and the general public was invited to submit written testimony to the Office of Cable Television.

Several themes emerged during the course of public comment and written testimony.

- A general satisfaction with Comcast Cable and customer service. We conclude this because very little dissatisfaction was expressed and it is our experience that when there is broader dissatisfaction with a cable operator, people readily and eagerly express it.
- Access television is important to the residents of the District. While DCTV was most often mentioned (due to the number of producers who attended the hearings), Government and Educational access television was also seen as important to the community and information sharing.
- DCTV is regarded as a resource for jobs training. Several who testified talked about their “careers” and one gentleman who had been in the broadcast industry for several decades cited DCTV training as helping him stay current with emerging technology (re-training).

- DCTV is treated more as a community center than just a television station. It is experienced as a multi-generational, multi-racial/cultural gathering place. The Youth Training Institute was repeatedly mentioned, as well as DCTV generally, as providing activity to youth who otherwise might have nothing to do. The word “seniors” was used many times to describe programming or DCTV participants and members.
- Access television of all types, P, E and G, provide a unique identity and voice to the residents of the District.
- There was an emphasis on the term “state-of-the-art” when describing equipment. Those who testified or submitted written testimony were adamant that enough resources be made available to keep equipment current.
- Input was provided that grouping all the access channels together would help with branding and marketing all the PEG channels.
- There is great desire for the access channels to be delivered in High Definition, available on the channel guides and available to record via a DVR.
- Web streaming was often mentioned as producers expressed their desire to push out programming beyond the boundaries of the District.

District of Columbia Office of Cable Television**Hearing to Gather Public Testimony Regarding Comcast Cable and the Future Cable Related Needs of the Community in Anticipation of the Renewal of the Cable Franchise Agreement****September 12, 2011****Reeves Center****7:00 p.m.**

On September 12, 2011, a public hearing was held in the District of Columbia to solicit input regarding Comcast Cable and the future cable related needs of the community in relation to the upcoming cable franchise renewal with Comcast Cable. The following is a transcript of the testimony by Riedel Communications, Inc. This transcript is not verbatim but is provided as an accurate account of the testimony of various community members, residents and Public access producers.

Hearing called to order by Eric Richardson, Director of the Office of Cable Television (OCT), at 7:14 p.m.

Mr. Richardson called the hearing to order and explained the purpose of the hearing. He asked for public testimony to “inform and advise” the OCT regarding Comcast performance and quality of service and future cable related needs for the next ten years. Mr. Richardson told the attendees that they had three minutes each for testimony and briefly explained the process for cable franchise renewal.

Myrna Sparks (Ward 5) testified that she is a producer at DCTV. She produces a show called “DC’s Got Talent”, which she has produced for over a year. Ms. Sparks said she received excellent instruction and was well trained at DCTV and finds DCTV a place where people are

free to express their opinions. Ms. Sparks said the training she has received has helped her in her anticipated future career.

Mr. Richardson asked Ms. Sparks what she would like to see in the new cable franchise. Ms. Sparks replied that she would like to see live streaming of programming, more equipment and the updating of current equipment, state of the art equipment and to continue having DCTV as her “voice.”

Del Hornbuckle (Ward 2) testified that she is Campus Library Manager at the Rockville Library at Montgomery College and a resident of D.C. Ms. Hornbuckle spoke about how libraries serve the public by being accessible and equitable and she compared DCTV to that model. Ms. Hornbuckle spoke of DCTV workshops and events and that DCTV is one of the most democratic resources in the city. Ms. Hornbuckle said that DCTV is the platform for building “knowledge communities” where the gaps of isolation, ignorance, lack of information and lack of skills can be filled by the creative and innovative programming workshops and outreach that address some of these issues but also informs and teaches the public. Ms. Hornbuckle also expressed a desire for DCTV to be featured in the channel guide. For the future, Ms. Hornbuckle wants to see a continuation of basic training opportunities and the creation of additional resources for the public. In addition, she said that DCTV should group programs by topic and get Public access programming in On-Demand menus. And, Ms. Hornbuckle wants to increase the positive feedback DCTV already gets.

Liz Howard (Ward-unknown) testified that her experience at DCTV was negative and she cited the unprofessional conduct of one instructor. She said she didn’t get a chance to get her show “History in the Making” on the air. Ms. Howard said DCTV required her to join DCTV as

a member and it was hard to take classes. Ms. Howard said she has a Bachelor of Science from Towson University in Mass Communications with a specialty in television production and didn't want to take classes. She did take a producers' class and encountered cheating and plagiarism in the classroom, as well as copyright infringement. Ms. Howard said that the instructor wanted people to come up with concepts and she just wanted to do her show and another student "lifted" part of her content. The instructor did nothing even though Ms. Howard sent an email to him. Ms. Howard said she was berated and bullied and told she should leave the classroom. Ms. Howard said she tried to file a formal complaint but nothing was done and the instructor was worse after the complaint. Ms. Howard said that people should be treated with respect and they shouldn't be forced to take classes. If they have had training they should be able to show a transcript. She found the experience to be upsetting and troubling and she never got to put her show on the air.

Wayne Manigo (Ward 4) testified that he is a stand-up comedian who has learned a lot at DCTV. During the one year he has been a member he has had fun and enjoyed networking with his classmates. For a project he needed help with cameras and he was able to turn to his classmates for assistance. Mr. Manigo said that people have to understand what they are going to get out of the training at DCTV. He said that the people at DCTV have been wonderful, and he goes to DCTV during off times to learn more about what is going on. What is most important to him is that DCTV is affordable. He has compared DCTV to Rockville and Montgomery County and while they are affordable, the quality at DCTV is much higher. Mr. Manigo characterized DCTV as outstanding.

Justin Swain (Ward 2) testified that he is a producer at Arlington Independent Media and at DCTV. Mr. Swain testified that Comcast recently installed a Comcast triple play product (voice,

video and data). He said the technician called him on Saturday and asked if Mr. Swain could take him now. Mr. Swain said “yes” and they established a 1400 to 1700 window of service. Mr. Swain said the technician was late but did not call him to let him know. Once the technician arrived, Mr. Swain said he had very good equipment and was knowledgeable about the installation. He said it was a positive experience. However, Mr. Swain testified that he did not have the same experience with the call center. Mr. Swain said he was put on hold for a long time and then when he used the internet to try to contact customer service they did not respond in the twenty-four hour time period. He felt that these issues needed to be addressed.

Concerning DCTV, Mr. Swain said he did not have time to go into detail and there was potential to allow people to learn to use technology (that they might not be otherwise able to afford) in a training environment. He said that networking was limited because they did not want to share email or phone numbers. Mr. Swain said that DCTV needs an independent process (perhaps through the OCT) where producers can take their concerns to better address the needs of the members and community. Mr. Swain said there has been improvement but there is still need for improvement.

Ulysses E. Campbell (Ward 4) testified that he generally pleased with Comcast service but dealing with Comcast can be “dicey.” He said that he had an internet problem and the technician found the problem in the alley. After the technician’s visit the service was still “spotty.” Mr. Campbell said a supervisor was brought in from another division to deal with the problem in the alley. Mr. Campbell said that he had previously had Verizon DSL but it was too slow.

Mr. Campbell said that he had been a member of DCTV for five years and has taken classes in studio and field production as well as editing and has had an extremely positive experience. Mr.

Campbell has produced more than thirty episodes of a half hour television show and obtained press credentials and training that let him help other members. Mr. Campbell said that he would like to see DCTV have enough money so that it can perform upgrades. Mr. Campbell said that DCTV does have High Definition (HD) cameras but HD programming is not broadcast in HD. Mr. Campbell said he would like to see streaming video on DCTV and money for marketing the station and have the access stations grouped together for better access by the public. Mr. Campbell said that DCTV was “near and dear” to his heart and it has allowed him to stretch himself and do things he would not have imagined years ago.

Ulysses B. Campbell (Ward 4) testified that his father (Ulysses E. Campbell) has a show on DCTV. Mr. Campbell said he took classes over the summer and received training so he could help his father on shows. He said he has learned how to edit so he is not just “in the way.” Mr. Campbell noted that DCTV is right off the Metro and that his experience at DCTV has been good.

Krushae Starnes (Ward 1) testified that he wanted to be a film maker and that a friend told him about DCTV. Mr. Starnes said that he has had a great experience at DCTV and that it gives voice to people who feel they have no voice. He said that people can give a history of their communities and participate in youth programming through the Youth Training Institute (YTI). Mr. Starnes said he hopes Comcast will continue its support for these programs and that television is more legitimate than the internet. He said is he glad about the recent upgrades to equipment and he has the opportunity to train to be a film maker. Mr. Starnes thanked Comcast for supporting DCTV.

Shirley Tabb (Ward 6) testified that she has been a member of DCTV for over twenty years.

Ms. Tabb said the station has evolved and she is really proud of it. Ms. Tabb said that the negative experience of the “other lady” must be isolated. Ms. Tabb said she is a social worker and DCTV has helped her help senior citizens who are under-represented. Ms. Tabb said she can teach and train and provide services through her show, the “Shirley Tabb Case Manager Show.” Ms. Tabb said people call the show and she is able to give them service. Ms. Tabb called DCTV a “magnificent” part of the community and said DCTV needs more funds for marketing the station.

William Patterson (Ward 1) thanked the OCT for the opportunity to speak and its commitment to community media. Mr. Patterson has a show called “PCOS Challenge”. Mr. Patterson said that his show on Polycystic Ovary Syndrome (PCOS), helps get information out to women who have it or are at risk for the disease. PCOS is the leading cause of infertility, can lead to cardiovascular disease and Type 2 diabetes. Mr. Patterson said that DCTV get the message out when the major networks have told him that they cover enough of that type of “stuff.” Mr. Patterson said he hoped that DCTV will get upgrades to equipment. While DCTV provides training, at the current time they have to haul 200 pounds of equipment out into the field and that it takes him two to three days to shoot in the field. Mr. Patterson said that there are no HD cameras for the field at this time and because of that, it takes ten times longer to produce a show. This is particularly difficult for a nonprofit. Mr. Patterson said he would like to see online streaming as PCOS impacts women all over the world. Mr. Patterson thanked OCT and Comcast for this opportunity and asked for increased funding for DCTV.

William Taft (Ward 1) testified that he was part of the planning board to create DCTV and he has seen growth. Mr. Taft said that he has seen DCTV stifled based on its original intent. He

was part of an original group, “DC Citizens for Cable Access”, and they used petitions to get cable access and the intent for DCTV was to have a presence in every Ward. Mr. Taft said he supports funding to expand DCTV into the Wards because a lot of information in the Wards is not broadcast and the time that is allotted on the channel now is limited to independent producers. Mr. Taft said that Comcast needs to expand its partnerships, that Comcast makes a lot of money and that the citizens want a return on that money. Comcast should provide scholarships for independent producers. Mr. Taft said that Comcast should support having a channel in the library and work with the Center for Advancement of Nonprofits and partner with them to build capacity.

Mr. Richardson informed the attendees that there will be two more public meetings in October and an opportunity to collect more testimony. The information received here is outstanding and there are certain themes such as “resources”, “tools”, “we have a voice”, “people have an opportunity to share”.

Tommy Taylor (Ward 7) testified that for the last three to four years, DCTV has been the “working platform” for his entertainment career. DCTV has been a creative outlet and is the place to go and Mr. Taylor said it has allowed him to grow. Mr. Taylor said that through DCTV he has gained national exposure and opportunities and national television channels have approached him about his show. The dedication of the staff has been a tremendous asset for him. Mr. Taylor urged funding and support for DCTV. Through production classes he has grown and received support and encouragement. Mr. Taylor said that he has been able to start his own production company. Mr. Taylor said he wanted the city to continue to support funding for DCTV as an outlet for the community.

Elaine Austin (Ward 5) testified that she is a producer at DCTV. Her show, “Dreams, the Capitol View” concentrates on the positive things that are going on in the city from the White House to the elementary school level. Ms. Austin also produces a show called “Dreams, Young Leaders of America” where young people talk about the wonderful things they are doing as opposed to mainstream media that concentrates on the negative. Ms. Austin said she recently received a call from California asking that a man from UCLA be able to appear on the show. Ms. Austin said that she has a sports commentator who is a girl who is nine and Ulysses B. Campbell co-hosts the show. Ms. Austin said these programs show young people doing positive things and encourages them not be to on the computer all the time. Ms. Austin said DCTV works to bring out the “best in you” and shows that young people have minds and are doing positive things. Ms. Austin thanked OCT for the opportunity and said that she loves DCTV. Her recommendation was that DCTV receive more funding.

Mr. Richardson asked if there were any more speakers and not hearing any, announced that there would be more hearings in October and this hearing can be seen on TV 16 and DCTV. He also invited attendees and those watching the program to submit their comments electronically to Marcella Hicks. Mr. Richardson said the government’s key concern is that Comcast is delivering the best quality services to the citizens, the businesses and the schools. Mr. Richardson stated he was a bit disappointed that people were not talking about services on DC 13. Mr. Richardson said that DC 13 gives a voice to the people by allowing them to see their government in action. He encouraged people to participate in the hearings and said he hopes to enter into an agreement with Comcast that will expand what we do now, in terms of outreach, to include streaming.

Hearing adjourned at 8:01.

Hearing to Gather Public Testimony Regarding Comcast Cable and the Future Cable Related Needs of the Community in Anticipation of the Renewal of the Cable Franchise Agreement

October 4, 2011

One Judiciary Square

7:00 p.m.

On October 4, 2011, a second public hearing was held in the District of Columbia to solicit input regarding Comcast Cable and the future cable related needs of the community in relation to the upcoming cable franchise renewal with Comcast Cable. The following is a transcript of the testimony by Riedel Communications, Inc. This transcript is not verbatim but is provided as an accurate account of the testimony of various community members, residents and Public access producers.

Hearing called to order by Eric Richardson, Director of the Office of Cable Television (OCT), at 7:16 p.m.

Mr. Richardson called the hearing to order and explained the mission of OCT. He said it was to regulate cable operators and protect the cable interests of District residents. Mr. Richardson also informed the gathering that there would be a video of the hearing on Public and Government access channels.

Mr. Richardson said he wanted comment regarding Comcast's delivery of service and if Comcast was meeting the needs of community groups and government agencies. He said OCT must consider current and changing technology in the franchise agreement and how that technology will affect residents.

Mr. Richardson said the public would inform and advise OCT regarding their concerns in relation to customer service, quality of service and future cable related needs for the next decade.

The current franchise agreement was initially entered into in the 1980's and renewed in 2002.

Mr. Richardson explained franchise fees and that customer service standards in the cable franchise agreement are established by federal law. He said that franchise agreements typically have a term of five to fifteen years.

Mr. Richardson told the attendees that they had three minutes each for testimony and could submit written testimony by email to Marcella Hicks at Marcella.Hicks@dc.gov.

Allen Burriss (Ward 2) testified that he is the founding CEO of Earth's Natural Force, Inc. (ENF); a children's nonprofit organization that conducts environmental advocacy. Working with seven to fifteen year olds, ENF uses song, dance and skits as a teaching tool. ENF is a member of DCTV and Mr. Burriss said that DCTV places a high priority on community outreach. Mr. Burriss said that DCTV is in need of additional equipment and "state-of-the-art" technology. Mr. Burriss said that "we need" DCTV to offer High Definition cameras and a mobile van unit for location shoots. He said that funding needs to be increased in order to allow DCTV to conduct more marketing and outreach to the public. Mr. Burriss said that the channels have been removed from the mainstream channels.

Nestor Djonkam (Ward 6) testified that he was from Africa and had been a candidate for DC mayor in 2006 and 2010 and DCTV was there for him. Mr. Djonkam said that DCTV needs more resources for the community to grow and that currently fifty to one hundred applicants take courses at DCTV. DCTV is doing a tremendous job and it came from nowhere with no resources. He urged the DC African community to join DCTV and Africa Roundtable because

there is no platform for the African community on the networks. DCTV helps get messages out to the African Community and he urged the gathering to stand by DCTV.

Shirley Thomas (Ward 8) testified that she is a member of DCTV and hosts the Shirley Thomas show. As for the future cable related needs, Ms. Thomas said there needs to be video on demand and for the OCT to keep DCTV up with technological changes. Additionally Ms. Thomas called for “state-of-the-art” technology, increased youth training and for the access channels to be grouped together and not so far apart to increase visibility to the metro area.

Mr. Richardson asked if there were any other residents that wanted to testify and called for a five minute break. On reconvening, Mr. Richardson reminded the audience that they could email their comments to Marcella Hicks. He also announced a third meeting to be held at 7 p.m. on October 13, 2011. Mr. Richardson thanked all who attended and adjourned the meeting at 7:38 p.m.

District of Columbia Office of Cable Television**Hearing to Gather Public Testimony Regarding Comcast Cable and the Future Cable Related Needs of the Community in Anticipation of the Renewal of the Cable Franchise Agreement****October 13, 2011****One Judiciary Square****7:00 p.m.**

On October 13, 2011, a third public hearing was held in the District of Columbia to solicit input regarding Comcast Cable and the future cable related needs of the community in relation to the upcoming cable franchise renewal with Comcast Cable. The following is a transcript of the testimony by Riedel Communications, Inc. This transcript (except where written testimony was submitted) is not verbatim but is provided as an accurate account of the testimony of various community members, residents and Public access producers.

Hearing called to order by Kenneth Borden, Public Information Officer for the Office of Cable Television (OCT), at 7:19 p.m.

Mr. Borden explained that the hearing was about the upcoming cable franchise renewal with Comcast and that the Office of Cable Television is the government agency that manages the franchise and programming on TV 13 and TV 16 as well as the District Knowledge Network (a public schools channel). Mr. Borden explained that the current franchise was originally completed in the 1980's and renewed in 2002. The hearings were to determine any additional franchise obligations, the rights and interests of the subscribers and the technical, financial and communications needs of the residents. Additionally the hearings were to evaluate the

performance of Comcast Cable and what new technologies subscribers are interested in receiving. Mr. Borden said OCT has an interest and concern for the quality of service in the district.

Mr. Borden invited the gathering to submit written comments to Marcella Hicks at

Marcella.Hicks@dc.gov.

Vincent Orange (DC Council At-Large) spoke and provided the following written testimony for the record:

Good evening, I am Vincent B. Orange, Sr., Councilmember At-Large of the District of Columbia. Thank you for this opportunity to present testimony before the Office of Cable Television. The impact of public, educational and government (“PEG”) access to viewers living in the District is substantial and far-reaching. As a result of PEG’s programming, the community as a whole has evolved from civic-awareness into civic-engagement and participation. That’s why I remain committed to ensuring this community will have the modern cable television systems capable of serving the interest and future needs of the District.

As a committed public servant I am grateful for the opportunity to devote my professional life to deserving and worthy causes. DCTV by all measurable accounts is a deserving and worthy public institution that has been operating and airing local programming in the District for 24 years. As a result of the resources provided by cable operators such as Comcast, RCN and Verizon, community residents are able to watch, hear and applaud a unique public institution which enters their homes with programs that inform, engage, enlighten, and most importantly, make a difference.

I have demonstrated a long-standing commitment to expanding the operational and programmatic function for DCTV. During my previous tenure as a Councilmember representing Ward 5, I successfully championed securing Brooks Mansion, an important historical landmark for DCTV. I would like to add that I am pleased with the Brooks Mansion renovations carried out over the past two years.

A fundamental core of our democracy is the right of the people to shape their own government, but in tandem with that right rests the responsibility to have our citizens informed and involved. PEG access provides this opportunity by offering public affairs programming such as City Council hearings, that enable citizens to remain informed about the legislative process taking place within the District. PEG access also provides candidates for public office the means to freely educate residents about their legislative proposals and agendas, and provides other local and educational programming as well. This level of quality programming gives residents the tools they need to build and improve the quality of life in their communities throughout the city.

Therefore, PEG remains a vital resource for the following reasons:

- District residents and businesses are able to view both the performance level of the DC Council and the executive agencies, while they conduct the City's legislative and administrative duties on Comcast 13 and 16.
- DCTV—our non-commercial public access channels on Comcast channels 95 and 96—are the only channels programmed entirely by and for District residents and organizations. Furthermore, DCTV provides training and extensive opportunities for obtaining experience in television programming.

- The District Knowledge Network, programmed by the District's public schools on Comcast channel 98, serves to empower DC public school students and the community by refining and adding relevant instructional programs.
- Comcast channel 99, serves as the District government's non-commercial educational program service for adults.

During the upcoming negotiation of a new franchise agreement with Comcast of the District, it is necessary to ensure city residents continue to have access to local channels and resources to meet their ongoing and future needs determined during this needs assessment period. There should be sufficient channel capacity for increasing and expanding government and public programming needs. Further, channel transmissions should be received by subscribers in high definition ("HD") and should always conform to the highest quality standard utilized by the local broadcasters on their primary channel during that time. Subscribers should have the same functionality as broadcast channels with the ability to locate programs via the onscreen program selection guide, with the ability to record those programs on their DVRs.

Subscribers should also have the option of making their request for PEG access programs as video on demand. Irrespective of the service level chosen by the subscribers, all access channels, including those with additional PEG channel capacity under a new franchise agreement, should be accessible to every subscriber to the cable system without additional equipment or cost beyond the most basic level of service offered. In the interest of accessibility and convenience for subscribers, all of the local PEG access channels should have the same channel numbers on every cable system and should be labeled and categorized in close proximity to the government access channels, located at channels 13 and 16.

It is also necessary that we ensure additional funding beyond the current level to enable PEG channels to maintain the state-of-the-art technology for the best quality signals. This enables District residents, organizations, and students to receive training and hands-on professional production experience. Additional funding is needed to ensure programs such as the Youth Training Institute, under the purview of DCTV will continue to expand and flourish. It is remarkable to denote that DCTV has provided production training and experience to District youth for over 20 years. To its credit, DCTV provided 1,000 hours of youth and intern training this past summer, culminating in the development of youth-focused programming.

Our hope is that more of your city's youth can participate and explore careers in media and communication venues. Students are learning the importance of civic-engagement, while creating important programming about our city's neighborhoods and vital issues.

Moreover, DCTV has provided a valuable means for nonprofit organizations to expand the reach of their work; now more than ever, with so many nonprofits struggling to do more with less, the additional funding provided will enable DCTV the ability to assist the nonprofit community in their efforts in providing substantial and essential services to City residents.

From all of the stakeholders assembled, PEG's strong and irrevocable commitment to the principle of localism with providing residents programming by and about individuals living in the District, has clearly been communicated and demonstrated over the years. Additionally, the authenticity of DCTV's programming is undeniable in relation to the portrayal of our diverse communities within the District

I am honored to present testimony in support of PEG as the District's only television programming source completely dedicated to presenting the voices of our city's neighborhoods,

activities, diverse cultures and perspectives. Lastly, the continued support from Comcast, RCN and Verizon is more critical now than ever before as PEG is expanding its technological capacity and breadth to include new

digital content and high definition programming. PEG is broadening opportunities for professional training and experience in media venues by ensuring expanded access for our residents, while seeking to fulfill its core objectives of education, localism and diversity.

