

# **Survey of Community Perceptions of the Iowa City Area Local Cable Access Channels**

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Prepared by the Iowa City Telecommunications Commission

with assistance by

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## Introduction

A survey of area residents was conducted to ascertain their views on the local cable access channels. Four main topics were addressed: frequency of viewership and barriers to viewing, sources of programming information, programming interests, and viewing methods, as well as general perceptions of the local access channels.

## Methodology

The survey was conducted primarily over the Internet for a two-month period ending March 1, 2015. A small number of paper surveys were gathered from those without Internet access. The survey had a 6.5% confidence interval at a 95% confidence level. Although residents of North Liberty and Coralville were included, the number of respondents from those communities was too small to make any valid conclusions regarding CoralVision or North Liberty TV.

Respondents were asked if they subscribed to cable TV. 71% reported they did, 29% did not. These rates are likely very close to actual subscribership levels.

### Frequency of Viewership and Barriers to Viewing

Respondents were asked how frequently they viewed each local access channel and attempted to identify reasons that might contribute to them watching less than they might otherwise. Table 1 displays the frequency each channel was viewed and the cumulative totals.

**Table 1**  
**Frequency of Viewership**

	City Channel	City cum.	PATV	PATV cum.	Library	Library cum.	Schools	Schools cum.	UI	UI cum.
everyday	1.6%	1.6%	1.7%	1.7%	0.6%	0.6%	0.6%	0.6%	1.6%	1.6%
several times a week	9.7%	11.4%	8.9%	10.6%	5.1%	5.6%	0.6%	1.1%	3.8%	5.4%
once a week	9.2%	20.5%	3.4%	14.0%	3.4%	9.0%	2.2%	3.4%	4.9%	10.3%
2-3 times a month	18.4%	38.9%	16.8%	30.7%	15.2%	24.2%	10.6%	14.0%	14.1%	24.5%
once a month	11.9%	50.8%	9.5%	40.2%	10.1%	34.3%	10.1%	24.0%	10.9%	35.3%
Less than once a month	25.9%	76.8%	24.0%	64.2%	29.2%	63.5%	25.7%	49.7%	32.6%	67.9%
Never	23.2%	100.0%	35.8%	100.0%	36.5%	100.0%	50.3%	100.0%	32.1%	100.0%

One study of 16 media markets over 5 years indicates that local government access channels are viewed daily by about 3% of viewers and 25% weekly. Education channels were viewed daily by 1% and weekly by 20%. Public access channels were

viewed daily by 1%. Weekly viewership varied greatly from 15-35%.<sup>1</sup> By this metric the viewership of the City Channel and PATV was somewhat below the viewership of the markets in the study and the library and schools are well below. However, the markets used in the study are not known, but it is very likely they are much larger than Iowa City and subsequently the offerings of the local access channels are more robust.

A common measure of television rates of viewership is a “cumulative exposure” (cume), which is the percentage of viewers that watch a channel at least once per period, typically a week. Assuming that “several times a week” means 2.5 and the “less than once a month” respondents are not included, each channels weekly cume can be calculated and compared to other cable channels.

**Table 2**  
**Comparative “Cume” Scores**

Channel	Cume
Nickelodeon	32.8
CNN	30.1
TLC	30
Discovery	29.12
<b>City Channel</b>	<b>28.8</b>
A&E	27.4
MTV	26.9
FX	26
Spike	25.2
<b>PATV</b>	<b>23.1</b>
<b>Library</b>	<b>21.2</b>
<b>UI</b>	<b>18.6</b>
<b>Schools</b>	<b>10.8</b>

Cume scores are typically proprietary and not often public. Nielson ratings measure the number of viewers of each program and subsequently can rate each channel’s ranking compared to all other channels. In 2014, “Discovery” was the 6<sup>th</sup> most watched channel overall and “Spike” was the 17<sup>th</sup>.<sup>2</sup> While the local access channel’s cume score should not be compared to a Nielson rating, it can provide some perspective.

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<sup>1</sup> Book, Connie Ledoux Book, Ph.D, “Understanding the Ratings Game”. National Association of Telecommunications Officers and Advisors, accessed March 23, 2015.  
<<https://www.natoa.org/events/ConnieBookPresentation.pdf>>

<sup>2</sup> Maglio, Tony, “50 Top Cable Entertainment Channels of 2014”. The Wrap, accessed March 23, 2015. <<http://www.thewrap.com/from-usa-to-ifc-the-top-50-cable-entertainment-channels-of-2014/>>

Viewing frequency among nonsubscribers was lower, as might be anticipated.

**Table 3**

**Frequency of Viewership Among Nonsubscribers to Cable TV**

	City	PATV	Library	School	UI
Every day	0%	2%	0%	0%	0%
Several times a week	0%	0%	0%	0%	2%
Once a week	0%	6%	2%	0%	2%
2-3 time a month	13%	15%	13%	6%	4%
Once a month	0%	4%	0%	4%	6%
Less than once a month	13%	21%	23%	13%	20%
Never	67%	48%	62%	81%	63%

The amount of streaming video offered from each channel's website or on YouTube, with the exception of the City Channel, is a very small fraction of all programming. As streaming video becomes more prevalent and the number of cable subscribers continues to decline, it becomes more important that the local access channels take full advantage of opportunities to get more programming online to increase viewership and better serve the entire community.

A significant number of subscribers (23-50%) *never* view the local access channels and very large majorities of nonsubscribers never view the channels. These respondents were asked why.

**Table 4**

**Reasons for Never Viewing Access Channels**

	City	PATV	Library	Schools	UI
Unaware channel existed	28%	37%	35%	30%	14%
Not interested in programming	58%	46%	48%	59%	43%
Didn't know when programs played	14%	17%	17%	10%	43%

It appears there was a significant number of respondents that don't view the channels for reasons other than disinterest. A stronger online presence could reach more viewers. A promotional campaign to build channel awareness including greater availability and accessibility of program schedules with program descriptions could be an avenue to reach more viewers.

Infrequent viewers, those who responded they viewed a channel once a month or less than once a month, were asked why they viewed the channels infrequently. A free text comment was available in addition to the provided responses.

**Table 5****Reasons for Infrequently Viewing Access Channels**

	City	PATV	Library	Schools	UI
Not interested in programming	38%	29%	37%	45%	29%
Don't know when programs play	62%	71%	63%	55%	71%

The large number of respondents who indicated the barrier to more frequent viewing was a lack of knowledge of when programs were playing rather than disinterest suggests that better access to program information would increase viewership. The small number of free text comments generally centered on a lack of knowledge when programs were playing and the lack of programs over the Internet.

The mix of programming categories on each channel varies depending on the channel's general mission. However, there are areas of significant overlap. Respondents were asked if they would prefer programs of a particular type to be on one channel or each channel provide a variety of programming types. 45% preferred all programming of a particular type to be on one channel, 25% multiple types on multiple channels, and 30% had no preference.

Respondents were asked if they would be more likely to view the local access channels if they were in high-definition. 34% responded yes, 66% no.

Respondents were asked how frequently they would view the local access channels if they were available on an on-demand platform such as Mediacom channel 1.

**Table 6****Frequency of Viewership on an On-Demand Platform**

		Cumulative
Every day	1%	1%
Several times a week	12%	13%
Once a week	12%	25%
2-3 time a month	15%	40%
Once a month	13%	53%
Less than once a month	24%	77%
Never	23%	100%

Compared to viewership rates indicated in Table 1, it appears having an on-demand option could increase viewership, although the amount was not large.

Interactive Channel 5 operates an on-demand service of City Channel 4 programming utilizing a touch-tone phone as an interface. Respondents were asked if they were aware of the service, how frequently they use the service, and the value of the service to the community. 74% were unaware the service existed. Table 7 shows the frequency of use by those who were aware of Interactive Channel 5's on-demand function.

**Table 7**

**Interactive Channel 5 Frequency of Use**

Every day	1%
Several times a week	5%
Once a week	1%
2-3 time a month	6%
Once a month	6%
Less than once a month	18%
Never	62%

Given the lack of public awareness, the rating of Channel 5's value to the community was well below those of other channels. (See Table 14 below for comparison.)