To that end, we ask that the Office of Cable Television present to the D.C. Council a franchise agreement with Comcast of the District that covers the entire term of the agreement for increased funding and continued support. We also request for an increase in the amount of PEG channels, matching the same quality level and functionality as the primary channel of the major network affiliate broadcaster. Thank you for the invitation to present testimony during today's hearing. I look forward to PEG's expansion of its operational, programmatic and viewership base.

Kalimba DuBose (Ward 5) testified that DCTV is a necessary media outlet. The media outlet is changing and it is important for the youth and old to stay informed on politics and education. Ms. DuBose said DCTV needs "state-of-the-art" equipment and that upgrades are necessary to be competitive to broadcast channels. Ms. DuBose said that DCTV is wonderful.

Geena Vontress (no Ward given) testified that she was an intern for DCTV in 2009. Her experience was "hands-on" and taught her to take charge in a professional world. Ms. Vontress said members learn television production, cameras, lighting and equipment. DCTV is a resource and provides an atmosphere of family and its programming is important and it represents the residents in the District. Ms. Vontress said DCTV should have access to funding.

Maurice Jackson (Ward 4) testified he had hands-on training in audio, editing and directing shows. Mr. Jackson said kids in middle school and high school as well as adults learn how to produce shows. Mr. Jackson said DCTV is like family and he has been a member since January. As a college student, he wants to be a broadcaster and that DCTV has changed his future. Mr. Jackson said the DCTV staff changed his life.

Jerry VanHook (Ward 5) testified that he has been in entertainment for 30 years and he took classes at DCTV and produces and edits his own show. Mr. VanHook said DCTV contributes to entrepreneurship and growth of business in the Gay, Lesbian and Transgender community. Mr. VanHook said his show has helped open the eyes of people and allows him to tell the story of female impersonation and the Gay, Lesbian and Transgender community. Mr. VanHook said DCTV gave him the outlet to share his story.

Evan Papp (Ward 2) testified that he has lived in D.C. since 2007 and is attending graduate school. In 2011, Mr. Papp took a summer production course and editing course and DCTV is an amazing resource for youth and documentarians. Mr. Papp said that because of media consolidation, DCTV is even more important. Because of technological changes, Mr. Papp called for increased funding for the upgrading of equipment, as well as expanded training.

Shirley Tabb (Ward 6) testified that she wanted to see increased funding from Comcast Cable because PEG access television was critical for dissemination of public information. As a social worker/advocate, Ms. Tabb said the need for public information continues to grow. She said that is no format for discussion of issues for hospice patients who want to die at home, DCTV is the only outlet for getting this information out to the public. Ms. Tabb called for increased funding for stipends for entrepreneurs and nonprofits. Ms. Tabb said that Government and Educational

access television is also critical for providing important information and the education of children through the educational access channel.

James Morton (Ward 9) testified that District television is one of the few pathways for dissemination of information and that there is no other support for independent filmmakers. Mr. Morton said technology has changed a lot in the last three years and the transition to High Definition allows filmmakers to get their message out. For filmmakers and community activists, DCTV is the only organization. DCTV is part of the education at Richard Wright Public Charter School for Journalism and Media Arts. Mr. Morton said over one hundred students have taken classes at DCTV and served as summer interns, providing activism through media and journalism. Mr. Morton said opportunities for DCTV need to be expanded.

Andrea White (no Ward given) testified that she was a recipient of DCTV training and found the programming a valuable service for youth, adults, technicians and the story tellers of tomorrow are allowed to have a voice. Ms. White called for additional resources for expansion of technology and abilities of DCTV.

Ulysses B. Campbell (Ward 4) testified he started at DCTV in kids' camp and it was a great opportunity and last summer he was in the Mayor's summer youth employment program and he worked at DCTV. Mr. Campbell stated that he got hand-on experience in the field and in the studio, working with the cameras and editing. His friends told him he should be a "TV" person. Mr. Campbell said his school, Wilson, is beginning to set up a television studio, they could start at DCTV and move over to Wilson.

Toni Monteiro (Ward 7) spoke and provided the following written testimony for the record:

Ladies, gents and council members; I am here today to talk about DCTV Public Access and why it is needed in our community – the main reason we need community access media is because Washington DC needs its identity. Let me start with an antidote.

Today's Washington Post Express contained a special advertisement addressing the sale of collectible minted dollar bill sheets available to DC Metro Residents Only. These residents were pre-selected by zip codes and only the first 6000 callers could purchase three sheets of these uncut collectibles previously sold at auction for thousands of dollars.

Every single zip code was a city in Virginia. The closest to DC was Reston! Which goes to show the US thinks MD and VA are DC. I'm sorry but who here thinks Manassas is in DC raise your hands? This should tell you that the medial has a blind spot when it comes to recognizing who Wash, DC is let alone where it is located.

That tiny bit of trivia enraged me! I couldn't believe this particular company had the audacity to slight the residence of DC in such a gross manner. Then I had to get mad at myself because I have the tools at the ready to help show the US who DC is, what it is all about and how anyone could be active participants – and that's DCTV!

DCTV has grown so much in the last two years that I hardly recognize it anymore, thanks in part to Nance Rickard's hiring of Bob Thomas. Bob believed that DCTV should be the pulse of DC and with innovative ideas such as TV Guide time slot promotions, up to date state of the art equipment and, coming soon, internet streaming, we are almost there. Note: I said almost. DCTV cannot become the pennicle of community television w/o more promotions, bigger advertizing

budgets and more clarity to the franchise agreement so more residents can participate in this wonderful opportunity and experience.

And there is so much more to explore. Wash, DC is a city in transition. Never before has the demographics changed so rapidly. New residents from all walks of life are coming for opportunities and access to resources. They are now a part of our community and DC must continue to grow and develop so everyone can utilize DC to the betterment of all our communities – but it won't happen if we stunt our most valuable resource and that resource is DCTV! We shouldn't have to tell you that community media is and has always been the best social network available to its viewing demographic. You can see this in the shows produced on DCTV and the utilization of DCTV's Community Bulletin Board! But we need more presence! No one surfs to the 90's channels on TV for entertainment. Anything past the 70's stations don't even get a second look and I want them to look, especially if I'm spending my hard earned and saved dollars into a production. This is no longer about just do it. We now need, Let's do it better!

In 2007 I had the opportunity to shop my show Somebody's Shorts to Comedy Central after winning the Viewer's Choice Award for Variety Programming. That team and I almost made it to the big time! Also where else can a born and raised Washingtonian get the opportunity to work the red carpet for a movie premiere featuring Danny Glover? Without DCTV that would have been impossible even for me! I was sorry I couldn't party with the cast of Mission Hill, but I was working – and that's the operative word

W-O-R-K-I-N-G! There is no other place in DC where the average Josephina can hob nob and possibly get gainful employ for her skills.

DCTV and I are not through. I want to do at least two feature films with DC's rich history as a backdrop. For example – did you know that back in the 70's Parks and Recs did talent shows during the summer to give kids opportunities? I'll never forget my sister and her friends putting us kids up there to dance. That is a story within itself, but it will never be told if DCTV isn't allowed to grow and me with it. We need growth, we need opportunities! Ladies and gentlemen: We need DCTV. Thank you.

Larry Ellis (Ward 4) testified that he is taking classes at DCTV in TV production. Mr. Ellis said that he has thirty-eight years in television production and DCTV is giving him a chance to get skills to get him back to what he was trained to do. Mr. Ellis said that to get this training elsewhere, he would have to spend a lot of money. Mr. Ellis said that he has been able to sharpen his skills for the upgraded technology and is currently finishing a production class and editing. DCTV has given him work experience in studio and floor directing and cameras. DCTV has given him new opportunities and job training.

Chuck Pena (Executive Director at Fairfax Public Access) spoke and provided the following written testimony for the record:

My name is Chuck Peña. I am here tonight to give my comments regarding the Comcast franchise renewal and the District's public access center, DCTV. I am the executive director of Fairfax Public Access, the nonprofit organization that operates the public access center in Fairfax County, Virginia. I am also on the Board of Directors of Montgomery Community Media, the nonprofit organization providing public access services in Montgomery County, Maryland. In addition, I serve on the Mid-Atlantic Region Board of Directors of the Alliance for Community

Media, which represents public, educational, and government access (PEG) centers across the country, and serve as a State Representative on this Board.

I have visited DCTV and am very impressed with the staff's professionalism and high motivation to make media training and production opportunities accessible to the residents of the District of Columbia. I am impressed with the myriad of programs offered by DCTV, including media training targeted towards youth. I am further very impressed that DCTV was successful in obtaining use of a facility directly adjacent to the Brookland/Catholic University Metro station. An issue that has been of high concern to the Board of Directors of Montgomery Community Media is the relative difficulty of our studios' accessibility to the public via Metro. We have spent considerable time seeking an affordable property easily accessible by Metro, but have been frustrated by the high rent such a location would demand. DCTV's success in securing the use of the Brooks Mansion is remarkable.

The most important issue facing any community media center is ensuring adequate funding to properly serve its community. In my meetings with Nantz Riccard, she has expressed a desire to expand and improve the quality of services available to DC residents. My understanding is that DCTV's current annual operating budget is approximately \$1.5 million. In contrast, Montgomery Community Media's current annual revenues are \$2.6 million, and my access center, Fairfax Public Access, has current annual revenues of \$2.5 million. (Both Montgomery Community Media and Fairfax Public Access receive their payments from cable operators on a quarterly basis, which is the national standard practice.) Our level of funding at Fairfax Public Access allows me to provide my members with three state-of-the-art television studios (including a NewTek TriCaster virtual studio), two radio studios and field television production equipment, including a NewTek TriCaster portable virtual studio. The provision of additional funding would

enable DCTV to provide additional services to D.C. citizens. I hope we all agree that the nation's capital should have a community media center which the community can be proud of.

For many years Fairfax Public Access has operated three channels and we will be launching our fourth cable channel in the next few months. Further, I have requested the potential for adding two additional channels under our upcoming franchise renewal. DCTV presently has three channels. I believe that additional channels should be available to DCTV and other PEG centers should the activation of additional channels be in the District's best needs and interests. For example, I strongly agree with the analysis of DCTV executive director Nantz Riccard, that there is a need for a regional access channel focusing on regional needs. I believe it is appropriate to support the concept of an additional PEG regional channel, with programming focused on regional interests encompassing the greater DC metropolitan area.

I am extremely fortunate that both our incumbent cable provider (Cox Communications) and Verizon FiOS TV have provided my access center's channels with channel numbers that are identical on both systems. It is extremely important for each PEG channel to have a single channel number that the public can use in order to easily find that channel. The assignment of one channel number on one system and the assignment of another number on another system creates extreme difficulties in the promotion and "marketing" of the channel and causes great confusion to the public. I strongly recommend that the new franchise agreement contain language to ensure that each PEG channel be assigned a number that is consistent across all cable systems.

I would also like to remark on the importance of the use of national cable networks' local ad avails, which are vitally important in properly marketing PEG channels and making the public

aware of PEG programming. I recommend the franchise require an agreed upon specific amount of local ad avail time (including a specific amount of prime-time and weekend ad avail time) for the placement of 30-second spots on national cable networks specifically requested by PEG channels, to enable PEG channels to deliver spots to targeted demographics, for the promotion of PEG programming and services

Additionally, the promotion of PEG programming is also greatly improved by the availability of on-screen program guides. I recommend language to require the provision of on-screen program guides for PEG channels with full Digital Video Recording (DVR) functionality and any future functionalities that may be provided to non-PEG channels in the future.

Thank you for your time and attention. Because of time restrictions in making public remarks tonight, I will be providing additional comments in written form which I will file by tomorrow, Friday, October 14, 2011, along with my contact information should the Office of Cable Television request any follow-up information regarding my comments.

In addition, I recommend as new technologies provided to non-PEG channels emerge that these technologies be provided to PEG channels.

1. Carriage of PEG channels in High Definition (HD)
2. Provision of the same or greater HD bandwidth for PEG channels as that provided to non-PEG HD channels
3. Assurance that any closed-captioning or SAP (Second Audio Portion) encoded in PEG programming will be fully delivered to subscribers

4. Assurance that any PEG programming containing stereo audio will be delivered to subscribers in stereo
5. Assurance that PEG channels will be distributed as full bandwidth cable channels at full motion and full resolution and that PEG channels will *not* be distributed solely through an Internet Protocol Television (IPTV) distribution scheme, such as the IPTV distribution of PEG channels over AT&T's U-Verse system
6. Coordination to ensure that each PEG channel be assigned a number that is consistent across all cable systems
7. Allocation of an agreed upon specific amount of local ad avail time (including prime-time and weekend time) for the placement of 30-second spots on national cable networks specifically requested by PEG channels, to enable PEG channels to deliver spots to targeted demographics, for the promotion of PEG programming, training services, and other non-commercial purposes
8. Production of CNN Headline News *Local Edition* interview segments featuring DCTV no less than once every 12 -- 18 months, if Comcast continues to produce such *Local Edition* segments
9. Provision of the ability for subscribers to fully use Video On Demand (VOD) to access an agreed upon specific number of hours of locally-produced DCTV public access programming at full motion and full resolution
10. Provision of on-screen program guide information for PEG channels and the ability for subscribers to fully use Digital Video Recording (DVR) and new technologies that may emerge during the franchise agreement period

11. Provision for the activation of additional public access channels (with desired channel number placement) if requested by DCTV
12. Provision of and carriage in the necessary bandwidth and other associated technical requirements for PEG channels to be carried in 3-D, if non-PEG channels are carried in 3-D

Ulysses E. Campbell (Ward 4) testified that he has been a resident of the District since 1981 and a member of DCTV since 2005. He has taken studio and field production and has earned media credentials which allow him to get into events such as shows on comic science fiction and fantasy. Mr. Campbell is a member of Montgomery Community Television, Fairfax Public Access and Arlington Independent Media. Mr. Campbell said that DCTV has professional facilities but Arlington has a mobile van unit and DCTV needs that. Mr. Campbell said that the channels should be organized or grouped together. Mr. Campbell called for budget increases and High Definition upgrades so that broadcasts can be in High Definition. DCTV is a unique resource and important to disseminating information about domestic violence.

William Patterson (Ward 1) testified that he is a member of DCTV and the Alliance for Community Media. He thanked the OCT, RCN, Verizon and Comcast Cable. Mr. Patterson said he works on Polycystic Ovary Syndrome (PCOS) and he would like to see increased funding for DCTV. Mr. Patterson commended Bob Thomas and Nantz Rickard for doing a great job for nonprofits. Mr. Patterson said he receives viewers from one hundred and four countries on his website and called for streaming of programming and on-demand. Mr. Patterson called for lower placement of the access channels, consistent numbering across systems and High Definition cameras. He also asked for more money for marketing and community outreach as well as more money for programming for the deaf and hard of hearing as well as closed captioning.

Ronald Nero (no Ward given) testified that he is a student at DCTV and he works with middle aged people, young people and seniors, all interested in producing and editing positive programming. Mr. Nero said this positive programming helps the District and asked why anyone would want to cut off the positive programming.

Keith D. Young (Ward 6) testified that he is a student at DCTV. Mr. Young said that he can produce untold stories that Channel 5 cannot tell. He called for more funding for state-of-the-art equipment.

Jayonte Dawkins (Ward 5) testified that he has learned a lot at DCTV and has gotten good. Mr. Dawkins interned during his 10th grade year and trained other youth and because of this has changed his field. Mr. Dawkins asked for increased funding for youth programs rather than having them sitting on the streets doing nothing. Because of DCTV, he now has career goals.

Nantz Rickard (Executive Director of DCTV) spoke and submitted the following written testimony for the record:

Good evening. I am Nantz Rickard, President and CEO. of the Public Access Corporation of the District of Columbia, also known as DCTV.

DCTV is the nonprofit organization established by D.C. law to govern and manage assets and the cable channels set aside for public use. We have been operating and airing local programming in the District for over 24 years. DCTV provides training to adult individuals and organizations in how to produce and create television programs to reach their neighbors through the powerful medium of television and other media as a vital part of community engagement. We also have a

very robust Youth program—to train young people and provide opportunities for learning career development skills and experience in television production.

Besides training, DCTV provides state of the art production equipment and facilities, and hands-on opportunities to gain experience in media and programming. DCTV's channels are on the District's cable television systems—Comcast 95 & 96, RCN 10 & 11 and Verizon 10& 11, and Verizon 28.

As has been previously noted in these public hearings, DCTV's channels, funding and other resources are provided to the Public Access Corporation of D.C. by cable operators Comcast, RCN and Verizon as a public service under their franchise or open video system agreements.

I appreciate the opportunity today to appear in this public hearing before the Office of Cable Television to submit this testimony as a part of the information we are contributing to the District's Needs Assessment being conducted for the renewal process for the franchise agreement with Comcast of the District.

We appreciate the excellent work of the Mayor, the DC Council and OCT who, for the past 24 years, have vigorously ensured individuals and organizations in our city have meaningful access to the potent communications medium of cable television. They are able to learn how to use this major communications vehicle for their own messages, to educate and inform their neighbors about important issues, to celebrate our many cultures, and ultimately to effect the kinds of changes in our communities that can take place only when citizens have the right

communications tools available to them to support their efforts. On behalf of all who participate in our thriving and vibrant community communications, we thank you.

DCTV seeks to continue to ensure strong, thriving public, educational and government access into the future. To this end, over the past year or so, we have conducted meetings with various stakeholders in community media, including non-profit organizations, religious and spiritual organizations, youth-serving organizations, DCTV's members and producers of all levels of proficiency. We have also consulted with DCTV's partners, including the Center for Nonprofit Advancement, the Children & Youth Investment Trust Corporation, the Washington Informer, Leadership Greater Washington, the Smithsonian Institute, Washington Film Institute and DC Shorts Film Festival, among others.

We sought to determine how we could continue to grow and improve the services we currently offer, and also what they are seeking from DCTV into the future to meet their community communication needs. We have also reviewed our services, curriculae, technology and workflows, and continued to revise and adjust our operations and integration of technology to keep pace with the expanded ways District residents and organizations are communicating and obtaining information.

From these initiatives, we have identified some baseline needs to address in a new franchise agreement.

First, funding for public access needs to be increased beyond the current level.:

- We need to ensure DCTV can maintain state-of-the-art technology to produce and air the best quality signals and so District residents, organizations, and students can continue to receive training and hands-on professional production experience.

- DCTV also needs to expand its Youth Training Institute, which provides production training and experience, along with career skills to District youth. DCTV has over 20 years experience, and has steadily seen demand for these programs increase. Going forward, these programs need additional funding so that even more of our city's youth can participate. , Washington DC is a top ten media market according to the 2011 Neilson DMA Ranks, and DCTV's youth program is an important means for youth to explore careers in media and communications, or even just to expand their horizons by being involved in working alongside professionals and community volunteers to produce important programming about our city's neighborhoods and issues while learning critical media literacy skills.
- Further, DCTV has provided a valuable means for non-profit organizations to expand the reach of their work and connect with new potential supporters. Especially as so many non-profits are struggling to do more with less, increased funding for DCTV could help support new services that will help even more nonprofits benefit from the ways the use of television and associated communications can provide cost-effective means for educating and training stakeholders, and expand the impact of their work.
- Additionally, television is evolving to a "TV Everywhere" approach as its new marketing strategy. According to a recent consumer study from Parks Associates as reported in Broadcast Engineering, households are increasingly interested in also viewing their television programming on mobile phones and through Internet services. We are seeing all of the major broadcast and top cable channels working more from a hub and spokes model, with television channels as the anchor and primary program transmission, and providing the means to access some program

offerings through additional modes of reception to ensure viewers are continually engaged with their programs, and driven back to the particular channel's range of offerings. As a result, marketing programming on PEG access channels will likely need to follow a similar model so we are not lost in the proliferation of programming, but are successful in continuing to maintain a strong market presence assisting viewers to locate their local programming, as well as they can locate other information and entertainment on the cable systems. Marketing the channels both by traditional means and in these newer approaches requires additional funding.

Second, it is critical that DCTV, and all the PEG channels are of the same quality and functionality as the local broadcast affiliates, in terms of signal quality, transmission and bandwidth, and the public's ability to find and use the programming. To meet this goal:

- All PEG channels should allow each PEG entity to transmit in any digital format including HD, or the equivalent next generation of broadcast and premium channel carriage that may evolve during the term of the franchise (this is a definition of channels that preserves the current allocation of bandwidth, rather than reducing it)
- DCTV is currently located on the most outer channels of the basic system, on channels 95 and 96. All PEG channel placements need to be grouped on all cable systems on channels 10-30, and the same locations on each system (this is very important for marketing programs and branding the PEG channels)
- Increase to 4 public access channels to accommodate increasing community programming
- All PEG channels should be treated the same as broadcasters, including:

- All PEG channels must be available to all cable subscribers, regardless of the subscription package
- Ensure standards and enforcement for the carriage and quality of all PEG channels as discreet channels, found by subscribers through the cable operator's program guide, with quality and functionality equivalent to broadcast channels.
- Guarantee continued ability for PEG channels' to provide full scheduling information to the Comcast's programming guide,
- Add all functionality for subscribers as available for other major cable channels, including:
 - Video on Demand capability on all public access for a specified amount of programming
 - Ability to schedule DVR recording of all public access programming, just like on other major broadcast and cable channels
 - Ensure STB program guide is functional for all PEG channels. This includes the on screen program guide for the local channels, and related STB functionality such as DVR recording, advance programming, and reminders
- Ensure PEG channel placements will not move around to different dial locations.
- Continue to maintain:
 - requirement of Ad Insertion Spots for all PEG channels to use to market programming and brand PEG channels

- no charge for incoming service to PEG facilities, for the PEG entity to monitor PEG channels (including no charge for associated equipment throughout facilities)
- no charge for transmission, maintenance of transmission lines and equipment, and no charge to provide and maintain all transmission equipment and service as currently structured
- Cable Operator pays for expense of changing PEG transmission location if PEG entity moves
- if dial location does move, the cable operator pays at least \$10,000 per channel per move for the PEG entity to market the change

We appreciate the opportunity to testify, and look forward to participating in the other planned activities of the Needs Assessment. I'd be happy to provide any further information or answer questions.

Mr. Borden reminded the audience to send in their written testimony to Marcella Hicks or by direct mail to the OCT. Mr. Borden adjourned the hearing at 8:31 p.m.

The following pages contain email messages and letters that were submitted as part of the public hearing by community members and residents of the District of Columbia.

From: anneoallen@aol.com [<mailto:anneoallen@aol.com>]

Sent: Sunday, September 11, 2011 4:33 PM

To: Hicks, Marcella L. (OCT)

Subject: re: Comcast hearing

Mary Rowse suggested I pass along to you my experience with Comcast. I cannot attend the meeting tomorrow evening, but this may be pertinent.