**Table 8**

**Interactive Channel 5 Value to the Community**

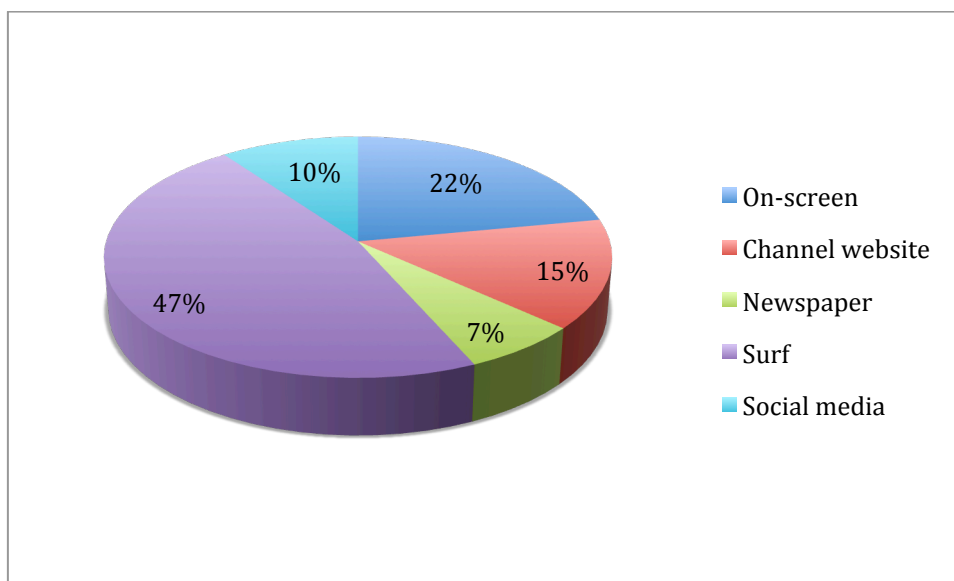
No value to the community 1	23%
2	19%
3	35%
4	8%
Very valuable to the community 5	15%
Mean	2.73

## Sources of Programming Information

Respondents were asked where they got information about when programs were played on the local access channels. Options were “Accessing the on-screen program guide provided with cable TV service”, “Local access channel's website”, “Local newspaper”, “Tune in to the local access channel while viewing TV (channel surf)”, and “Facebook or social media”. The results are displayed in Chart 1.

**Chart 1**

### Source of Programming Information



69% of respondents are learning about programming directly from watching cable TV. The City Channel, PATV, the Library, all list their program schedules on their individual websites. The Iowa City Community School District and the University of Iowa do not. Only the Library Channel and the City Channel have their listings included in the on-screen program guide. The City Cable TV Office maintains a searchable on-line program schedule that includes the City Channel, PATV, ICPL, North Liberty, and Coralville and is made available in the Press-Citizen for their on-line newspaper. The link is difficult to find as it is buried under the “Go” section in the “Quick Links”. The other channels have chosen not to participate. That site is not linked to by any other site, however, the City Channel does link to the program schedules of the other channels.

Making better use of existing methods of making programming information available would benefit many of the local access channels. Developing an easy to use, searchable program schedule that provided a central source for all the access channels’ programming could be a benefit to the community. As mentioned by several respondents, weekly email updates and social media offer opportunities to connect with potential viewers.

Among the highest frequency viewers, those who view the access channels at least once a week, there was little difference from the entire sample as to where they get their programming information as shown in Table 9.

**Table 9**

**Source of Programming Information Among High Frequency Viewers by Channel**

	City	UI	Library	PATV
On-screen	20%	29%	25%	25%
Social media	9%	7%	13%	13%
Channel website	14%	7%	25%	25%
Newspaper	11%	14%	8%	8%
Surf	46%	43%	29%	29%



## Programming Interests

A series of questions were asked inquiring how interested respondents were in viewing various categories of programming. Respondents were asked to rank their interest in each category on a five-point scale where 1 was “of no interest” and 5 was “of great interest”.

**Table 10**

### **Interest in Programming Categories**

	Gov. Meetings	Election Legis. Forum	Gov. Info	Local News	Cultural Events	Arts	Comm. Events	H.S. Sports	Schools	Nonprofits	Children	Univ.
1 no interest	9%	7%	8%	4%	5%	9%	7%	20%	14%	9%	25%	10%
2	8%	7%	12%	4%	7%	7%	6%	19%	20%	14%	13%	19%
3	16%	12%	17%	11%	15%	15%	19%	14%	17%	20%	17%	20%
4	19%	22%	21%	24%	24%	22%	21%	11%	13%	17%	11%	11%
5 great interest	26%	30%	19%	35%	27%	25%	26%	13%	13%	17%	11%	11%
Mean	3.57	3.75	3.41	4.04	3.78	3.60	3.68	2.98	2.86	3.26	2.63	3.02

Interest in programming for children or about schools and school sports had the lowest level of interest. Among respondents with school-aged children the mean ratings for “Children’s Programming” rises to 3.11 from 2.63, “Schools” rises to 3.66 from 2.85, and “High School Sports” rises to 2.89 from 2.7. For “Children’s Programming” the percentage “Very Interested” rises to 19% from 15% and “Schools” rises to 34% from 16%. “High School Sports” remained 16%.

Mean ratings vary little controlled for age.

**Table 11**

### **Interest in Programming Categories by Age**

Age	Gov. Meetings	Election Legis. Forum	Gov. Info	Local News	Cultural Events	Arts	Community Events	H.S. Sports	Schools	Nonprofits	Children	University
26-35	3.47	3.53	4.06	3.59	3.59	3.56	3.50	2.81	2.72	3.31	2.84	3.00
36-50	3.51	3.68	3.21	3.72	3.53	3.49	3.57	2.77	3.02	3.30	2.62	2.79
51-69	3.66	3.85	3.51	4.04	3.97	3.74	3.86	2.57	2.76	3.28	2.49	3.21
70 and over	3.62	3.89	3.89	4.29	3.86	3.35	3.71	2.21	2.79	3.00	2.44	3.21

(Insufficient number of respondents aged 25 and below)

Respondents were asked how frequently they watched each local access channel. Those responding they watched a local access channel “never” or “less than once a month” were categorized as “infrequent” viewers. Those who watched “2-3 times per month” or “once a month” were categorized as “moderate”, and those who reported more frequent viewership were categorized as “frequent” in Table 12.

Table 12

## Interest in Programming Categories by Frequency of Viewership

	Gov. Meetings	Election Legis. Forum	Gov. Info	Local News	Cultural Events	Arts	Community Events	H.S. Sports	Schools	Nonprofits	Children	University
City Freq.	4.58	4.39	4.24	4.29	4.27	4.13	4.22	2.94	3.37	3.86	3.25	3.65
PATV Freq.	3.79	4.26	3.79	4.53	4.63	4.74	4.67	3.06	3.50	4.00	3.22	3.71
Library Freq.	4.44	4.50	4.31	4.44	4.50	4.50	4.60	3.29	3.56	4.00	3.43	3.80
UI Freq.	4.47	4.63	4.26	4.21	4.63	4.53	4.44	2.76	3.16	3.89	2.94	4.16
School Freq.	4.17	4.17	4.17	4.5	4.5	4.33	4.67	3.17	4.00	4.33	3.50	4.00
City Mod.	3.93	4.13	3.77	4.24	4.20	3.92	4.04	2.76	3.06	3.69	2.78	3.06
PATV Mod.	4.25	4.27	3.92	4.15	4.35	4.18	4.25	2.81	3.27	3.79	3.08	3.31
Library Mod.	4.18	4.33	3.95	4.36	4.22	3.98	4.18	2.86	3.11	3.87	3.11	3.24
UI Mod.	3.89	4.13	3.83	4.13	4.24	4.07	4.29	2.68	2.82	3.67	2.86	3.47
School Mod.	4.51	4.54	4.15	4.41	4.44	4.32	4.30	3.03	3.68	4.13	3.33	3.58
City Infreq.	2.93	3.19	2.78	3.70	3.30	3.15	3.14	2.49	2.39	2.72	2.23	2.71
PATV Infreq.	3.23	3.50	3.15	3.85	3.39	3.16	3.28	2.53	2.40	2.92	2.18	2.82
Library Infreq.	3.23	3.44	3.08	3.86	3.52	3.33	3.37	2.50	2.54	2.90	2.27	2.85
UI Infreq.	3.27	3.44	3.14	3.94	3.48	3.29	3.34	2.67	2.72	3.02	2.49	2.71
School Infreq.	3.29	3.52	3.16	3.88	3.55	3.34	3.50	2.56	2.52	2.94	2.31	2.82

As might be anticipated, the higher the frequency of viewership, the higher the interest across nearly all programming categories. “Cultural Events” and “Local News” have a strong interest across all viewership frequencies. Increased programming of these two categories might lead to increased viewership. “Local News” has not historically been a significant portion of the local access channels’ programming mix due to the amount of time, energy, and expertise required.