First, a general comment. It's all well and good to be on the cutting edge of technology. But one of the problems we all face is that technology companies are so busy selling new products they do not have the will nor the capacity to service their products.

We have had Comcast internet and cable tv for years and have been quite satisfied. Very few outages. A few months ago, due to abysmal experience with Verizon, we switched our phones to Comcast. Three weeks ago our primary phone was dead. That was fixed. Then periodically callers got an odd message about our mailbox being full (we have no mailbox). Then six days ago the phone went dead again. You do not need to know all the agonizing details, but this is what I have discovered about Comcast over the last week. They will make an appointment; then if they discover they are short on techs, they just change your appointment. This was confirmed by their representative when I discovered by accident that our 8-11 am Friday appointment had been changed to 2-5pm on Saturday. No message from Comcast. They at least promised to make us a priority. Again, I do not need to list every detail of the seven hours we waited, the at least 20 people we talked to, the hours I spent on my cell phone. In all that time, not a single person called me back as promised and not a single person could do anything but "guarantee" the tech would be here. Oh, yes, one person did call at 7:45, after we had cancelled our dinner plans, to

tell us that the tech was on his way. At 8:53 I called again; the voicemail said "your estimated wait time is 7 minutes". At 9:25 I called on another cell phone to hear the message "The office is now closed. We are open from 8am to 9pm daily." So here is Comcast "customer service" - at 9 pm they all go home, leaving customers hanging on the line, hearing at least once a minute how important their call is. I guess this could have gone on till they open up again on Monday morning. And the technician who was "on his way"? He must have figured it was late and just gone home, too. No call to us, no notification of any kind. So a full Saturday blown. I have dealt with lousy customer service, but I don't think I have ever dealt with a company that treats its customers with such *contempt*.

I don't know what the answer is. I resist a lot of government interference. But big companies seem to have no ethics any more, so perhaps there need to be some penalties put into place. Comcast advertises a \$20 credit if they are late for an appointment. That's about \$3 an hour for my time, and still no phone. And what about the week with no service for which I am being billed?

Again, I don't know what the answer is but thought I would share this abysmal service. Let them prove they can service what they have already sold before they are allowed to expand even further.

Anne Allen
Washington, DC 20015

From: Kevin R. Johnson [<mailto:kevin@artetechnica.com>]
Sent: Monday, September 12, 2011 4:33 PM
To: Hicks, Marcella L. (OCT)
Subject: PUBLIC TESTIMONY ABOUT PUBLIC ACCESS - DCTV

Ms. Hicks,

I hope these comments are accepted though I understand that the deadline was September 8, 2011. As a volunteer with American Red Cross and the DC Disaster Action Team, I have been committed to providing client assistance for emergency food, shelter and clothing due to the recent weather. I am a District resident and also a member of DCTV. Recently I was certified as a Studio Technician. Now I can help others with their studio productions, and perhaps one day develop my own programming, perhaps for disaster response.

My point in sharing all of that is to emphasize the vital role that DCTV plays for someone like me who is active in the local community. The affordable opportunities that public access provides for over the air content, training, participation and access to the latest technology, is essential to sustaining our local culture, and to nurturing economic growth, here in the Nation's Capital.

Please let it be known that I believe strongly that we deserve high-quality HD content from public access and on the Internet; more services, like training and promotion, to members; more access to more subscribers regardless of what they can afford or with whom they subscribe; and, please, please, try and improve how the public can easily find public access programming – otherwise it is like talking into a radio wondering who if anyone is listening?

Thank you so much and I hope my comments can be received with due consideration.

Best regards,
Kevin
Kevin Johnson
Volunteer Studio Technician

From: Jowers, Sandra [<mailto:sjowers@udc.edu>]
Sent: Monday, September 12, 2011 4:30 PM
To: Hicks, Marcella L. (OCT)
Cc: Jones, Ed
Subject: PEG Comments

Ms. Hicks,

I am a public historian at the University of the District of Columbia. Our television station plays a critical role in providing students opportunities to engage in and be informed by the many professors on campus who are conducting research and encouraging students to do the same. The UDC-TV station is committed to providing a forum for faculty, student and community activities to be highlighted. Students can have their emerging scholarship showcased and their service learning and community based research projects presented to an audience wider than the academic community. As a public historian I have had the opportunity to have students meet public figures, experience the excitement of being in the audience for the taping of programs and preparing interviewees for the taping of the University's Oral History Project all on UDC-TV. I consider our UDC-TV cable station a vitally important instrument of pedagogy and strongly urge the continued existence of our UDC-TV cable station.

Sincerely, Sandra
Sandra Jowers-Barber, Ph.D.
Director of the Oral History Project
at the University of the District of Columbia (OHP@UDC)
Assistant Professor - History Program The University of the District of Columbia

October 13, 2011

Written Testimony submitted by Mr. Timothy D. Jones for the Office of Cable Television's public meeting:

Good evening, I am Timothy D. Jones, Director of Teen and Satellite Programs for Martha's Table. Martha's Table has been a program partner with DCTV in various capacities within the Youth Training Institute since 2008. Martha's Table has been developing and implementing workforce development programs for youth 14-18 years old in conjunction with the DC Department of Employment Services since 2003. The challenges facing young people in the District of Columbia when it comes to youth being prepared to enter in the workforce has been documented with staggering statistics stating that the unemployment rate for 16-24 year olds for youth in the District on average is one of the highest in the nation. Georgetown University also published a report that projects that by 2018, 71% of the new jobs in the District of Columbia will require some form of post secondary training. Currently the DC Department of Employment Services Year-Round In-School Workforce Development training program for youth 14-18 is slated to only serve 80 students. This program was originally slated to serve between 250 to 500 youth. The dwindling opportunities for youth to be exposed to various careers and gain hands on experience while they are formulating their future aspirations is having a negative impact on the youth's sense of self-worth and a belief that they can be successful in the work place in the future.

The Youth Training Institute (YTI) has the ability to provide local youth with a tangible workforce development experience that truly could be unmatched within the city. We are a media and technology driven society and there endless career opportunities that youth can not only be exposed to through YTI, but actually get the opportunity to get hands on experiences and be in a position to earn industry recognized credentials for various technologies that can lead to

careers. YTI also has the ability to help provide young people with the skills that are needed for the well-rounded young adult entering in to the workforce in the 21st century. According to the Partnership for 21st Century Skills www.p21.org, a skill set has been identified called the 4Cs (Communication, Critical Thinking, Collaboration, and Creativity) that must accompany the traditional core academic skills, noted as the 3Rs. The curriculum designed for the Youth Training Institute presented numerous opportunities for youth to develop and enhance each of the skills identified in the 4Cs, thus serving as a great compliment to any young person's high school experience to better prepare them for entering post secondary education, training, or the workforce.

An increase in funding to help the continual development of the Youth Training Institute will allow DCTV to provide training opportunities to additional youth through partnerships with area non-profits who may not have the resources to cover the current reduced costs that has to be charged. Martha's Table was able to have its youth participate in the YTI through funds that were provided through being a vendor for the Year-Round In-School program with DOES. With the cuts in the DOES programming, it will be extremely difficult to provide the same number of youth with the opportunities that YTI has to offer through an organizational partnership.

Additional funding will also allow the YTI to expand its training tracks to cover other areas of media outside of Television and Video. This expansion will result in additional youth wanting to participate in the program because YTI will offer training areas of social media and technology that many youth are participating in currently without training. An expanded YTI will allow hobbies to be transformed to college majors and careers.

My experiences partnering with DCTV's YTI have shown that the training activities offered to youth are transferable and can be applied to whatever areas the youth decide to pursue after high

school. The youth development outcomes such as mastery of future, sense of belonging, a relationship with a caring adult, and a greater sense of self worth are achieved by the youth completing their projects and having them screened in the annual youth film festival. Martha's Table has been able to produce award winning productions through YTI for the past three years and these experiences has helped develop the youth that participate in our after school program and our youth program as a whole.

Thank you for the opportunity to present at this public meeting to express our organizational support for DCTV and the Youth Training Institute. It is my hope that this testimony will serve as evidence of the positive return on investment that would increase exponentially with an increased funding to expand this particular area of operation.

October 13, 2011

Dear Bob,

I hope DCTV continues to receive funding. I plan to attend more classes from DCTV. I have a music studio. My goal is to have a video studio in the future. I have two teenagers at home. I have been exposing them to my classes at the studio. They get a chance to see me go to school and talk about class. DCTV will help me transition into a new career. DCTV is the best kept secret. Hey Bob, do you think that DCTV will ever go HD? I hope that the school will help me realize my dreams and goals with their training and networking.

Thank you,
Darryl Singletary Sr.

From: jkent@his.com <jkent@his.com>
Date: Fri, Oct 14, 2011 at 12:32 PM
Subject: In support of DCTV
To: bthomas@dctv.org

Hi Bob:

I was not able to attend the public hearing yesterday evening. I hope it went well, in favor of increased support for DCTV.

I strongly support DCTV, not only because of its value to me personally but to the DC community at large. I just finished my third class taught by excellent professional staff and will start a fourth class this coming week. I'm happy to learn this important technology. No where else would this be possible as it would be far too expensive to even consider.

And I fully appreciate the voice that is given to all DCTV-trained producers, many of whom may feel they have little voice. DCTV gives us all the opportunity to understand first hand the community concerns of DC residents. There is a wealth of creative and technical talent by local residents that can grow and prosper from access to training and producing in this increasingly relevant field.

I consider DCTV a valuable resource and hope it gets the funding it needs to upgrade equipment and expand courses offered.

Sincerely, Joanne Kent

----- Forwarded Message -----

From: "monique_jeter@yahoo.com" <monique_jeter@yahoo.com>

To: Bob Thomas <bthomas@dctv.org>

Sent: Thursday, October 13, 2011 4:50 PM

Subject: Re: Nonprofit Initiative

Training for members

Providing training for members is one of the most valuable services provide by DCTV. Without it the possibility of visually and creative appealing programming would not exist. DC residents have vision, creativity, history, impactful stories, and a wealth of knowledge. DCTV provides a platform for them to share with their community.

Training for youth

Peer pressure, economic challenges, abuse, learning disabilities, and esteem issues, are only a few challenges faced by youth on a daily basis. Entering the world of media through DCTV can be a life or death matter. Many DC youth never leave their city blocks. Training provided through DCTV provides youth to not only imagine a better life, training allows youth to see a better life, which leads to youth obtaining a better life.

Ability to broadcast in HD

DCTV provides cutting edge, high quality programming. In order for DCTV to continue to grow as a leading media facility, HD broadcast is imperative. Without it DCTV will fall behind, due to lack of technical progression.

Best,

Monique Jeter Holley

MOMEDIA

"Live by Design"

From: **Ahmad** <cahmadansari@aol.com>

Date: Thu, Oct 13, 2011 at 3:03 PM

Subject: DCTV

To: BThomas@dctvonline.tv

Attention Mr. Thomas,

Public access television is important because it gives Growth and Development to our community and it advances our technology. Public access TV gives the youth a sense of being.

It helps youth get a better understanding of the world, to be able to compete in the world. It also gives youth a better perception to see positive changes being made in the world today. It is a source of influence not just for the young but for the old too. It gives all people motivation to build a better world.

Ahmad Ansari

Thursday, October 13, 2011

Re: Advocating the Increase in Funding for DCTV Community Station

A threat to decrease or obliterate funding for public access television is a threat to the very foundation upon which a democratic policy is built: diverse people from the community voicing their global knowledge back to their community.

Public access television has been a great addition to the global and local communities by allowing citizens – specifically the DC Metropolitan area residents - to exercise our right to free speech, learn what’s happening in our communities and watch our local government at work.

To have public access encourages residents to be active in government and educational affairs by airing these programs, is a great benefit for residents. We’re able to be educated and enlightened on important issues that specifically affect our community. The shows on the station help to reach segments of the community that might not be served by major outlets.

Public access is important also for youth. The training programs available to them not only help keep youth off of the streets but it gives them a voice in their community. Very rarely are we able to see youth with the chance to speak to issues which concern and affect them the most. By hearing these future leaders we can gain insight into their struggles and find the most effective ways to solve them. These future leaders are under-represented and to cut funding from DCTV would be taking away the only station that truly represents them and their voice.

Public access television is critical not only to the global community but the local community. To cut back on funding at this time would be cutting back on those who really bring local residents what they need – local voices. Local residents are the eyes and ears of the community and able to cover topics that would normally never be addressed. Topics such as “What’s In Your Food” (a program bringing us a closer look on the foods we eat), “My Brother’s Keeper” (a documentary that helped connect those less fortunate with the proper resources to better assist them) and such programs as the PSAs with candidates who are running for local offices. The public would never have been able to see all of the candidates – fairly and in such an unbiased view – on any other station.

It’s great to have public access in the community and I hope that it will continue to not only exist but flourish in the next decade by your support and continuous funding: so that technology is constantly upgraded and residents have access to industry standard equipment to produce quality content; so DCTV can grow their operations, staff, and ability to reach more in the community; so training benefits the community including youth; so more public access channels are added on Comcast and more programs aired; to allow for other access channels in the region (DC, MD, VA) to be viewed to better educate DC Metropolitan area residents at large; and finally to keep up with technological trends and advances by allowing people the ability to record public access programming via DVR and also watch via video-on-demand which in turns brings more publicity to public access and to its supporters.

Sincerely,

Travara J. Monchell

From: **Traycee Gales** <trayceegales@yahoo.com>

Date: Thu, Oct 13, 2011 at 1:23 PM

Subject: Info for hearing

To: bthomas@dctv.org

I'm very proud to say that I've been associated with DCTV as a producer for a number of years.

Each year I find that the staff and what DCTV has to offer truly gets better and better.

The training that is offered is very diverse and first class. Each class is taught by a highly knowledgeable instructor that stays on top of the changes in technology. An individual can learn exactly the craft that they choose --from learning how to use a field camera to more advanced courses like editing. With this kind of knowledge an aspiring producer is now armed with the skill set that is required to produce his/her own program and have their desired message broadcast.

I wholeheartedly support public access television and also enrolled my son in their youth programs to learn how to become a producer as well. These youth programs started him in a positive direction and he is still reaping the benefits from having participated in them. **Funding for these types of programs should not be stopped and should definately continue!**

I look forward to producing many more programs on DCTV..

From: **Caecilia Key** <ckey@bostonproperties.com>

Date: Thu, Oct 13, 2011 at 12:36 PM

Subject: Letter of Support

To: "bthomas@dctv.org" <bthomas@dctv.org>

Hello Bob –

I am happy to write a letter of support for DCTV and its programs and services. Since I became a student/volunteer at DCTV many years ago, I have grown to learn more about what it has to offer and I would hope that they have the opportunity to continue to grow.

When I started, classes were offered in studio production, field production, etc. but now, there is a thriving, standing room only capacity crowd signing up for the Producer's Class which exposes students to all aspects of television production. I believe the popularity of the class speaks to the numbers of people who are fighting to have their voices heard by any means necessary, and DCTV is the perfect outlet.

I would love to be able to see these new programs on-demand or vimeo, but am not able to do so without the proper funding or support as I understand it.

We have built our own community within a community. And also building steam is DCTV's youth program (YTI) that teaches young people the ins and outs of television production. My own son had the opportunity to attend a summer camp for young people several years ago and produced a program that was featured in a mini-film festival atmosphere. All of these opportunities to teach are available through DCTV; opportunities to grow, to educate oneself, to experience something new as in a new skill.

I will continue to support DCTV as long as I am able and will always encourage others to do the same.

Thank you, Caecilia Key

DCTV Public Hearing
October 13, 2011 7:00 PM
Old Council Chambers at 441 4th Street, NW
Washington, DC
Testimony of Ella L. Gilbert RE: Public input on Funding for DCTV under the Comcast Franchise Renewal Hearings

Good Evening Mr. Borden:

My name is Ella Gilbert. I am a native Washingtonian, a past Democratic State Committee Member, a Community and Political Activist, a Member of The Screen Actors Guild and The American Federation of Radio and Television Artists and past Nominating Committee Member for the Screen Actors Guild Awards. I live, and vote in Ward 4 in Washington DC.

I sincerely appreciate the opportunity to provide comments in support of the DCTV Station.

Let me start by saying that unlike many others who have testified before me, I have not had a long affiliation with DCTV. As a matter of fact, I only vaguely knew that DCTV existed before President Obama's Campaign in 2008.

In 2009, I found myself in somewhat of a situation. You see, I had worked very hard with community groups and had hosted a Community Forum to help obtain support and feedback for The President's Health Care Reform Bill. Several of my political and healthcare colleagues as well as many citizens from DC, Maryland and Virginia participated. It was requested and expected by the Obama Health Care Reform Team, that we would video tape the forum and include the personal interviews and testimonials.

The objective was to send the video to the Obama Health Care Reform Team so that it could be aired on U-tube and other social networking groups. While the forum had been a success, there

was one big problem: The video was shot in a format that could not be uploaded to the Obama Team's website. One of the Co-chairs of my committee had been a news anchor and suggested that since I was a member of AFTRA, I should go to the DC Public Television station and ask them to help me to convert the video to the correct format.

Well, I went to DCTV (Nantz, Bob and staff) and explained my problem. After following the steps to become a member of the TV station, I was referred to staff that could assist me. Not really being a videographer, I had little idea of the amount of work that needed to be done to make the video "viewable".

Thanks to Karen and Fred of the programming section, the video was saved. While I decided not to upload the video to the Organizing for America Website, we realized a resounding success! With the help of DCTV we aired the edited video in its entirety to the local community and I shared it with Organizing for America!

A project that we had put so much work in had seemed destined for failure, but turned out to be much better than we could have ever hoped for...because DCTV was there to help me and the community. DCTV aired the program at the critical time of the Bills vote.

As a new member of DCTV, I was able to take all of the classes offered and required to become a Certified Producer. I have received additional privileges from other local TV Stations, even far as LA, because of my Media Credentials.

I have also produced an educational video, at the request of some constituents, on the Provisions of the Health Care Reform Bill which also aired on DCTV.

The points that I wish to make are as follows:

1. DCTV is a very valuable and critical communication tool for the Washington Metropolitan area. It is the means through which the ordinary person as well as the privileged person can get messages and information out to the community.
2. The training provided by DCTV serves as a launch pad for many people. The low-cost opportunities to learn and use state-of-the-art equipment promote the outreach that the Mayor and other education advocates seek.
3. The hope that the station gives to constituents from every ward in this city cannot be adequately valued. Young people and adults alike are able to realize dreams and potential that they previously could only imagine.
4. The Station serves as a therapeutic device to some, as programs that share stories of persons struggling with addictions, health care problems, spousal abuse, neglect or educational challenges help to enlighten and encourage the people who are exposed to them. Often, just the plain information on services that are available to citizens is enough to make a difference in the quality of life. I recall a lady walking up to me thanking me for some information that we gave out on a DCTV segment on literacy resources.
5. There is no medium more powerful than television. It engages several of the senses both in our conscious and unconscious states. It should continue to be used as a tool to educate, inform, enlighten, train and heal.

It is my intent to produce other programs that will have an impact on our youth. I believe that we have an opportunity here to make a huge impact in closing the education and technology gap

between people in various areas of this city. Our Nation's leaders recognize the sizable gap between our nation and other nations. DCTV can continue to make a significant difference in narrowing this disparity with additional tools and technology.

In closing, I ask that you fund DCTV, not only to continue its current level programs but to reach far beyond the current boundaries of programs, services and technology to bring us not only "in-line" with the surrounding stations but to the front where the Nation's Capital belongs. Fund DCTV because... "It just makes sense".

Thank you for the opportunity to submit testimony.

From: Charlie Grant <cgrant1996@yahoo.com>
Date: October 14, 2011 12:29:26 PM EDT
To: Charlie Grant <cgrant1996@yahoo.com>
Subject: DCTV PROGRAM, INCREASE IN FUNDING

Hello,

I'm Charlie Grant, a producer and member of DCTV! I have a strong desire to produce great programming for the Washington DC area and beyond. So, I'm very grateful for the wonderful studio and staff at DCTV!

I have a show called HOW TO SURVIVE IN A BAD ECONOMY, in this day and time this type of show is needed more than ever before. Be in this economy, lots of DC home owners miss the show because of the channel being sooo far off the normal path, please move the channel where people can find DCTV!

Also FUNDING is needed to continue to have the latest state of the art technology, to provide standard programming to DC tax payer's!

We should have the ability to take classes, and become certified to obtain jos, that will help the economy and bring more revenues in to the studio, as well as provide better quality programming!

Thanks,
Charlie Grant

October 14, 2011

Brandon Felton
Public Access Corporation of Washington D.C. (DCTV)
901 Newton Street N.E.
Washington, D.C. 20017

Dear Mr. Felton;

Please convey my sentiments to the decision makers in regard to sustaining and increasing the outreach of DCTV:

Public access to broadcast media is imperative for us to inform and persuade our fellow and sister citizens to act in their own interests to move our society forward in making the changes we need to educate ourselves, and to preserve our environment and our freedoms. We need to continue to upgrade our technology so that we can produce quality content that is accessible on devices in common use.

Funding for DCTV needs to increase that producers can reach more of our citizens. The youth that are trained at DCTV are obtaining valuable skills and learning that they can command the latest tools of communication. We need to continue these activities which have a beneficial effect young people and on all of us who hear and see their messages.

When I am working with producers at DCTV I am contributing to their charitable efforts by assisting them to communicate the needs of others and opportunities to improve their lives while I deepen my own knowledge and abilities. Our public television programs entertain issues and disseminate information that has never been available through commercial outlets. Engagement with DCTV, whether at home or in the studio, enables me to participate in public life for the benefit of all.

Sincerely,
Debony Heart

From: "Kevin R. Johnson" <kevin@artetechnica.com>

Date: Fri, 14 Oct 2011 13:30:16 -0400

To: 'Brandon Felton' <bfelton@dctv.org>

Subject: -!The Nation's Capitol deserves a WORLD-CLASS Public Access TV system! RE: PUBLIC TESTIMONY ABOUT PUBLIC ACCESS - DCTV

Brandon,

I am writing you as a follow-up to my previous testimony regarding the importance and value of DCTV to me, and how it benefits the community as a whole.

- Why doesn't Washington DC have the best public access tv system in the Nation? My answer: Due to chronic underfunding and to the overwhelming demand and yet lack of resources to provide enough programming through community access to local production, training and distribution. Does Comcast care less about the values that makes America great, like diversity and free-speech, than making money? Does Comcast care less of the residents of the District of Columbia because we are not a State?

- Please request greater funding for DCTV so you can continue to offer subsidized training to District residents.

- DCTV needs more funding to upgrade its technology infrastructure – simply by comparing DCTV to other PEGs, like Fairfax Public Access, you can see they have a broader and more current state of the art technology platform for distribution AND training. ****NOTE:** Fairfax fees are higher than DCTV so fewer lower income residents with a story or a vision to share are inhibited from producing content of crucial importance locally and nationally.