Respondents were asked if they would be more likely to view programs if they were 15 minutes or less and 30 minutes or less for each category of programming. Table 13 shows the responses for each programming category and breaks out those who had indicated an interest in that category’s programming as indicated by rating their interest level at 4 or 5 in Table 12.

Table 13

**Interest in 15 and 30-Minute Length Programs  
By Category and Interest in Program Category**

	Gov. Meetings	Election Legis. Forum	Gov. Info	Local News	Cultural Events	Arts	Community Events	H.S. Sports	Schools	Nonprofits	Children	University
Yes 15 Min.	42%	51%	58%	59%	47%	39%	49%	30%	39%	49%	28%	48%
No 15 Min.	58%	49%	42%	41%	53%	61%	51%	70%	61%	51%	72%	52%
Yes 30 Min.	40%	48%	51%	61%	46%	46%	53%	29%	37%	45%	33%	46%
No 30 Min.	60%	52%	49%	36%	51%	51%	47%	71%	63%	55%	67%	54%
Int. Yes 15 Min.	41%	57%	64%	67%	57%	47%	54%	44%	51%	69%	43%	60%
Int. No 15 Min.	59%	43%	36%	33%	43%	53%	46%	56%	49%	31%	57%	40%
Int. Yes 30 Min.	48%	62%	64%	72%	58%	56%	62%	49%	62%	59%	60%	67%
Int. No 30 Min.	52%	38%	36%	28%	42%	44%	38%	51%	38%	41%	40%	33%

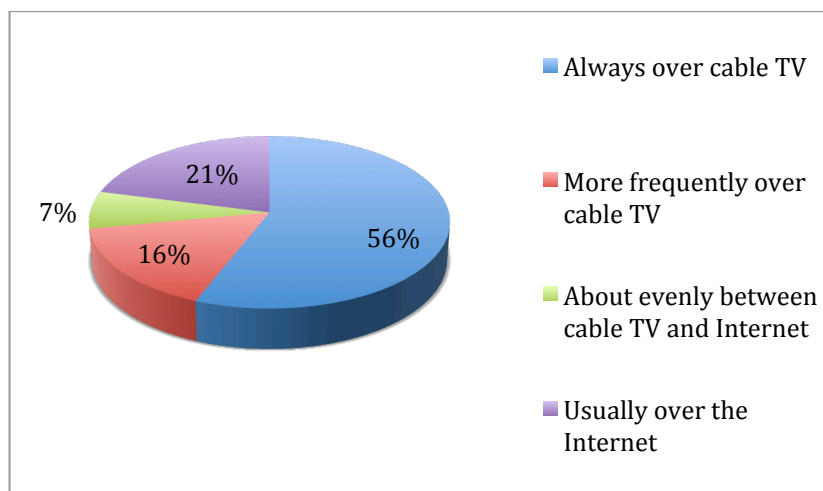
While there are some clear and obvious exceptions, such as high school sports, in general there appears to be a slight preference for shorter programs. This preference was slightly stronger among those with a higher interest in that programming category.

### Viewing Methods

Respondents were asked several questions on how they accessed programming on the local access channels—over cable TV or by streaming video via the Internet.

**Chart 2**

#### **Frequency of Viewing Local Access Channel by Internet and Cable TV**

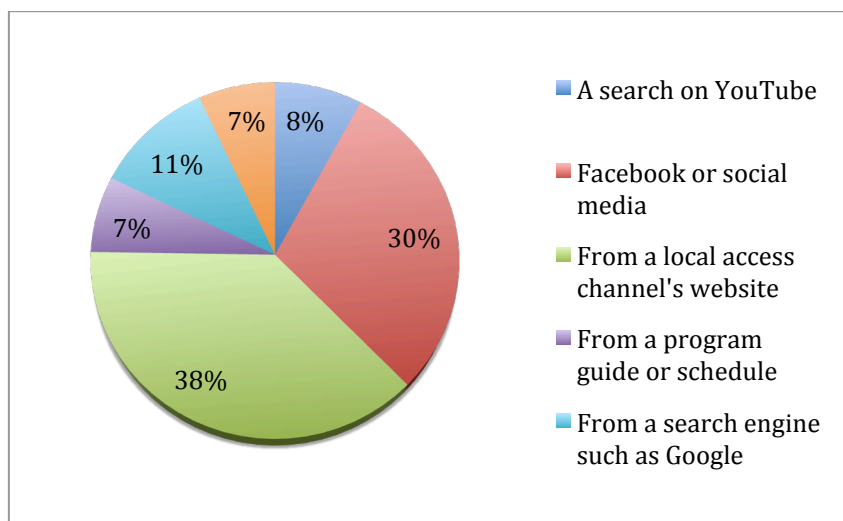


Of the 21% that usually view programs over the Internet, 21% do not subscribe to cable TV. Thus, about 4.5% of access channel viewers have access only to programs available over the Internet. If it is assumed that nonsubscribers to cable TV have roughly the same interest in the programming on local access channels as subscribers, there was a significant section of the community that could be served by enhanced online offerings.

Respondents were asked where they got the URL for programs viewed over the Internet.

**Chart 3**

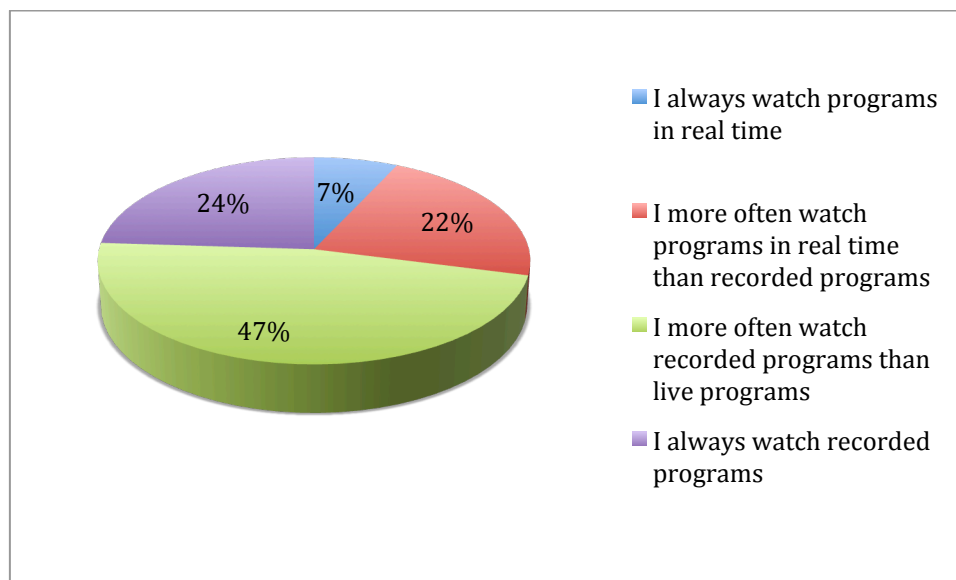
#### **URL Sources for Local Access Programs**



Respondents were asked how frequently they viewed programs in real time compared to recorded.

**Chart 4**

**Frequency of Viewing Programs in Real Time and Recorded**



These results might not be reliable as the response rate to this question was only 35% and the results are inconsistent with the results in Chart 1, which indicates that 47% get information about programs by channel surfing. One possible explanation is that many viewers are gathering information about programs by “surfing” to the on-screen channel guide and setting their DVR to record those programs. If this is the case, it increases the importance for the local access channels to make use of the on-screen guide.

## General Perceptions of the Local Access Channels

Respondents were asked to rate how valuable of a service each channel is to the community on a 5-point scale where 1 was “no value” and 5 was “great value”. Table 14 lists the responses, a cumulative total and the mean.