If it weren't the fact that I am currently suffering from kidney stones, I would of shared this testimony in-person – this is really important to me so thank you for asking for my input.

Kevin Johnson

Volunteer Studio Technician
DCTV Member in Good Standing (# 17254)

**DC Children and Youth
Investment Trust Corporation**



October 12, 2011

To Whom It May Concern,

I am writing to urge your support for the continued good work of DCTV – our local public access provider. I work as the Director of Programming and Curricula Development at the DC Children and Youth Investment Trust Corporation, and DCTV is a highly valued community resource to the youth and parent programs that we also serve. For the past five years, DCTV has worked with the Trust in a number of capacities. They have chronicled the experiences of elementary children engaged in the Trust sponsored summer learning project with the former Discovery Creek Children’s Museum and their “Rolling Rainforest” exhibit. They have reached out to the community-based organizations in our network to offer vastly discounted services in creating and broadcasting program PSAs. They have offered young people at these programs slots in their summer TV Boot Camp. They have been a regular exhibitor in the Trust’s yearly “Resource Exchange Fairs” for the youth and parent-serving community. And for the past two years, DCTV has partnered with the Trust in producing two strands of monthly television programming for its youth channel that highlights both the rich diversity of excellent youth programming taking place in DC as well as the youth development principles that shape the work that we do.

DCTV and its staff regularly roll up their sleeves, get in the trenches, and make visible the important field of youth work that all too often goes unnoticed in a city where youth are usually presented as a problem rather than a resource. This asset-based presentation of young people and honoring of their culture is crucial in creating more positive and meaningful opportunities for them in our culture. Television, even local television has a broad reach – the kind of reach that can inform and change hearts and minds. Because of its small size – DCTV is also grass-roots – and without commercial interests it is perhaps more trusted as a true representation of what’s going on with the citizens (both young and old) of our city than network television. Please don’t shorten its reach. Please give it your support.

Many thanks,

Peter Guttmacher

Director of Programming and Curricula Development

The DC Children and Youth Investment Trust Corporation

1400 16th Street NW / Suite #500

Washington, DC 20036

1400 16th Street, NW Suite 500 Washington, DC 20036 202.347.4441 fax: 202.347.3256 www.cyitc.org

From: **adrienne quinn** <ayeque@gmail.com>

Date: Mon, Oct 17, 2011 at 10:32 AM

Subject: testimony

To: bthomas@dctv.org

To whom it may concern,

I, Adrienne Quinn, am a member of DCTV and would like to testify about the importance and usefulness of DCTV in our community.

DCTV provides an outlet for community members to air, view, and produce programming which is entertaining, informative and educational. I can't stress enough the importance of having and utilizing our voice, DCTV allows community members to do just that. It is the platform from which we can freely express our political, religious, educational and entertainment voices.

As a member I have been able to successfully transition into the career I was meant to pursue. Since high school photography and video have been my passion, and through DCTV training I have learned how to breathe life into my passion in the form of TV/video production. The ability to provide state of the art training with industry standard equipment is vital to the continued success of DCTV training program. A program that services area youth through the YTI and various other programs.

An increase in funding would ensure that DCTV stay on par with the growth of media technology, while also expanding within areas such as operations, staffing, member outreach, and training.

I ask that you please consider my and the other member testimonies, Please help us to keep and expand the wonderful opportunities that exist at DCTV.

Survey Introduction & Study Methodology

During the period September 7 – September 18, 2011, 600 completed interviews were conducted by telephone survey. Interviews were administered to a sample of Comcast cable subscribers in the District of Columbia drawn at random from active residential telephone numbers.

The telephone interviews were conducted utilizing computer assisted telephone interviewing and data collection methods with trained, professional telephone interviewers and validated by on-site supervisors.

The survey was designed to allow for analysis of the entire Comcast cable subscriber sample and also to allow for cross tabulation analysis utilizing various demographic information provided by the respondents.

The margin of error for sample wide analysis using a random sample of this type and size is approximately 4% at the 95% level of confidence, meaning that in 95 out of 100 cases, the responses indicated will be within +/-4% of the responses if the entire universe (all Comcast cable subscriber households in the District of Columbia with a working residential phone) were interviewed. The margin of error for analysis of any sub-samples will be greater.

As with all survey research, when reviewing these data, care must be taken to draw inferences only to the universe sampled, specifically, households in the District of Columbia that are subscribers to the Comcast cable TV system.

It is also important to note that the very nature of survey research is such that respondents' opinions and attitudes, while statistically valid within the margin of error quantified above, are measured at a particular point in time, similar in concept to a photographic "snapshot." As a respondent's information, knowledge and field of reference change so, too, may the respondent's opinions and attitudes regarding the subjects and areas tested. It is, therefore, useful and valuable to undertake future comparative measurements to get a more complete longitudinal picture of the sample universe and to use a variety of research methods or "tools" to gain a more in depth understanding of opinions and attitudes.

Finally, the data were imported to allow for inspection, computerized statistical analysis, graphics and table production.

Summary of Findings

In addition to basic subscriber and demographic information, this telephone survey of Comcast cable subscribers in the District of Columbia includes questions regarding subscriber customer service experience, cable television reception quality and local PEG Access viewership.

Questions were also asked regarding subscribers' attitudes and the perceived value and importance of local community programming, as well as, the perceived value of well known, widely available commercial programming.

General Observations

- In general, Comcast cable subscribers in the District of Columbia appear to be very satisfied with *the quality of the picture and sound* as over 80% give a rating of "5-Best" or "4." Subscribers are reasonably satisfied with several other quality and service measures tested, as 60% or more give a rating of "5-Best" or "4" to *providing cable service with few or no interruptions to the signal, providing bills that are accurate and easy to understand and the helpfulness of telephone customer representatives*. 56.8% give a "5" or "4" rating to *quickly restoring cable service when it goes out* while less than half (46.5%) gave a rating of "5-Best" or "4" to *the overall value of your cable TV service*.

- 26.5% of all Comcast subscribers have watched programming on one of the OCT TV channels; 32% have watched programming on one of the DCTV channels; 21.7% have watched programming on the University of DC channel; and, 18.8% have watched programming on the DKN TV channel. Of those who said they had watched these channels:
 - 68.7% watch programs on OCT TV channels 13 & 16 at least a few times per month and 30.5% watch at least a few times per week. 71.3% of these OCT TV viewers said the picture quality was equal to the picture quality for programs on the other channels on the cable system.
 - 65.6% say they watch programs on DCTV channels 95 & 96 at least a few times per month and 20.8% say they watch at least a few times per week. 71.9% of these DCTV viewers said the picture quality was equal to the picture quality for programs on the other channels on the cable system.
 - 54.7% say they watch programs on the University of DC channel 98 at least a few times per month and 16.2% say they watch at least a few times per week. 82.7% of these University of DC viewers said the picture quality was equal to the picture quality for programs on the other channels on the cable system.
 - 49.6% say they watch programs on DKN TV channel 99 at least a few times per month and 38.1% say they watch at least a few times per week. 71.8% of these DKN TV

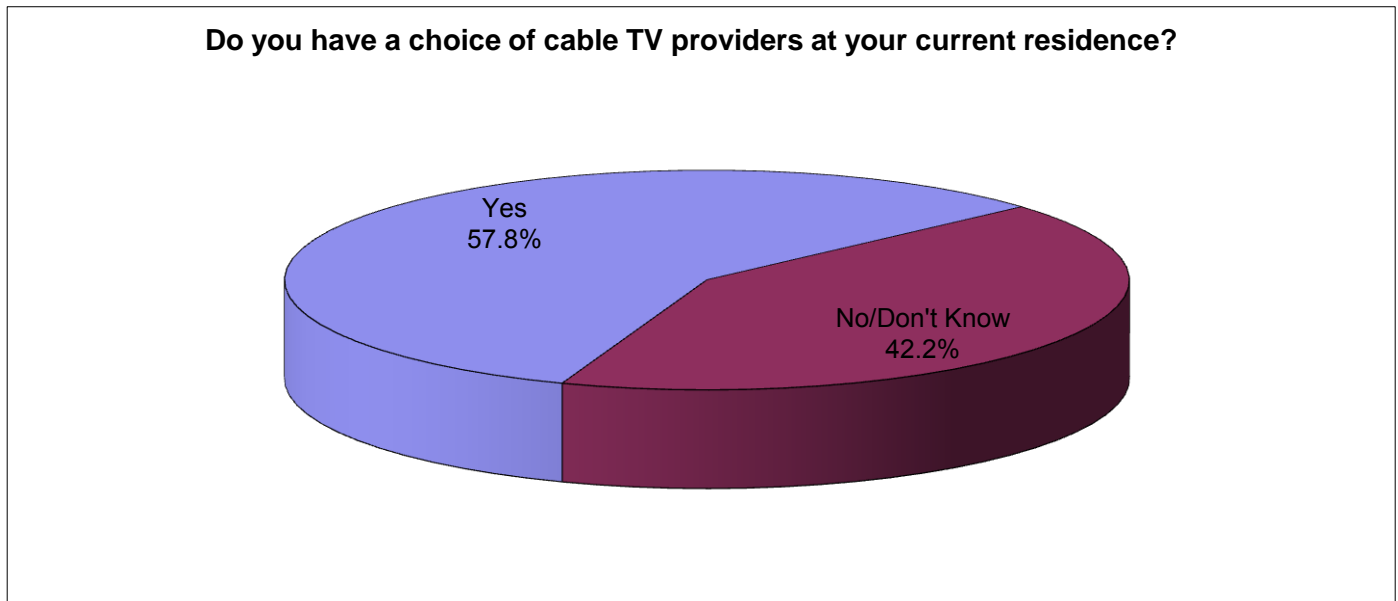
viewers said the picture quality was equal to the picture quality for programs on the other channels on the cable system.

- About 77% of all Comcast subscribers, viewers and non-viewers of PEG Access programming said it is either “very important” or “somewhat important” to have local cable TV channels that feature *local community programming about organizations, individuals, events, schools and local government*.
- When all Comcast subscribers were asked how much of their monthly cable bill should be set aside to support the development of local cable TV programs, 71% said *one* dollar or more should be set aside and about half said *two* or more dollars. The average or mean of all responses was \$2.72. This average compares very favorably to three commercial channels tested (ESPN, Fox News, and MTV), as the averages for each, respectively, were \$1.79, \$1.72 and \$1.17.
- About two-thirds of all Comcast subscribers have access to a computer that they use to access the Internet: Of these Internet users:
 - Almost 30% said they would be interested in the on-line viewing of past programs and meetings previously shown on a local access channel.
 - Just over one fourth would be interested in viewing local community or government programming as a streaming video Webcast on the Internet.

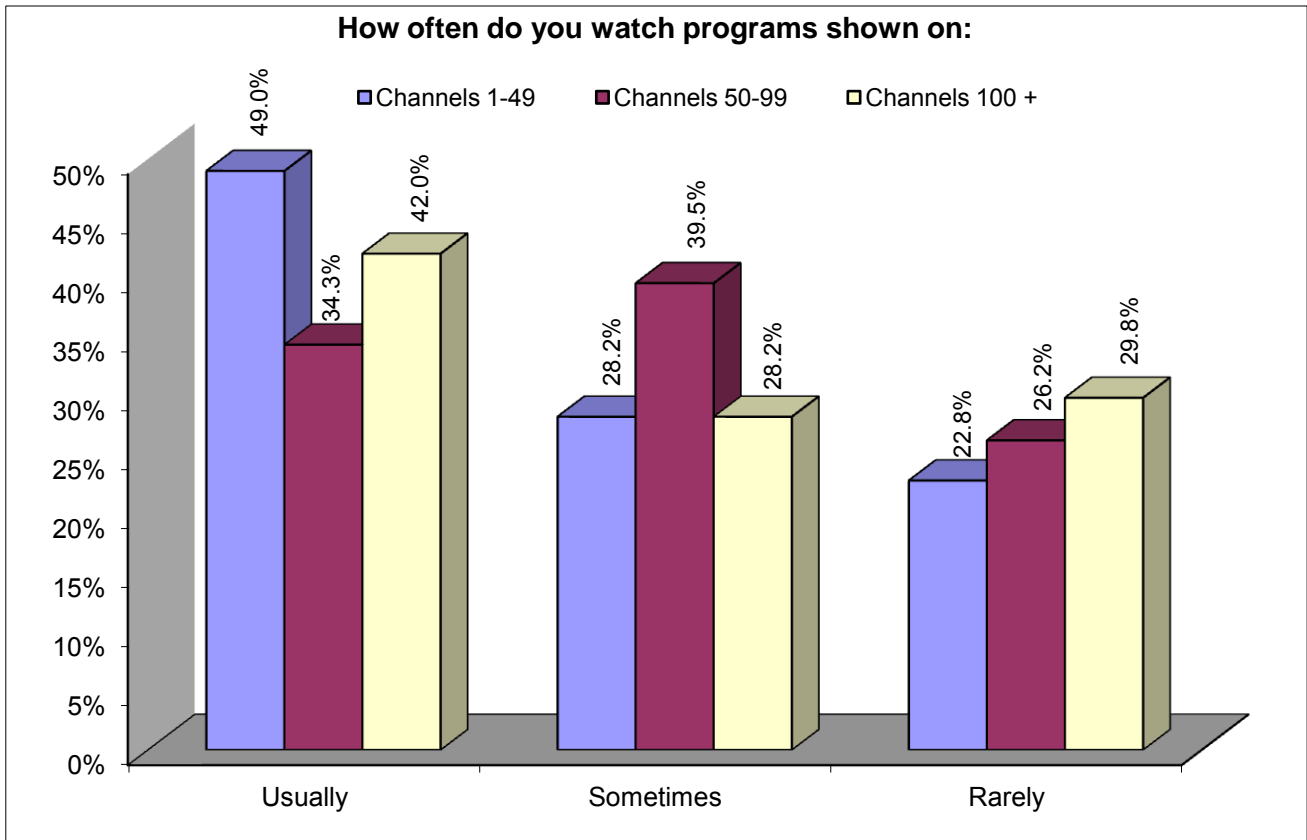
- A little under one-fourth would be interested in registering for training or classes to learn to produce their own programs.
- Almost 20% would be interested in downloading local community or government programming to an I-Phone or similar mobile device.

Provider Choice & General Viewing Patterns

As shown by the graph below, a little under six out of 10 (57.8%) of Comcast subscribers in the District of Columbia say they have a choice of cable TV providers.



Comcast cable subscribers were then asked a series of questions to determine how often they watch programs that are shown on three different ranges of channel numbers: Channels 1-49, Channels 50-99 and Channels 100 or higher. About half (49%) of all respondents indicate they usually watch programming on the lowest range of channels (1-49), while just over one-third (34.3%) say they usually watch programming on channels 50-99 and 42% usually watch programming on channels 100 or higher. The graph on the following page illustrates.



General Quality & Service Issues

Subscribers were asked to gauge their level of satisfaction and rate several different areas of their cable service on a scale of 1 to 5 with a 5 being the "Best" and a 1 being the "Worst." Receiving the highest number of combined "5-Best" or "4" responses is *"the quality of the picture and sound you receive"* with 83.2%.

Issues receiving 60% or more combined "5-Best" or "4" responses are *"providing cable service with few or no interruptions to the signal"* and *"providing bills that are accurate and easy to understand"* with combined "5-Best" or "4" responses of 67.2% and 67%, respectively. Also, *"the helpfulness of telephone customer representatives"* with combined responses from 64.8% of Comcast subscribers.

"Quickly restoring cable service when it goes out" received combined "5-Best" or "4" responses from 56.8%, while *"the quality of the repair service"* received combined "5-Best" or "4" responses from 49% of Comcast subscribers. Finally, *"the overall value of your cable TV service"* and *"the ease of installing or changing cable TV services"* received combined "5-Best" or "4" responses from 46.5% and 42%, respectively.

The table on the following page illustrates.

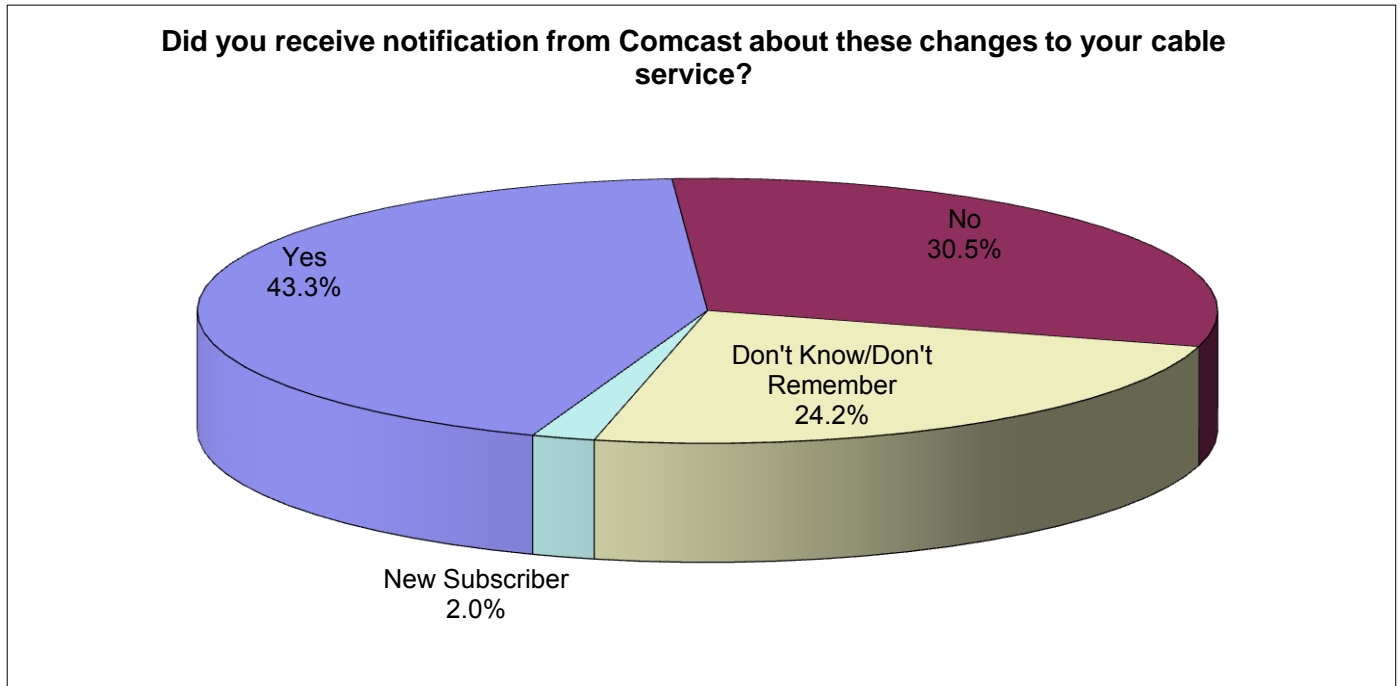
Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating.

	Worst	2	3	4	Best	Don't Know
The quality of the picture and sound you receive	14 2.3%	15 2.5%	72 12.0%	175 29.2%	324 54.0%	0 0.0%
Providing cable service with few or no interruptions to the signal	32 5.3%	31 5.2%	116 19.3%	187 31.2%	216 36.0%	18 3.0%
Quickly restoring cable service when it goes out	31 5.2%	53 8.8%	84 14.0%	225 37.5%	116 19.3%	91 15.2%
The ease of installing or changing cable TV services	89 14.8%	23 3.8%	61 10.2%	94 15.7%	158 26.3%	175 29.2%

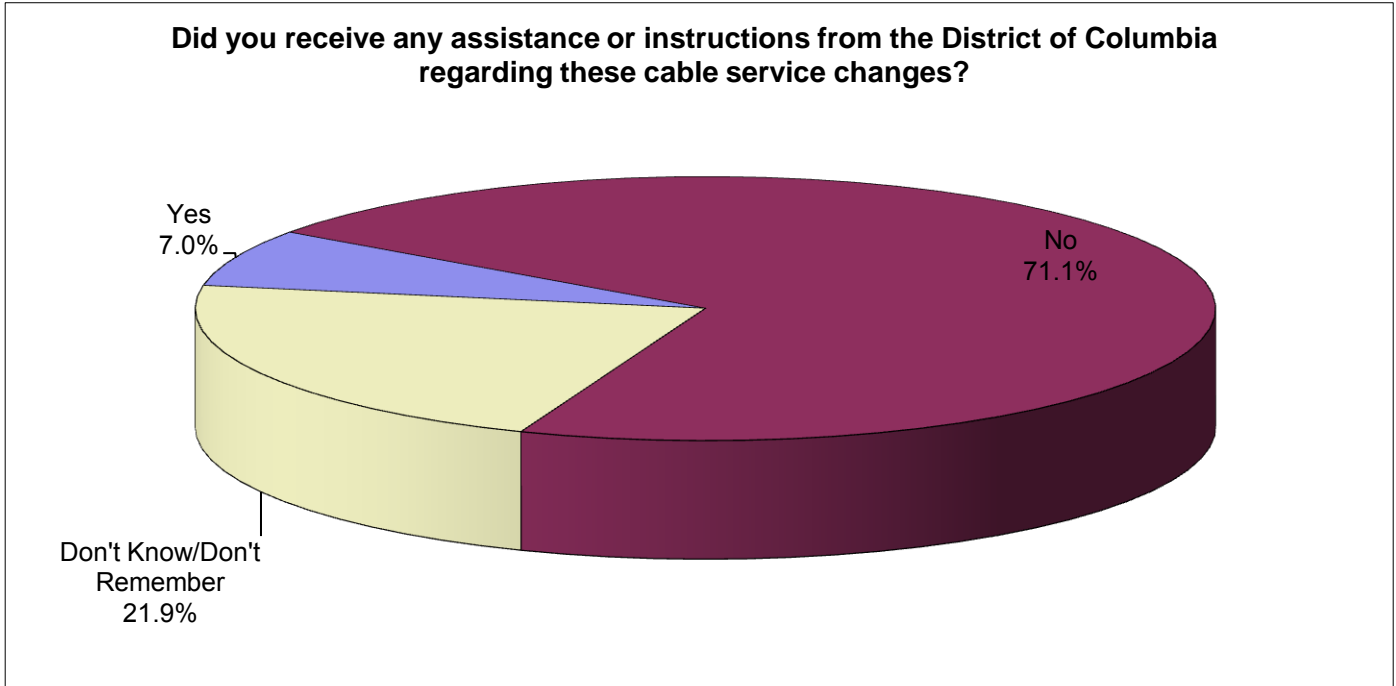
	55	21	63	125	169	167
The quality of repair service	9.2%	3.5%	10.5%	20.8%	28.2%	27.8%
Providing bills that are accurate	38	43	82	152	250	35
and easy to understand	6.3%	7.2%	13.7%	25.3%	41.7%	5.8%
The helpfulness of telephone	29	17	101	163	226	64
customer representatives	4.8%	2.8%	16.8%	27.2%	37.7%	10.7%
The overall value of your cable	58	80	172	155	124	11
TV service	9.7%	13.3%	28.7%	25.8%	20.7%	1.8%

All subscribers were also asked two questions about recent changes Comcast made to the cable system and the channel lineup. As shown by the graph on the following page, 43.3% of these Comcast cable subscribers say they did receive notification from Comcast about these changes,

while about three out of 10 (30.5%) said they did not. About one-fourth didn't know or didn't remember.



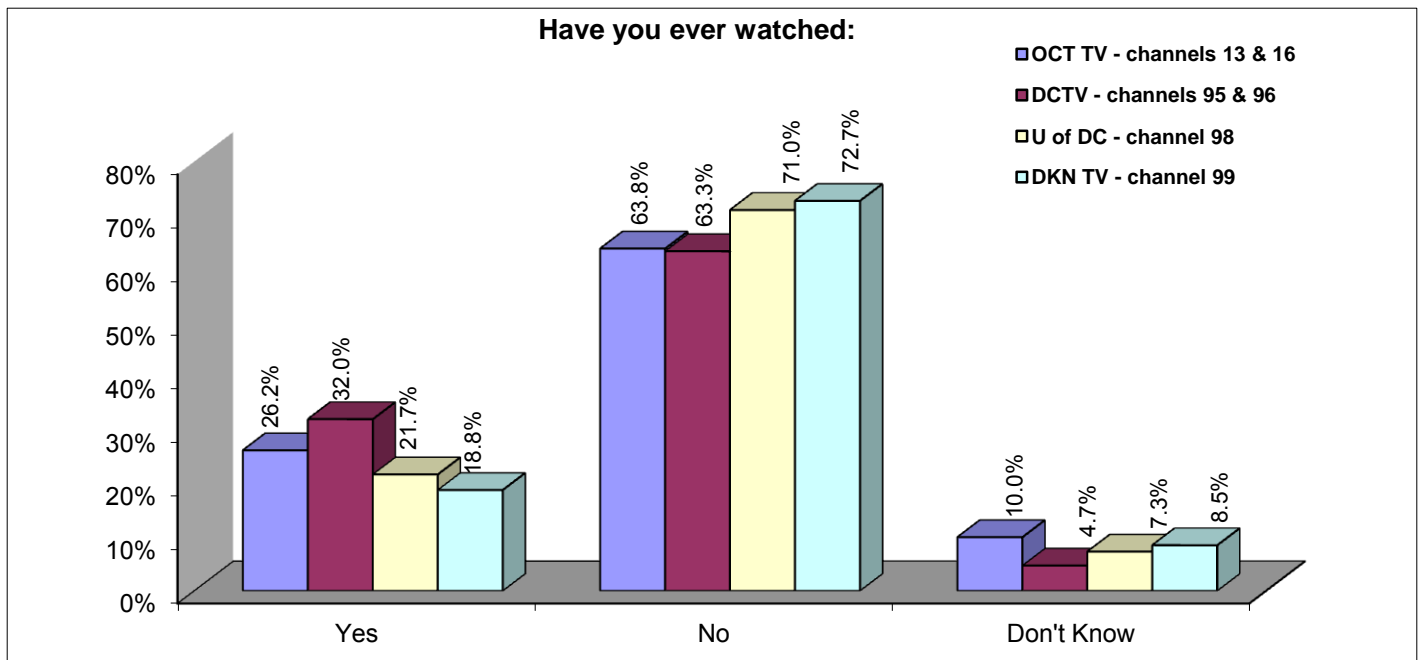
Finally, as shown below 7% of the subscribers who were aware of these changes received



assistance from the District of Columbia regarding the changes.

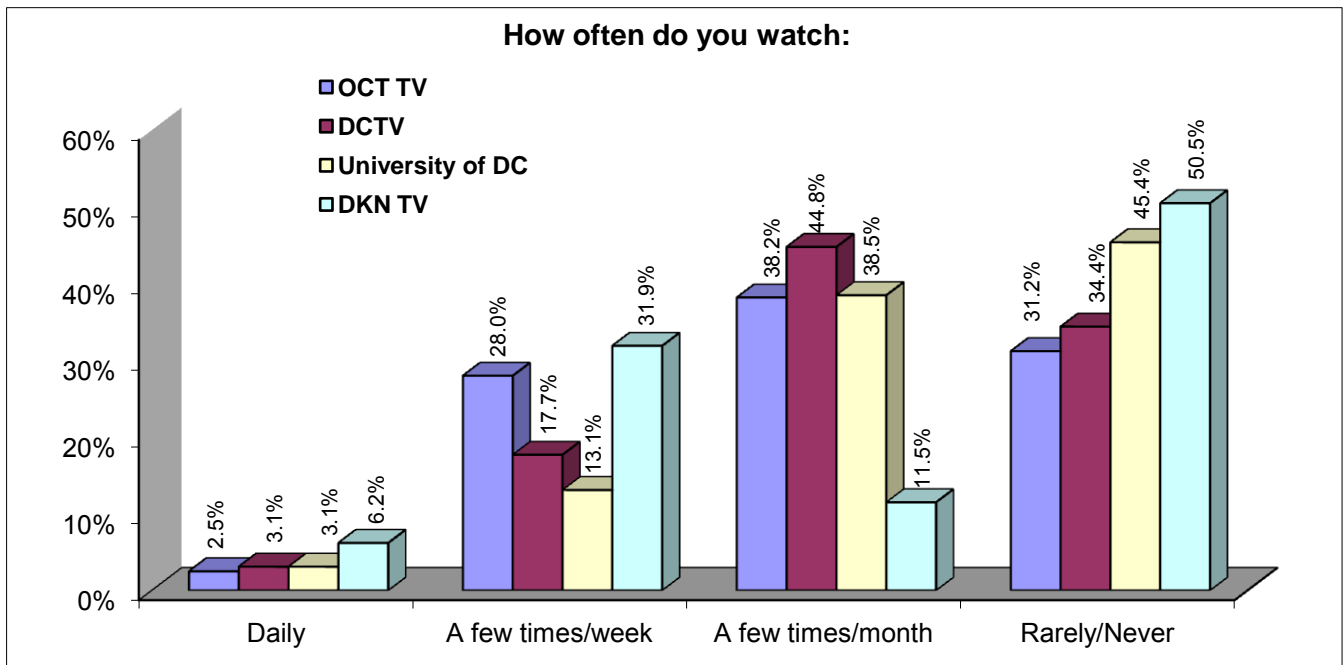
Viewership of Local Access Channels

All Comcast subscribers were asked if they had ever watched the local PEG community access channels that are operating in the District of Columbia. Follow up questions were asked of those respondents who have watched programming on these PEG channels. As shown by the graph below, 26.2% of all Comcast cable subscribers have watched one of the Office of Cable Television channels (channel 13 or 16), 32% have watched one of the DCTV channels (channel 95 or 96), 21.7% have watched the University of DC (channel 98) and 18.8% have watched the District Knowledge Network (channel 99).

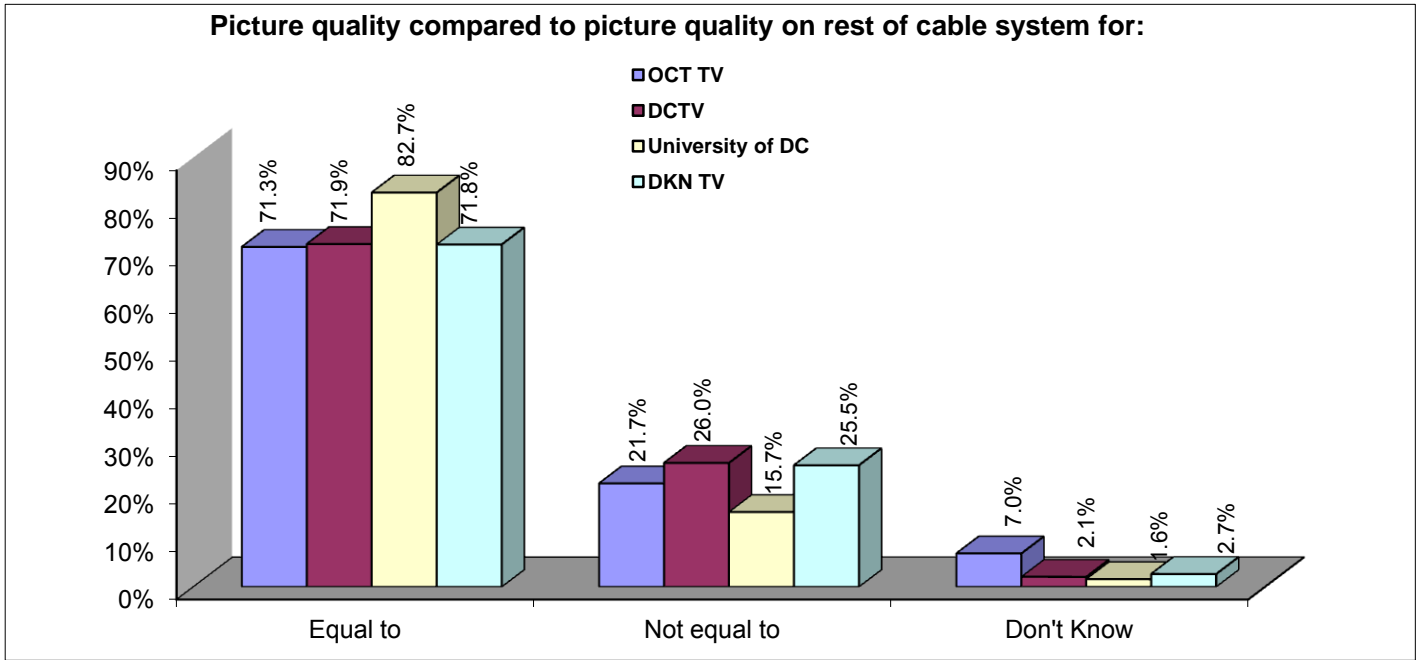


The respondents who said they had watched these PEG Access channels were then asked how often they watch programs on these channels and if the picture quality for programs shown on these channels equals the picture quality for the other channels of the cable system.

Over two-thirds (68.7%) say they watch programs on OCT TV channels 13 & 16 at least a few times per month and 30.5% say they watch at least a few times a week. 65.6% say they watch programs on DCTV channels 95 & 96 at least a few times per month and 20.8% say they watch at least a few times per week. 54.7% say they watch programs on the University of DC channel 98 at least a few times per month and 16.2% say they watch at least a few times per week. Finally, 49.6% say they watch programs on DKN TV channel 99 at least a few times per month and 38.1% say they watch at least a few times per week. The graph below illustrates.

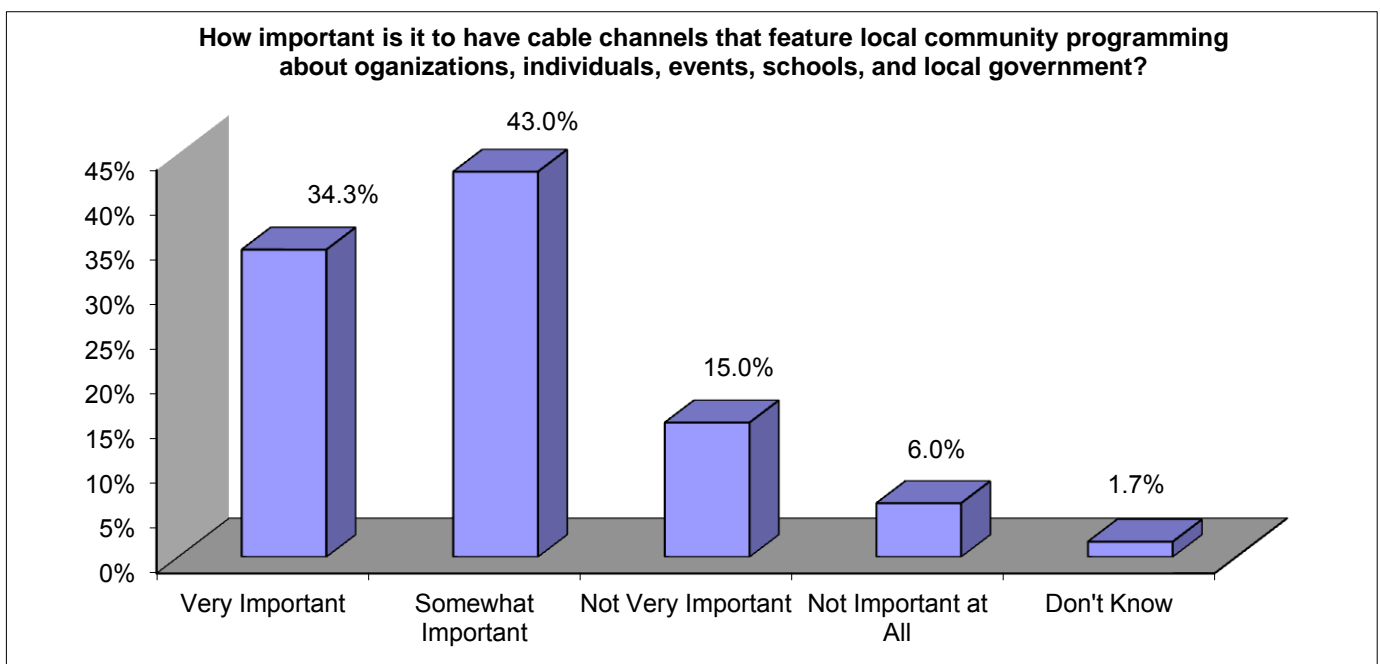


71.3% of OCT TV viewers and 71.9% of DCTV viewers say the picture quality is equal to the picture quality for programs on the other channels on the cable system; 82.7% of University of DC viewers say the picture quality is equal; and, 71.8% of DKN TV viewers on channel 109 say the picture quality is equal to the picture quality on the other channels of the Comcast cable system. The graph on the following page illustrates.



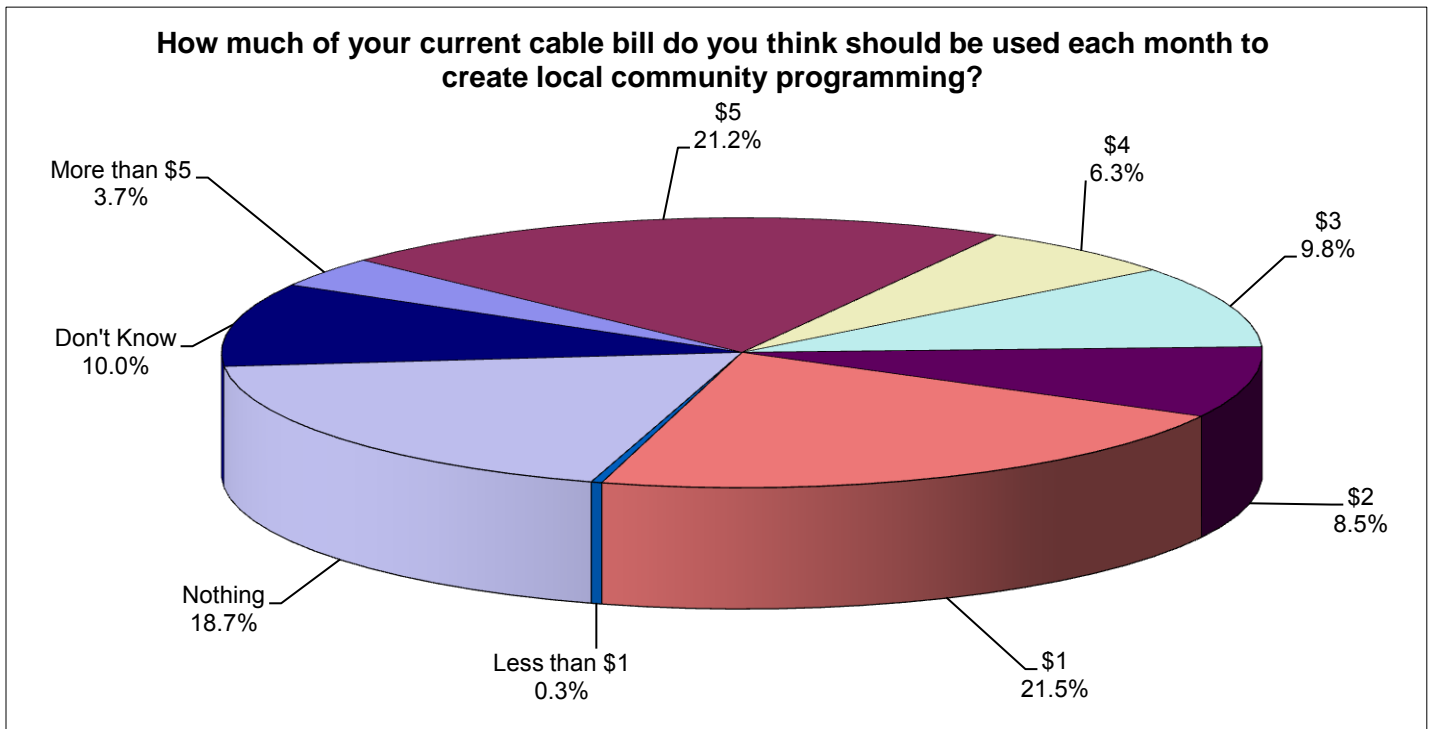
Importance & Perceived Value of Local Programming

Two questions were asked of all Comcast cable subscribers, viewers and non-viewers, to gauge levels of interest in and support for local community PEG access programming. First, subscribers were asked how important it is *"to have cable channels that feature local community programming about organizations, individuals, events, schools and local government."* As shown by the graph below, over three-fourths (77.3%) believe it is either "very



important"(34.3%) or "somewhat important"(43%) to have these cable channels.

Second, all subscribers were asked how much of their current monthly cable bill should be used to create local community programming. Just over seven out of 10 (71%) of all cable subscribers said *one* dollar or more should be set aside and about half (49.5%) said *two* or more dollars should be used. The graph on the following page illustrates.

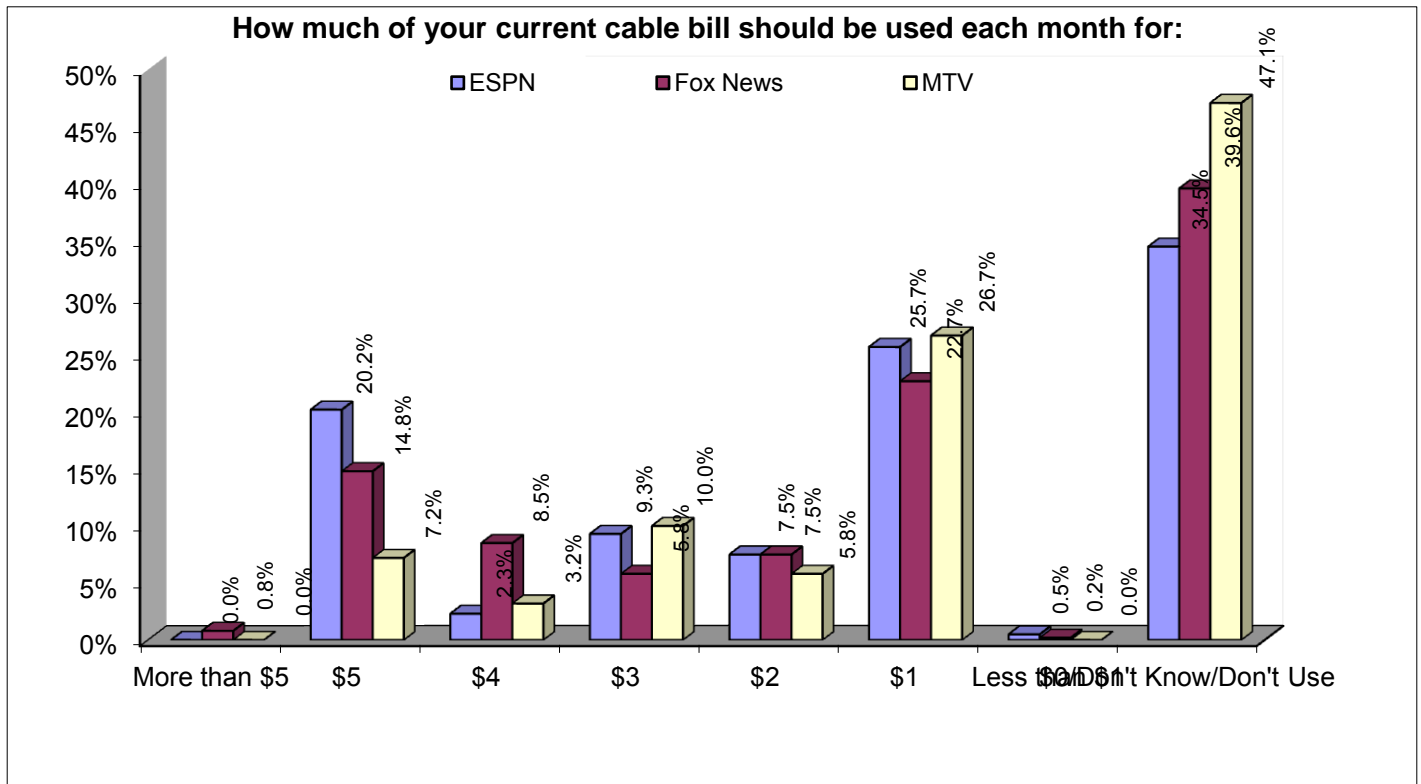


When the responses from all subscribers are calculated to find the mean or average amount favored, the result is an average of **\$2.72**. This was calculated using a value of \$0.00 for those who said “nothing” or “don’t know” and an average cable bill amount of \$50 for those who gave a percentage answer, e.g., “one percent” or “one-third.”

Perceived Value of Commercial Programming

All Comcast subscribers were also asked how much of their monthly cable bill should be used to pay for each of three commercial channels. The commercial channels tested were: ESPN, Fox News Channel and MTV.

As shown below, when asked about ESPN, 65% of all cable subscribers said *one* dollar or more should be set aside and 39.3% said *two* or more dollars. When asked about Fox News, 60.2% of all cable subscribers said *one* dollar or more should be set aside and 37.5% said *two* or more dollars. Finally, when asked about MTV, 52.8% of all cable subscribers said *one* dollar or more should be set aside and 26.2% said *two* or more dollars.



When the responses from all subscribers are calculated to find the mean or average amount favored for each commercial channel tested, ESPN received the highest average of the commercial channels tested with **\$1.79**. The average for Fox News is **\$1.72**; and, the average for MTV is **\$1.17**. This was calculated using a value of \$0.00 for those who said “nothing,” “don’t know” or “don’t use/don’t watch” and an average cable bill amount of \$50 for those who gave a percentage answer, e.g., “fifty percent” or “two percent.”

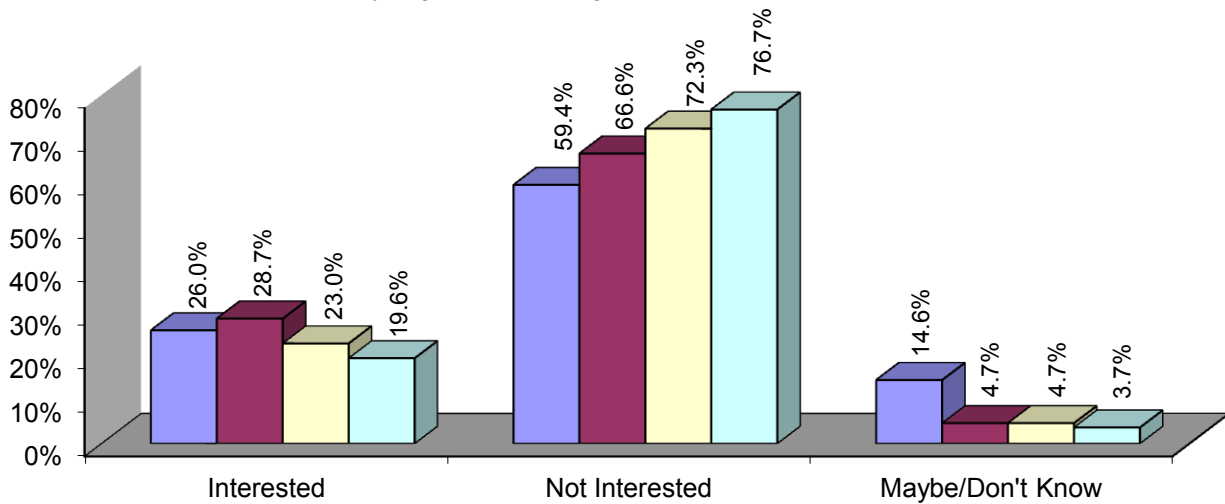
Computer & Internet Use

About two-thirds (67.3%) of all Comcast subscribers have access to a computer that is used to access the Internet.

These respondents with Internet access were asked several questions relating to the level of their interest in using the Internet to access several programs and services. 28.7% of these respondents said they would be interested in the viewing of *past programs and meetings which were previously shown on one of the local access channels*, 26% would be interested in viewing *local community or government programming as a streaming video Webcast*, 23% would be interested in registering for *training or classes to learn to produce their own programs* and 19.6% would be interested in *downloading community or government programs to a mobile device*. The graph below illustrates.

Would you be interested in using the Internet to:

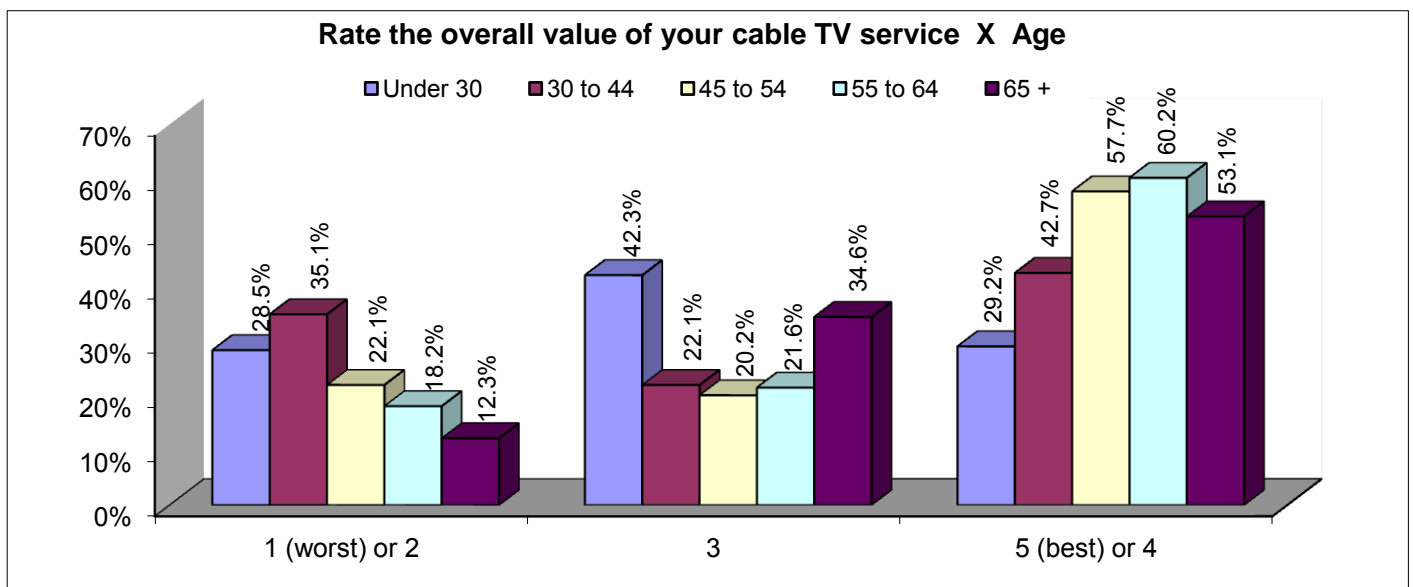
- View local community or government programming as a streaming video Webcast on the Internet.
- View past programs and meetings which were previously shown on one of the local access channels.
- Register for training or classes to learn to produce your own programs
- Download local community or government programs to an I Phone or similar mobile device



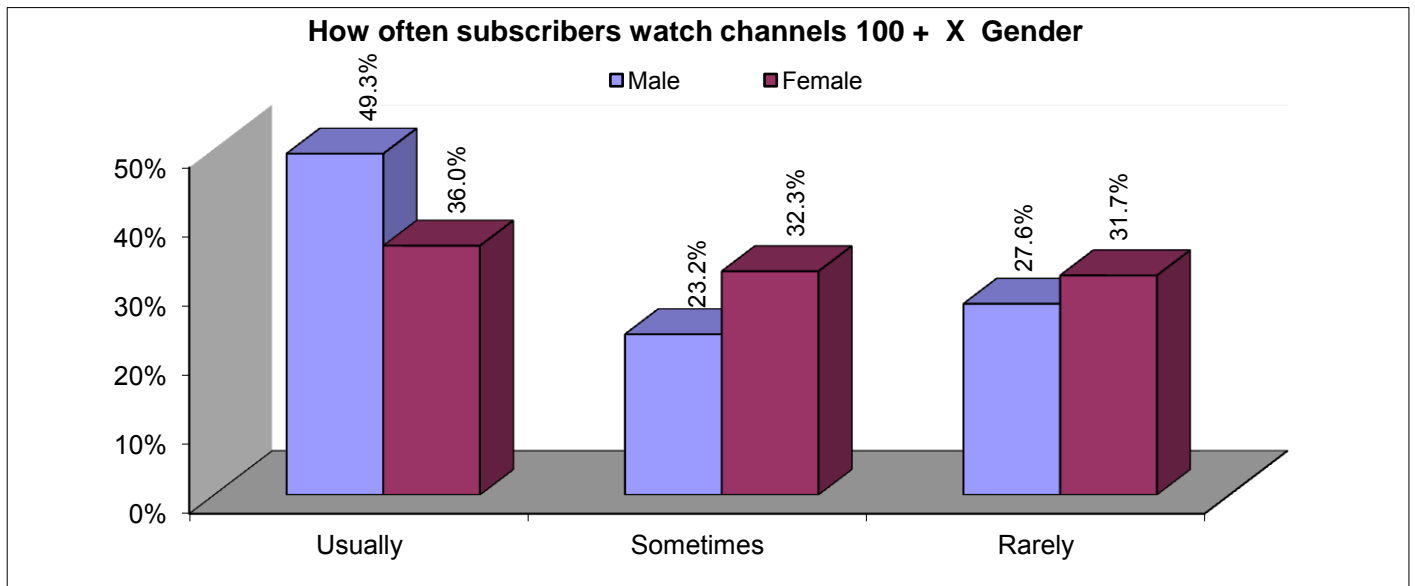
Demographics

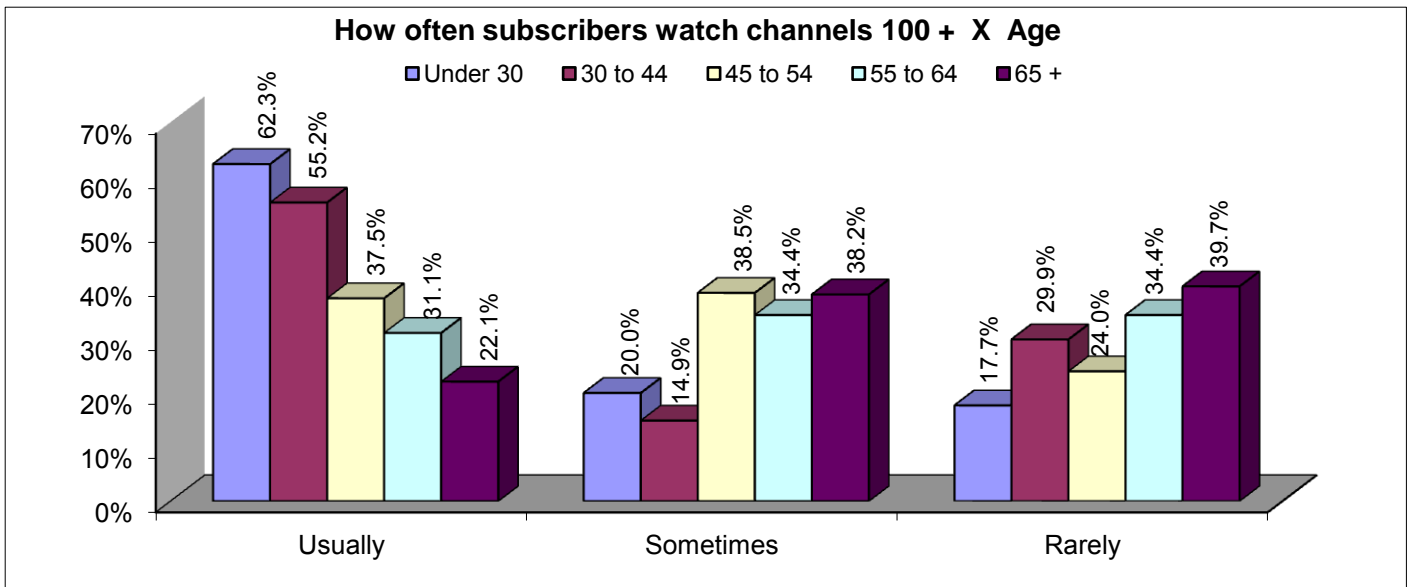
Several demographic questions were asked of all survey respondents to better group the interviews and to discover commonality of opinion and viewership habits within these demographic groups.

For example, as shown below, younger subscribers appear to give a comparatively lower rating to the overall value of your cable TV service.

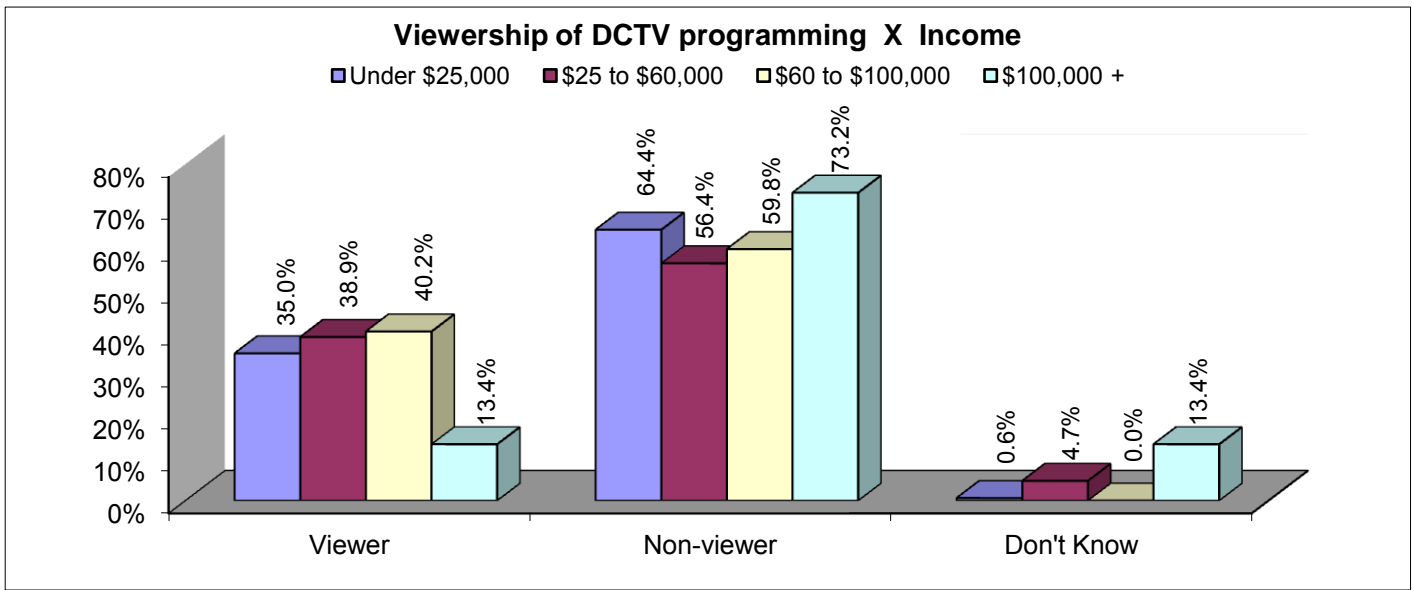


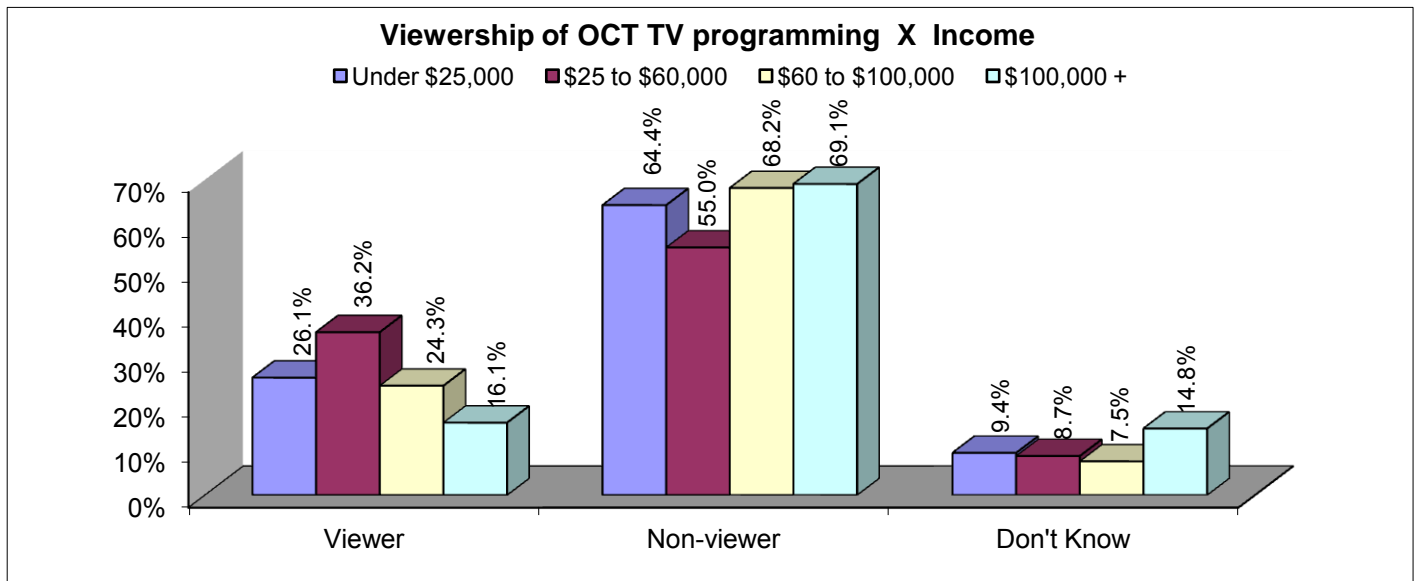
Both younger subscribers and male subscribers appear more likely to watch programming shown on channel numbers 100 or higher. The graphs on the following page illustrate.



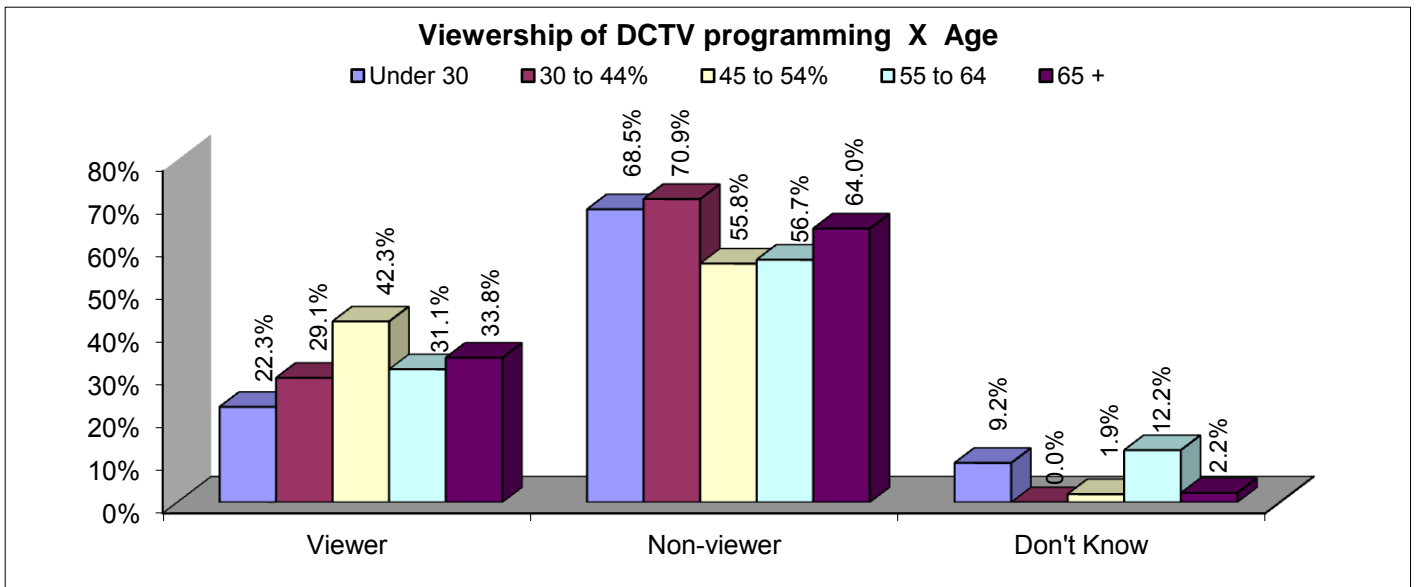


Subscribers reporting lower levels of household income are more likely to have watched programming on both OCT TV channels and DCTV channels. The graphs on the following page illustrate.

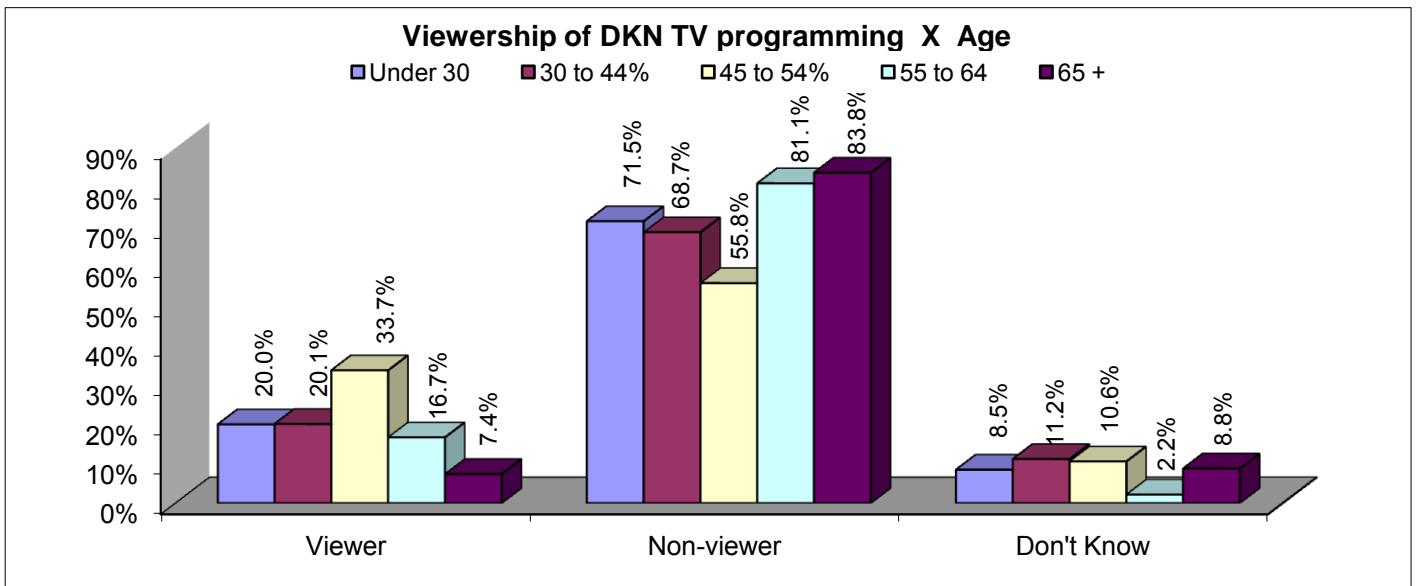




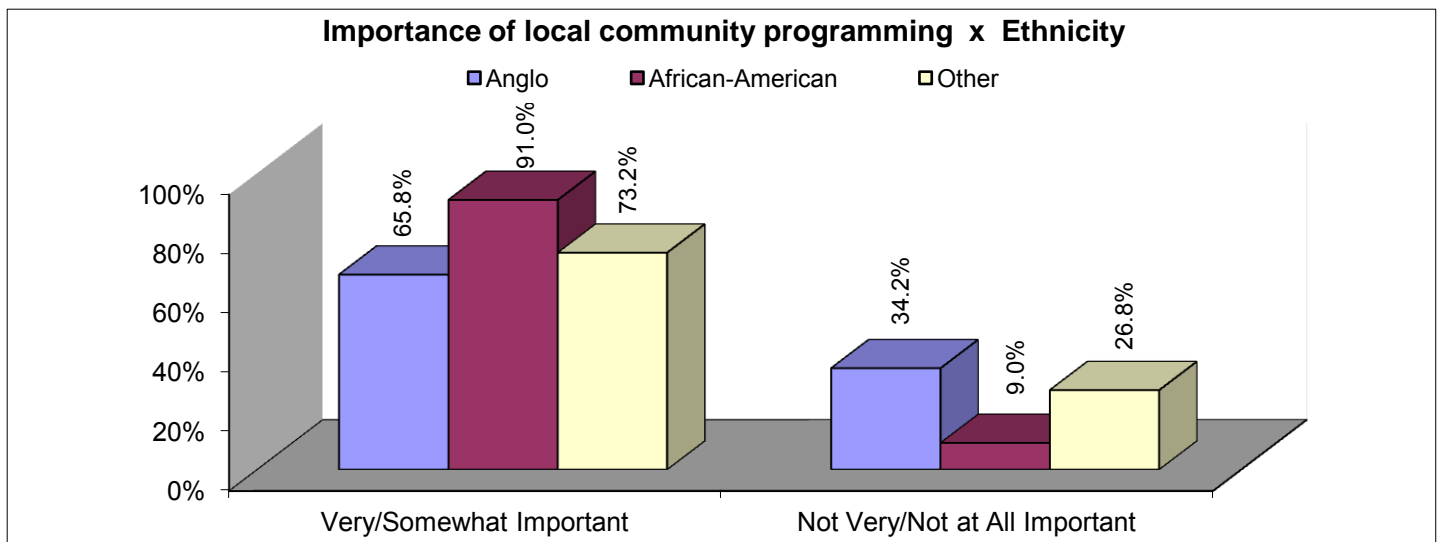
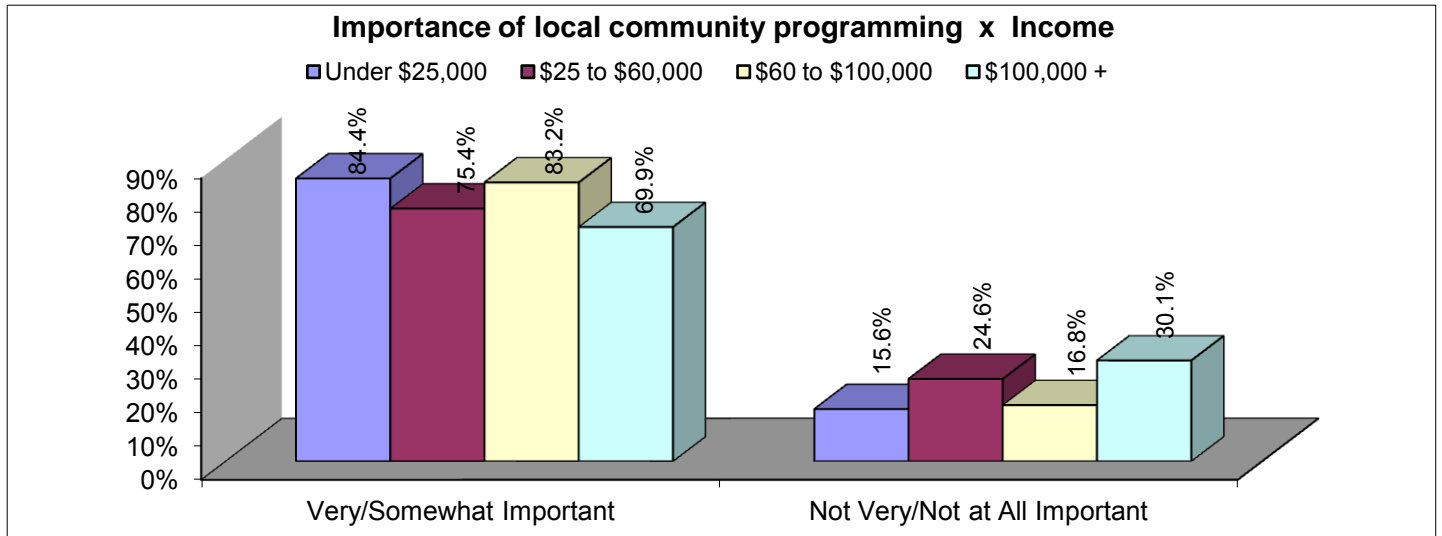
Subscribers aged 45 to 54 and older subscribers, generally, appear more likely to have watched programming on DCTV. The graph on the following page illustrates.



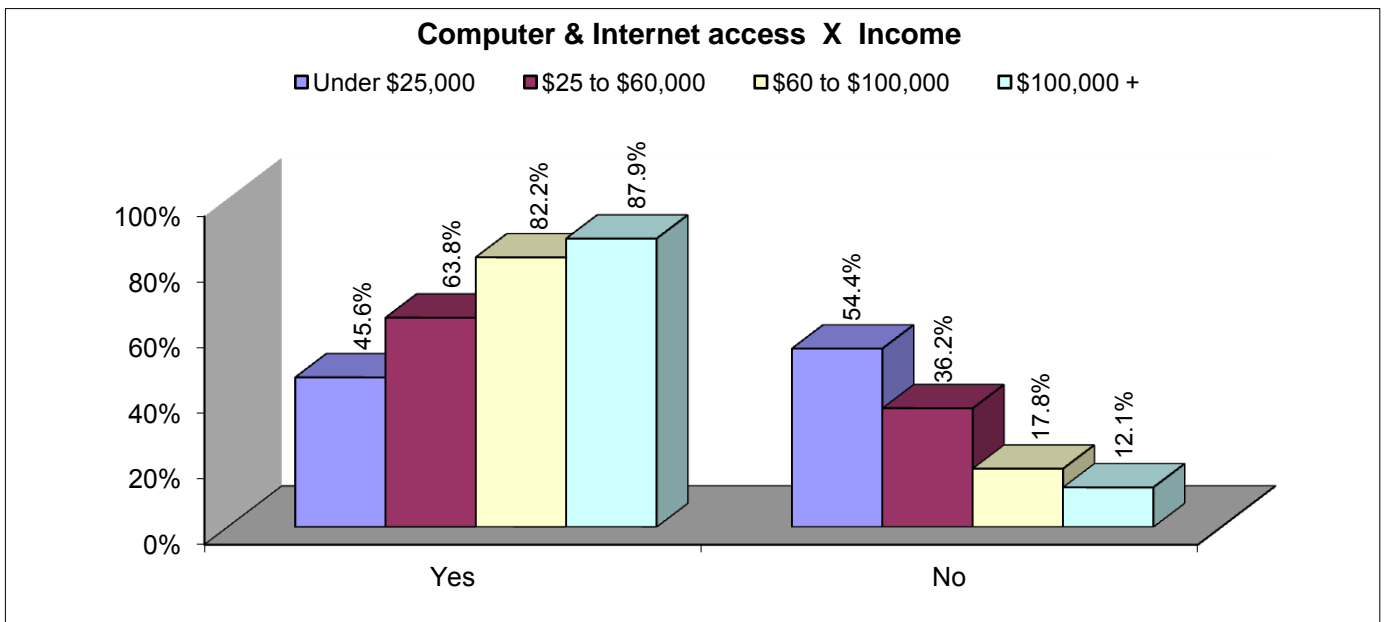
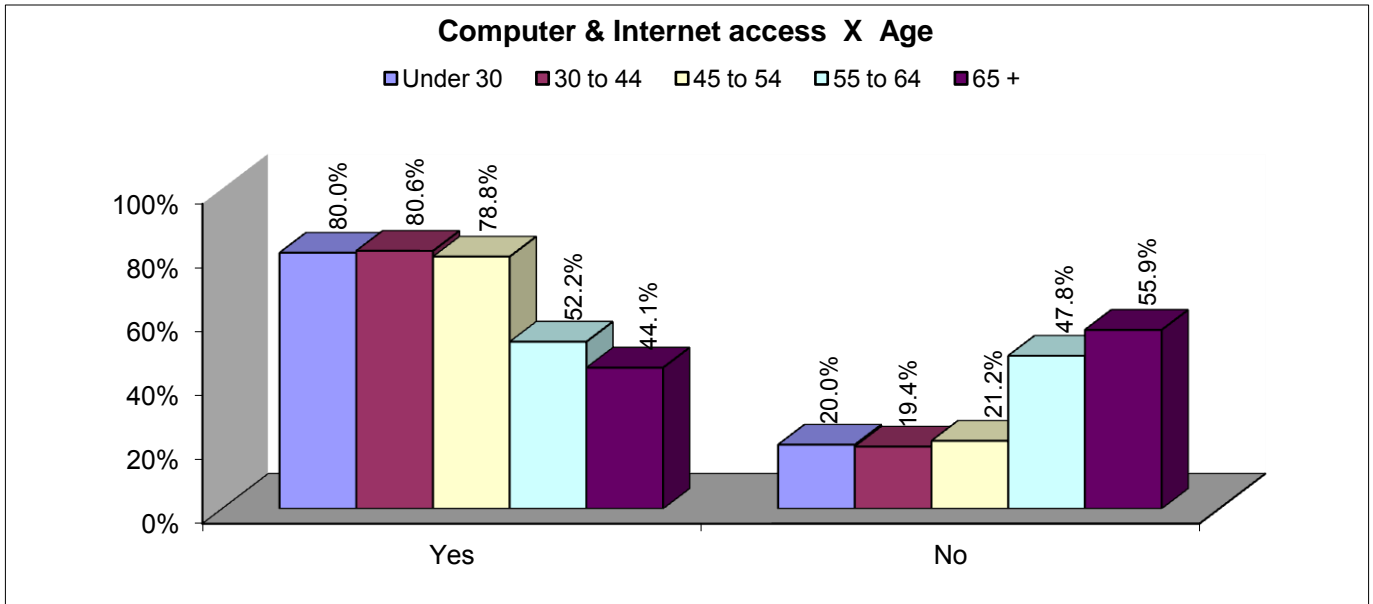
As shown below, subscribers aged 45 to 54 and, generally, younger subscribers appear more likely to have watched programming on DKN TV.



Subscribers reporting less than \$100,000 in household income and African-American subscribers appear more likely to say it is important to have local community programming. The graphs below illustrate.



Finally, younger respondents and those living in households reporting higher levels of household income are more likely to have access to a computer they use to access the Internet. The graphs on the following page illustrate.



A complete listing of all frequencies, including demographics, can be found under Tab 3. Cross-tabulation tables can be found under Tab 4.

Attachment A

District of Columbia - Office of Cable Television Survey - September 2011

	Yes	No/Don't Know	Total
Is your home located in the District of Columbia?	600 100.0%	0 0.0%	600 100.0%
Do you currently subscribe to the Comcast cable TV service?	600 100.0%	0 0.0%	600 100.0%
Do you have a choice of cable TV providers at your current residence?	347 57.8%	253 42.2%	600 100.0%

Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating.

	Worst	2	3	4	Best	Don't Know
The quality of the picture and sound you receive	14 2.3%	15 2.5%	72 12.0%	175 29.2%	324 54.0%	0 0.0%
Providing cable service with few or no interruptions to the signal	32 5.3%	31 5.2%	116 19.3%	187 31.2%	216 36.0%	18 3.0%
Quickly restoring cable service when it goes out	31 5.2%	53 8.8%	84 14.0%	225 37.5%	116 19.3%	91 15.2%
The ease of installing or changing cable TV services	89 14.8%	23 3.8%	61 10.2%	94 15.7%	158 26.3%	175 29.2%
The quality of repair service	55 9.2%	21 3.5%	63 10.5%	125 20.8%	169 28.2%	167 27.8%
Providing bills that are accurate and easy to understand	38 6.3%	43 7.2%	82 13.7%	152 25.3%	250 41.7%	35 5.8%
The helpfulness of telephone customer representatives	29 4.8%	17 2.8%	101 16.8%	163 27.2%	226 37.7%	64 10.7%
The overall value of your cable TV service	58 9.7%	80 13.3%	172 28.7%	155 25.8%	124 20.7%	11 1.8%

District of Columbia - Office of Cable Television Survey - September 2011

Cable companies now offer hundreds of channels of video programming. Please think about your viewing habits, and estimate how often -- usually, sometimes, or rarely -- that you watch programs that are shown on:

	Usually	Sometimes	Rarely	Total
Channels 1-49	294 49.0%	169 28.2%	137 22.8%	600 100.0%
Channels 50-99	206 34.3%	237 39.5%	157 26.2%	600 100.0%
Channels 100 +	252 42.0%	169 28.2%	179 29.8%	600 100.0%

Within the last year, there have been changes to the channel lineup and channel numbers of several channels on your cable system.

Did you receive notification from Comcast
about these changes to your cable service?

	Number	Percent
Yes	260	43.3 %
No	183	30.5 %
Don't Know/Don't Remember	145	24.2 %
New Subscriber	12	2.0 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Did you receive any assistance or instructions
from the District of Columbia regarding these
cable service changes?

	Number	Percent
Yes	34	7.0 %
No	344	71.1 %
Don't Know/Don't Remember	106	21.9 %
Total	484	100.0 %

Missing Cases = 116

Response Percent = 80.7 %

District of Columbia - Office of Cable Television Survey - September 2011

	Yes	No	Don't Know	Total
Have you ever watched a program on either of the Office of Cable Television channels, OCT TV-Channel 13 or Channel 16?	157 26.2%	383 63.8%	60 10.0%	600 100.0%
Have you ever watched a program on DCTV public access - Channel 95 or Channel 96?	192 32.0%	380 63.3%	28 4.7%	600 100.0%
Have you ever watched a program on the University of DC, channel 98?	130 21.7%	426 71.0%	44 7.3%	600 100.0%
Have you ever watched a program on the District Knowledge Network DKN TV Channel 99?	113 18.8%	436 72.7%	51 8.5%	600 100.0%

	Daily	A Few Times a Week	A Few Times a Month	Rarely	Never	Total
How often do you watch one of these OCT-TV channels 13 or 16?	4 2.5%	44 28.0%	60 38.2%	49 31.2%	0 0.0%	157 100.0%
How often do you watch one of these DCTV public access channels 95 or 96?	6 3.1%	34 17.7%	86 44.8%	66 34.4%	0 0.0%	192 100.0%
How often do you watch channel 98?	4 3.1%	17 13.1%	50 38.5%	56 43.1%	3 2.3%	130 100.0%
How often do you watch channel 99?	7 6.2%	36 31.9%	13 11.5%	54 47.8%	3 2.7%	113 100.0%

District of Columbia - Office of Cable Television Survey - September 2011

	Yes	No	Don't Know	Total
Is the picture quality for OCT-TV channels 13 & 16 equal to the picture quality for programs on the other channels of the cable system?	112 71.3%	34 21.7%	11 7.0%	157 100.0%
Is the picture quality for DCTV public access channels 95 and 96 equal to the picture quality for programs on the other channels of the cable system?	138 71.9%	50 26.0%	4 2.1%	192 100.0%
Is the picture quality for channel 98 equal to the picture quality for programs on the other channels of the cable system?	105 82.7%	20 15.7%	2 1.6%	127 100.0%
Is the picture quality for channel 99 equal to the picture quality for programs on the other channels of the cable system?	79 71.8%	28 25.5%	3 2.7%	110 100.0%

How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

	Number	Percent
Very Important	206	34.3 %
Somewhat Important	258	43.0 %
Not Very Important	90	15.0 %
Not Important at All	36	6.0 %
<u>Don't Know/No Opinion</u>	<u>10</u>	<u>1.7 %</u>
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

District of Columbia - Office of Cable Television Survey - September 2011

How much of your current cable bill do you think should be used each month to create local community programming about organizations, individuals, events, schools and local government. Five dollars, four dollars, three dollars, two dollars, one dollar, nothing, or some other amount per month?

	Number	Percent
\$1	129	21.5 %
\$2	51	8.5 %
\$3	59	9.8 %
\$4	38	6.3 %
\$5	127	21.2 %
Nothing	112	18.7 %
Other	24	4.0 %
<u>Don't Know/No Opinion</u>	<u>60</u>	<u>10.0 %</u>
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>If other, Specify</u>	Number	Percent
Fifteen dollars	1	3.8 %
Ten dollars	3	11.5 %
One percent	2	7.7 %
Twenty-five dollars	3	11.5 %
Twenty dollars	12	46.2 %
Thirty dollars	2	7.7 %
<u>One-third</u>	<u>1</u>	<u>3.8 %</u>
Total	24	100.0 %

Missing Cases = 576

Response Percent = 4.0 %

District of Columbia - Office of Cable Television Survey - September 2011

<u>ESPN</u>	<u>Number</u>	<u>Percent</u>
\$1	154	25.7 %
\$2	45	7.5 %
\$3	56	9.3 %
\$4	14	2.3 %
\$5	121	20.2 %
Nothing	165	27.5 %
Other	3	0.5 %
Don't Know/No Opinion	33	5.5 %
Do not use	9	1.5 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>IF OTHER:</u>	<u>Number</u>	<u>Percent</u>
A quarter	1	100.0 %
\$0.50	2	100.0 %
Total	3	100.0 %

Missing Cases = 597

Response Percent = 0.5 %

District of Columbia - Office of Cable Television Survey - September 2011

<u>Fox News Channel</u>	<u>Number</u>	<u>Percent</u>
\$1	136	22.7 %
\$2	45	7.5 %
\$3	35	5.8 %
\$4	51	8.5 %
\$5	89	14.8 %
Nothing	216	36.0 %
Other	6	1.0 %
Don't Know/No Opinion	17	2.8 %
Do not watch	5	0.8 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>IF OTHER:</u>	<u>Number</u>	<u>Percent</u>
Ten dollars	5	83.3 %
Thirty five cents	1	16.7 %
Total	6	100.0 %

Missing Cases = 594

Response Percent = 1.0 %

<u>MTV</u>	<u>Number</u>	<u>Percent</u>
\$1	160	26.7 %
\$2	35	5.8 %
\$3	60	10.0 %
\$4	19	3.2 %
\$5	43	7.2 %
Nothing	227	37.8 %
Other	0	0.0 %
Don't Know/No Opinion	35	5.8 %
Do not watch	21	3.5 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

District of Columbia - Office of Cable Television Survey - September 2011

Do you have access to a computer that you use
to access the Internet?

	Number	Percent
Yes	404	67.3 %
No/Don't Know	196	32.7 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Would you be interested in using the Internet to:

	Interested	Not Interested	Maybe/Don't Know	Total
View local community or government programming as a streaming video Webcast on the Internet.	105 26.0%	240 59.4%	59 14.6%	404 100.0%
View past programs and meetings which were previously shown on one of the local access channels.	116 28.7%	269 66.6%	19 4.7%	404 100.0%
Register for training or classes to learn to produce your own programs.	93 23.0%	292 72.3%	19 4.7%	404 100.0%
Download local community or government programs to an I-PHONE or similar mobile device.	79 19.6%	310 76.7%	15 3.7%	404 100.0%

District of Columbia - Office of Cable Television Survey - September 2011

Age	Number	Percent
Under 30	130	21.7 %
30 - 44	134	22.3 %
45 - 54	104	17.3 %
55 - 64	90	15.0 %
65 or older	136	22.7 %
REFUSED	6	1.0 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Ward	Number	Percent
Don't Know	100	16.7 %
REFUSED	22	3.7 %
4	70	11.7 %
2	50	8.3 %
7	102	17.0 %
5	38	6.3 %
6	75	12.5 %
3	61	10.2 %
8	52	8.7 %
1	30	5.0 %
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

District of Columbia - Office of Cable Television Survey - September 2011

<u>Ethnicity</u>	<u>Number</u>	<u>Percent</u>
Anglo	228	38.0 %
Hispanic	53	8.8 %
African American	281	46.8 %
Asian	12	2.0 %
Other	6	1.0 %
<u>REFUSED</u>	<u>20</u>	<u>3.3 %</u>
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Income</u>	<u>Number</u>	<u>Percent</u>
Under \$25,000	180	30.0 %
\$25,000 to \$39,999	74	12.3 %
\$40,000 to \$59,999	75	12.5 %
\$60,000 to \$99,999	107	17.8 %
\$100,000 or more	149	24.8 %
<u>REFUSED</u>	<u>15</u>	<u>2.5 %</u>
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

<u>Gender</u>	<u>Number</u>	<u>Percent</u>
Male	272	45.3 %
<u>Female</u>	<u>328</u>	<u>54.7 %</u>
Total	600	100.0 %

Missing Cases = 0

Response Percent = 100.0 %

Attachment B

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>Do you have a choice of cable TV providers at your current residence?</u>								
Yes	341 57.4%	73 56.2%	63 47.0%	68 65.4%	60 66.7%	77 56.6%	156 57.4%	191 58.2%
No/Don't Know	253 42.6%	57 43.8%	71 53.0%	36 34.6%	30 33.3%	59 43.4%	116 42.6%	137 41.8%

The quality of the picture and sound you receive

1 (worst) or 2	29 4.9%	7 5.4%	6 4.5%	7 6.7%	1 1.1%	8 5.9%	10 3.7%	19 5.8%
3	69 11.6%	16 12.3%	21 15.7%	10 9.6%	5 5.6%	17 12.5%	39 14.3%	33 10.1%
5 (best) or 4	496 83.5%	107 82.3%	107 79.9%	87 83.7%	84 93.3%	111 81.6%	223 82.0%	276 84.1%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600

	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>Providing cable service with few or no interruptions to the signal</u>								
1 (worst) or 2	60 10.4%	23 19.5%	13 9.9%	9 8.7%	9 10.0%	6 4.5%	24 8.9%	39 12.5%
3	116 20.1%	44 37.3%	29 22.1%	13 12.5%	19 21.1%	11 8.3%	72 26.6%	44 14.1%
5 (best) or 4	400 69.4%	51 43.2%	89 67.9%	82 78.8%	62 68.9%	116 87.2%	175 64.6%	228 73.3%
<u>Quickly restoring cable service when it goes out</u>								
1 (worst) or 2	81 16.1%	26 22.0%	14 11.7%	17 20.0%	10 14.7%	14 12.5%	53 23.0%	31 11.1%
3	84 16.7%	7 5.9%	25 20.8%	19 22.4%	20 29.4%	13 11.6%	39 17.0%	45 16.1%
5 (best) or 4	338 67.2%	85 72.0%	81 67.5%	49 57.6%	38 55.9%	85 75.9%	138 60.0%	203 72.8%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600

	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>The ease of installing or changing cable TV services</u>								
1 (worst) or 2	112 26.7%	39 45.3%	29 27.6%	19 19.4%	13 20.3%	12 18.2%	65 29.1%	47 23.3%
3	58 13.8%	10 11.6%	22 21.0%	12 12.2%	7 10.9%	7 10.6%	37 16.6%	24 11.9%
5 (best) or 4	249 59.4%	37 43.0%	54 51.4%	67 68.4%	44 68.8%	47 71.2%	121 54.3%	131 64.9%
<u>The quality of repair service</u>								
1 (worst) or 2	73 17.1%	18 18.9%	26 24.8%	8 11.9%	12 18.5%	9 9.5%	60 28.2%	16 7.3%
3	63 14.8%	14 14.7%	15 14.3%	8 11.9%	13 20.0%	13 13.7%	20 9.4%	43 19.5%
5 (best) or 4	291 68.1%	63 66.3%	64 61.0%	51 76.1%	40 61.5%	73 76.8%	133 62.4%	161 73.2%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600

	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>Providing bills that are accurate and easy to understand</u>								
1 (worst) or 2	78 14.0%	27 26.0%	22 16.4%	14 13.7%	7 8.0%	8 6.1%	38 14.6%	43 14.1%
3	82 14.7%	6 5.8%	35 26.1%	12 11.8%	14 15.9%	15 11.5%	45 17.2%	37 12.2%
5 (best) or 4	399 71.4%	71 68.3%	77 57.5%	76 74.5%	67 76.1%	108 82.4%	178 68.2%	224 73.7%
<u>The helpfulness of telephone customer representatives</u>								
1 (worst) or 2	43 8.1%	7 5.9%	7 5.8%	9 9.3%	13 15.9%	7 6.3%	32 12.7%	14 4.9%
3	101 19.1%	30 25.4%	29 24.0%	18 18.6%	10 12.2%	14 12.5%	55 21.9%	46 16.1%
5 (best) or 4	386 72.8%	81 68.6%	85 70.2%	70 72.2%	59 72.0%	91 81.3%	164 65.3%	225 78.9%
<u>The overall value of your cable TV service</u>								
1 (worst) or 2	138 23.7%	37 28.5%	46 35.1%	23 22.1%	16 18.2%	16 12.3%	76 28.4%	62 19.3%
3	169 29.0%	55 42.3%	29 22.1%	21 20.2%	19 21.6%	45 34.6%	68 25.4%	104 32.4%
5 (best) or 4	276 47.3%	38 29.2%	56 42.7%	60 57.7%	53 60.2%	69 53.1%	124 46.3%	155 48.3%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>Channels 1-49</u>								
Usually	291 49.0%	53 40.8%	59 44.0%	60 57.7%	39 43.3%	80 58.8%	117 43.0%	177 54.0%
Sometimes	166 27.9%	26 20.0%	42 31.3%	35 33.7%	37 41.1%	26 19.1%	87 32.0%	82 25.0%
Rarely	137 23.1%	51 39.2%	33 24.6%	9 8.7%	14 15.6%	30 22.1%	68 25.0%	69 21.0%
<u>Channels 50-99</u>								
Usually	203 34.2%	51 39.2%	52 38.8%	45 43.3%	24 26.7%	31 22.8%	90 33.1%	116 35.4%
Sometimes	234 39.4%	22 16.9%	58 43.3%	45 43.3%	46 51.1%	63 46.3%	112 41.2%	125 38.1%
Rarely	157 26.4%	57 43.8%	24 17.9%	14 13.5%	20 22.2%	42 30.9%	70 25.7%	87 26.5%
<u>Channels 100 +</u>								
Usually	252 42.4%	81 62.3%	74 55.2%	39 37.5%	28 31.1%	30 22.1%	134 49.3%	118 36.0%
Sometimes	169 28.5%	26 20.0%	20 14.9%	40 38.5%	31 34.4%	52 38.2%	63 23.2%	106 32.3%
Rarely	173 29.1%	23 17.7%	40 29.9%	25 24.0%	31 34.4%	54 39.7%	75 27.6%	104 31.7%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600

	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>Have you ever watched a program on either of the Office of Cable Television channels, OCT TV-Channel 13 or Channel 16?</u>								
Yes	154 25.9%	42 32.3%	15 11.2%	34 32.7%	24 26.7%	39 28.7%	73 26.8%	84 25.6%
No	383 64.5%	81 62.3%	102 76.1%	63 60.6%	53 58.9%	84 61.8%	175 64.3%	208 63.4%
Don't Know	57 9.6%	7 5.4%	17 12.7%	7 6.7%	13 14.4%	13 9.6%	24 8.8%	36 11.0%

Have you ever watched a program on DCTV public access - Channel 95 or Channel 96?

Yes	186 31.3%	29 22.3%	39 29.1%	44 42.3%	28 31.1%	46 33.8%	88 32.4%	104 31.7%
No	380 64.0%	89 68.5%	95 70.9%	58 55.8%	51 56.7%	87 64.0%	179 65.8%	201 61.3%
Don't Know	28 4.7%	12 9.2%	0 0.0%	2 1.9%	11 12.2%	3 2.2%	5 1.8%	23 7.0%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600

	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female
<u>Have you ever watched a program on the University of DC, channel 98?</u>								
Yes	130 21.9%	24 18.5%	18 13.4%	41 39.4%	17 18.9%	30 22.1%	68 25.0%	62 18.9%
No	423 71.2%	88 67.7%	113 84.3%	55 52.9%	64 71.1%	103 75.7%	180 66.2%	246 75.0%
Don't Know	41 6.9%	18 13.8%	3 2.2%	8 7.7%	9 10.0%	3 2.2%	24 8.8%	20 6.1%

Have you ever watched a program on the District Knowledge Network DKN TV Channel 99?

Yes	113 19.0%	26 20.0%	27 20.1%	35 33.7%	15 16.7%	10 7.4%	61 22.4%	52 15.9%
No	430 72.4%	93 71.5%	92 68.7%	58 55.8%	73 81.1%	114 83.8%	170 62.5%	266 81.1%
Don't Know	51 8.6%	11 8.5%	15 11.2%	11 10.6%	2 2.2%	12 8.8%	41 15.1%	10 3.0%

District of Columbia - Office of Cable Television Survey - September 2011

Age & Gender Crosstabs

N=600

	Total	Age					Gender	
		Under 30	30 - 44	45 - 54	55 - 64	65 or older	Male	Female

How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

Very/Somewhat Important	461 78.9%	96 73.8%	106 79.1%	88 84.6%	62 73.8%	109 82.6%	200 75.2%	264 81.5%
Not Very/Not at All Important	123 21.1%	34 26.2%	28 20.9%	16 15.4%	22 26.2%	23 17.4%	66 24.8%	60 18.5%

Do you have access to a computer that you use to access the Internet?

Yes	401 67.5%	104 80.0%	108 80.6%	82 78.8%	47 52.2%	60 44.1%	197 72.4%	207 63.1%
No/Don't Know	193 32.5%	26 20.0%	26 19.4%	22 21.2%	43 47.8%	76 55.9%	75 27.6%	121 36.9%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other

Do you have a choice of cable TV providers at your current residence?

Yes	342 58.5%	82 45.6%	112 75.2%	70 65.4%	78 52.3%	144 63.2%	151 53.7%	38 53.5%
No/Don't Know	243 41.5%	98 54.4%	37 24.8%	37 34.6%	71 47.7%	84 36.8%	130 46.3%	33 46.5%

The quality of the picture and sound you receive

1 (worst) or 2	23 3.9%	14 7.8%	3 2.0%	1 0.9%	5 3.4%	11 4.8%	13 4.6%	2 2.8%
3	72 12.3%	21 11.7%	10 6.7%	17 15.9%	24 16.1%	32 14.0%	26 9.3%	10 14.1%
5 (best) or 4	490 83.8%	145 80.6%	136 91.3%	89 83.2%	120 80.5%	185 81.1%	242 86.1%	59 83.1%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other
<u>Providing cable service with few or no interruptions to the signal</u>								
1 (worst) or 2	62 10.9%	38 21.5%	5 3.4%	5 4.7%	14 10.4%	31 14.0%	24 8.5%	5 8.5%
3	116 20.5%	20 11.3%	46 30.9%	34 32.1%	16 11.9%	52 23.4%	47 16.7%	14 23.7%
5 (best) or 4	389 68.6%	119 67.2%	98 65.8%	67 63.2%	105 77.8%	139 62.6%	210 74.7%	40 67.8%
<u>Quickly restoring cable service when it goes out</u>								
1 (worst) or 2	84 16.9%	17 10.3%	37 29.1%	8 8.7%	22 19.5%	58 29.6%	7 2.8%	12 26.7%
3	84 16.9%	29 17.6%	19 15.0%	14 15.2%	22 19.5%	34 17.3%	43 17.1%	5 11.1%
5 (best) or 4	329 66.2%	119 72.1%	71 55.9%	70 76.1%	69 61.1%	104 53.1%	202 80.2%	28 62.2%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other
<u>The ease of installing or changing cable TV services</u>								
1 (worst) or 2	106 25.9%	30 24.6%	23 20.4%	30 38.5%	23 23.7%	59 33.7%	39 21.0%	11 22.9%
3	61 14.9%	20 16.4%	4 3.5%	15 19.2%	22 22.7%	27 15.4%	21 11.3%	10 20.8%
5 (best) or 4	243 59.3%	72 59.0%	86 76.1%	33 42.3%	52 53.6%	89 50.9%	126 67.7%	27 56.3%
<u>The quality of repair service</u>								
1 (worst) or 2	76 18.1%	12 9.0%	17 15.5%	28 36.4%	19 18.8%	33 18.2%	30 14.7%	10 27.0%
3	63 15.0%	20 15.0%	13 11.8%	17 22.1%	13 12.9%	47 26.0%	11 5.4%	5 13.5%
5 (best) or 4	282 67.0%	101 75.9%	80 72.7%	32 41.6%	69 68.3%	101 55.8%	163 79.9%	22 59.5%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other
<u>Providing bills that are accurate and easy to understand</u>								
1 (worst) or 2	75 13.6%	33 18.6%	5 3.4%	30 32.3%	7 5.2%	19 9.0%	48 17.5%	10 16.9%
3	79 14.4%	18 10.2%	6 4.1%	4 4.3%	51 37.8%	47 22.2%	19 6.9%	13 22.0%
5 (best) or 4	396 72.0%	126 71.2%	134 92.4%	59 63.4%	77 57.0%	146 68.9%	207 75.5%	36 61.0%
<u>The helpfulness of telephone customer representatives</u>								
1 (worst) or 2	46 8.8%	16 9.8%	5 3.9%	11 10.6%	14 11.2%	24 11.4%	14 5.5%	5 9.8%
3	100 19.2%	23 14.1%	23 17.8%	24 23.1%	30 24.0%	41 19.5%	34 13.3%	22 43.1%
5 (best) or 4	375 72.0%	124 76.1%	101 78.3%	69 66.3%	81 64.8%	145 69.0%	208 81.3%	24 47.1%
<u>The overall value of your cable TV service</u>								
1 (worst) or 2	130 22.6%	42 23.9%	22 15.2%	35 32.7%	31 21.2%	36 16.3%	74 26.3%	28 39.4%
3	171 29.8%	37 21.0%	36 24.8%	42 39.3%	56 38.4%	107 48.4%	47 16.7%	15 21.1%
5 (best) or 4	273 47.6%	97 55.1%	87 60.0%	30 28.0%	59 40.4%	78 35.3%	160 56.9%	28 39.4%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other
<u>Channels 1-49</u>								
Usually	288 49.2%	86 47.8%	77 51.7%	61 57.0%	64 43.0%	99 43.4%	160 56.9%	26 36.6%
Sometimes	167 28.5%	43 23.9%	55 36.9%	26 24.3%	43 28.9%	75 32.9%	54 19.2%	32 45.1%
Rarely	130 22.2%	51 28.3%	17 11.4%	20 18.7%	42 28.2%	54 23.7%	67 23.8%	13 18.3%
<u>Channels 50-99</u>								
Usually	204 34.9%	79 43.9%	52 34.9%	28 26.2%	45 30.2%	70 30.7%	111 39.5%	19 26.8%
Sometimes	232 39.7%	80 44.4%	59 39.6%	39 36.4%	54 36.2%	91 39.9%	109 38.8%	25 35.2%
Rarely	149 25.5%	21 11.7%	38 25.5%	40 37.4%	50 33.6%	67 29.4%	61 21.7%	27 38.0%
<u>Channels 100 +</u>								
Usually	245 41.9%	70 38.9%	74 49.7%	41 38.3%	60 40.3%	89 39.0%	120 42.7%	41 57.7%
Sometimes	165 28.2%	48 26.7%	47 31.5%	25 23.4%	45 30.2%	68 29.8%	78 27.8%	17 23.9%
Rarely	175 29.9%	62 34.4%	28 18.8%	41 38.3%	44 29.5%	71 31.1%	83 29.5%	13 18.3%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other

Have you ever watched a program on either of the Office of Cable Television channels, OCT TV-Channel 13 or Channel 16?

Yes	151 25.8%	47 26.1%	54 36.2%	26 24.3%	24 16.1%	42 18.4%	93 33.1%	19 26.8%
No	374 63.9%	116 64.4%	82 55.0%	73 68.2%	103 69.1%	152 66.7%	174 61.9%	43 60.6%
Don't Know	60 10.3%	17 9.4%	13 8.7%	8 7.5%	22 14.8%	34 14.9%	14 5.0%	9 12.7%

Have you ever watched a program on DCTV public access - Channel 95 or Channel 96?

Yes	184 31.5%	63 35.0%	58 38.9%	43 40.2%	20 13.4%	29 12.7%	139 49.5%	13 18.3%
No	373 63.8%	116 64.4%	84 56.4%	64 59.8%	109 73.2%	195 85.5%	135 48.0%	41 57.7%
Don't Know	28 4.8%	1 0.6%	7 4.7%	0 0.0%	20 13.4%	4 1.8%	7 2.5%	17 23.9%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other

Have you ever watched a program on the University of DC, channel 98?

Yes	125 21.4%	27 15.0%	53 35.6%	20 18.7%	25 16.8%	37 16.2%	67 23.8%	21 29.6%
No	416 71.1%	135 75.0%	83 55.7%	82 76.6%	116 77.9%	177 77.6%	196 69.8%	41 57.7%
Don't Know	44 7.5%	18 10.0%	13 8.7%	5 4.7%	8 5.4%	14 6.1%	18 6.4%	9 12.7%

Have you ever watched a program on the District Knowledge Network DKN TV Channel 99?

Yes	112 19.1%	28 15.6%	54 36.2%	11 10.3%	19 12.8%	49 21.5%	43 15.3%	18 25.4%
No	422 72.1%	140 77.8%	80 53.7%	78 72.9%	124 83.2%	162 71.1%	218 77.6%	39 54.9%
Don't Know	51 8.7%	12 6.7%	15 10.1%	18 16.8%	6 4.0%	17 7.5%	20 7.1%	14 19.7%

District of Columbia - Office of Cable Television Survey - September 2011

Income & Ethnicity Crosstabs

N=600

	Total	Income				Ethnicity		
		Under \$25, 000	\$25 to \$60, 000	\$60 to \$100,000	\$100,000 +	Anglo	African American	Other

How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very important, somewhat important, not very important or not important at all?

Very/Somewhat Important	450 78.3%	152 84.4%	107 75.4%	89 83.2%	102 69.9%	146 65.8%	253 91.0%	52 73.2%
Not Very/Not at All Important	125 21.7%	28 15.6%	35 24.6%	18 16.8%	44 30.1%	76 34.2%	25 9.0%	19 26.8%

Do you have access to a computer that you use to access the Internet?

Yes	396 67.7%	82 45.6%	95 63.8%	88 82.2%	131 87.9%	169 74.1%	166 59.1%	61 85.9%
No/Don't Know	189 32.3%	98 54.4%	54 36.2%	19 17.8%	18 12.1%	59 25.9%	115 40.9%	10 14.1%

Attachment C

Approved for Fielding
09/02/2011

Hello, my name is _____. I'm conducting a survey about local cable television programming and services. We're talking with members of randomly selected households and aren't selling anything. May I please speak to the [female/male] head of the household?

REPEAT INTRO, AS NEEDED: This should only take a few minutes.

(**IF NO:** Is there a convenient time for me to call back?
 _____)

1. Is your home located in the District of Columbia?
 1=Yes
 2=No/Don't Know (**TERMINATE INTERVIEW**)
2. Do you currently subscribe to the Comcast cable TV service?
 1=Yes
 2=No/Don't Know (**TERMINATE INTERVIEW**)
3. Do you have a choice of cable TV providers at your current residence?
 1=Yes
 2=No/Don't Know

Now, with regard to your current cable TV service, I am going to ask you to rate several different areas of this service on a scale of 1 to 5 with a 5 being the best rating and a 1 being the worst rating. Let's start with... (**ROTATE ORDER**)

	<u>Best</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>Worst</u>	<u>D/K</u>
4. The quality of the picture and sound you receive	5	4	3	2	1	DK
5. Providing cable service with few or no interruptions to the signal	5	4	3	2	1	DK
6. Quickly restoring cable service when it goes out	5	4	3	2	1	DK
7. The ease of installing or changing cable TV services	5	4	3	2	1	DK
8. The quality of repair service	5	4	3	2	1	DK
9. Providing bills that are accurate and easy to understand	5	4	3	2	1	DK

FINAL

10. The helpfulness of telephone customer representatives	5	4	3	2	1	DK
11. The overall <u>value</u> of your cable TV service	5	4	3	2	1	DK

Cable companies now offer hundreds of channels of video programming. Please think about your viewing habits, and estimate how often -- usually, sometimes, or rarely -- that you watch programs that are shown on:

12. Channels 1-49: 1=Usually 2=Sometimes 3=Rarely
 13. Channels 50-99: 1=Usually 2=Sometimes 3=Rarely
 14. Channels 100 or higher: 1=Usually 2=Sometimes 3=Rarely

Within the last year, there have been changes to the channel lineup and channel numbers of several channels on your cable system.

15. Did you receive notification from Comcast about these changes to your cable service?

- 1=Yes
 2=No
 3=Don't Know/Don't Remember (**GO TO QUESTION 17**)
 4=New Subscriber (**GO TO QUESTION 17**)

16. Did you receive any assistance or instructions from the District of Columbia regarding these cable service changes?

- 1=Yes
 2=No
 3=Don't Know/Don't Remember

17. Have you ever watched a program on either of the Office of Cable Television channels, OCT TV-Channel 13 or Channel 16?

- 1=Yes
 2=No (**GO TO QUESTION 20**)
 3=Don't Know (**GO TO QUESTION 20**)

18. How often do you watch one of these OCT TV channels 13 or 16?

- 1=Daily
 2=A few times a week
 3=A few times per month
 4=Rarely
 5=Never (**GO TO QUESTION 20**)
 6=DK

19. Is the picture quality for OCT TV channels 13 & 16 equal to the picture quality for programs on the other channels of the cable system?

- 1=Yes
 2=No
 3=Don't Know

20. Have you ever watched a program on DCTV public access - Channel 95 or Channel 96?

- 1=Yes

2=No (GO TO QUESTION 23)

3=Don't Know (GO TO QUESTION 23)

21. How often do you watch one of these DCTV public access channels 95 or 96?
- 1=Daily
 - 2=A few times a week
 - 3=A few times per month
 - 4=Rarely
 - 5=Never **(GO TO QUESTION 23)**
 - 6=DK
22. Is the picture quality for DCTV public access channels 95 and 96 equal to the picture quality for programs on the other channels of the cable system?
- 1=Yes
 - 2=No
 - 3=Don't Know
23. Have you ever watched a program on the University of DC, channel 98?
- 1=Yes
 - 2=No **(GO TO QUESTION 26)**
 - 3=Don't Know **(GO TO QUESTION 26)**
24. How often do you watch channel 98?
- 1=Daily
 - 2=A few times a week
 - 3=A few times per month
 - 4=Rarely
 - 5=Never **(GO TO QUESTION 26)**
 - 6=DK
25. Is the picture quality for channel 98 equal to the picture quality for programs on the other channels of the cable system?
- 1=Yes
 - 2=No
 - 3=Don't Know
26. Have you ever watched a program on the District Knowledge Network DKN TV Channel 99?
- 1=Yes
 - 2=No **(GO TO QUESTION 29)**
 - 3=Don't Know **(GO TO QUESTION 29)**
27. How often do you watch channel 99?
- 1=Daily
 - 2=A few times a week
 - 3=A few times per month
 - 4=Rarely

5=Never **(GO TO QUESTION 29)**

6=DK

28. Is the picture quality for channel 99 equal to the picture quality for programs on the other channels of the cable system?

1=Yes

2=No

3=Don't Know

29. How important is it to have cable channels that feature local community programming about organizations, individuals, events, schools and local government. Would you say that it is very *important, somewhat important, not very important or not important at all?*

1=Very Important

2=Somewhat Important

3=Not Very Important

4=Not Important at All

5=Don't Know/No Opinion **(DON'T READ)**

30. How much of your current cable bill do you think should be used each month to create local community programming about organizations, individuals, events, schools and local government. Five dollars, four dollars, three dollars, two dollars, one dollar, nothing, or some other amount per month?

1=\$1

2=\$2

3=\$3

4=\$4

5=\$5

6=Nothing

7=Other **(Specify)** _____

8=Don't Know/No Opinion **(DON'T READ)**

O.K., I am going to read you a short list of commercial cable channels that are provided by your cable TV service. How much of your current cable bill do you think should be used each month to pay for each of the following channels: five dollars, four dollars, three dollars, two dollars, one dollar, nothing, or some other amount per month?

	<u>\$4.00</u>	<u>\$3.00</u>	<u>\$2.00</u>	<u>\$1.00</u>	<u>NOTHING</u>	<u>DON' T</u> <u>KNOW</u>	<u>OTHER</u>
31. E-S-P-N	4	3	2	1	0	DK	_____
32. Fox News Channel	4	3	2	1	0	DK	_____
33. M-T-V	4	3	2	1	0	DK	_____

34. Do you have access to a computer that you use to access the Internet?

1. Yes
2. No/Don't Know **(GO TO QUESTION 39)**

Would you be interested in using the Internet to:

Interested

Not

Maybe/DK

Interested

35. View local community or government programming as a streaming video Webcast on the Internet.	1	2	3
36. View past programs and meetings which were previously shown on one of the local access channels.	1	2	3
37. Register for training or classes to learn to produce your own programs.	1	2	3

38. Download local community or government programs to an I-PHONE or similar mobile device. 1 2 3

Now, just a few questions for statistical purposes.

39. Please tell me which of the following age groupings includes your age:

- 1=Under 30?
- 2=30 to 44?
- 3=45 to 54?
- 4=55 to 64?
- 5=65 or older?
- 6=REFUSED

40. What District of Columbia Ward do you live in?

- 1 2 3 4 5 6 7 8 DK REFUSED

41. Which of these ethnic or racial groups do you most identify with:

- 1=Anglo
- 2=Hispanic
- 3=African American
- 4=Native American
- 5=Asian
- 6=Other (DON'T READ) (SPECIFY) _____
- 7=REFUSED

42. Would you please tell me which one of the following income groupings comes closest to describing your household income before taxes:

- 1=Under \$25,000?
- 2=\$25,000 to \$40,000?
- 3=\$40,000 to \$60,000?
- 4=\$60,000 to \$100,000?
- 5=More than \$100,000?
- 6=REFUSED

Thank you very much for your time. (TERMINATE)

43. GENDER: 1=Male
2=Female