**Table 14**

### **Value of Local Access Channels Service to the Community**

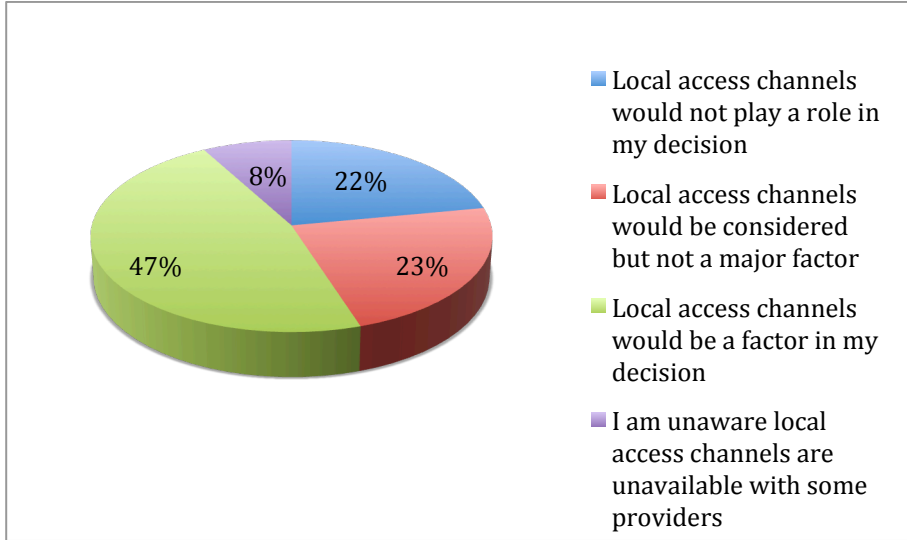
	5	4	3	2	1		Mean
City	34%	25%	19%	13%	9%		3.62
City Cumulative	34%	59%	78%	91%	100%		
PATV	37%	16%	25%	9%	13%		3.56
PATV Cumulative	37%	53%	78%	87%	100%		
Library	28%	25%	25%	9%	13%		3.47
Library Cumulative	28%	53%	78%	87%	100%		
Schools	31%	22%	22%	14%	11%		3.48
School Cumulative	31%	53%	75%	89%	100%		
UI	23%	25%	24%	19%	9%		3.33
UI Cumulative	23%	48%	72%	91%	100%		

About 25% of respondents rate the value to the community of each of the local access channels as less than neutral (a score of 3). This was less than the percent that never watch the channels. (Table 1) Apparently, those who never watch the channels acknowledge some degree of value. Over half of the respondents indicated that each of the access channels provided a valuable service to the community.

Respondents were asked if the presence of the local access would influence their decision when choosing a video provider.

**Chart 5**

**Impact of Local Access Channels on Choice of Video Provider**

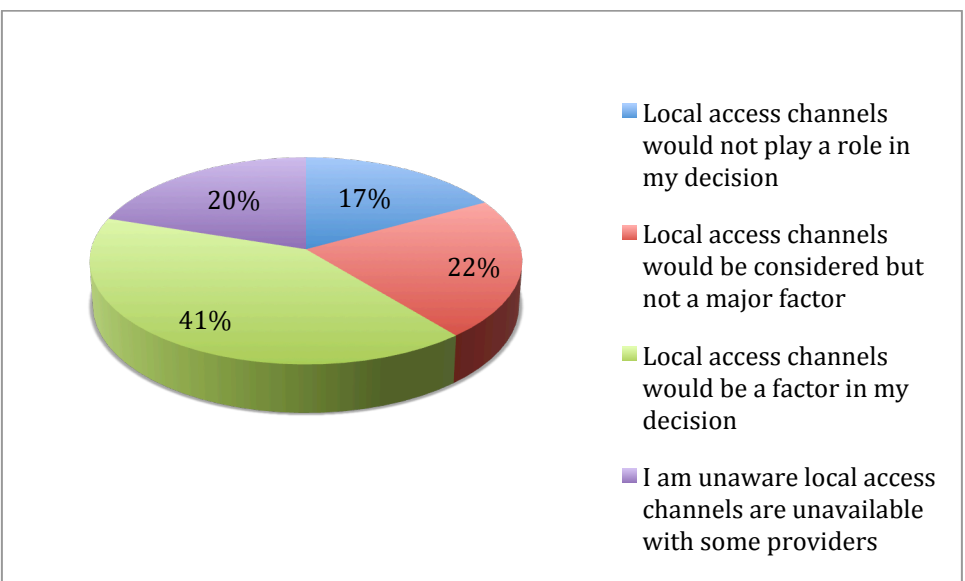


Among those who actually subscribe to cable TV, the results are much the same.

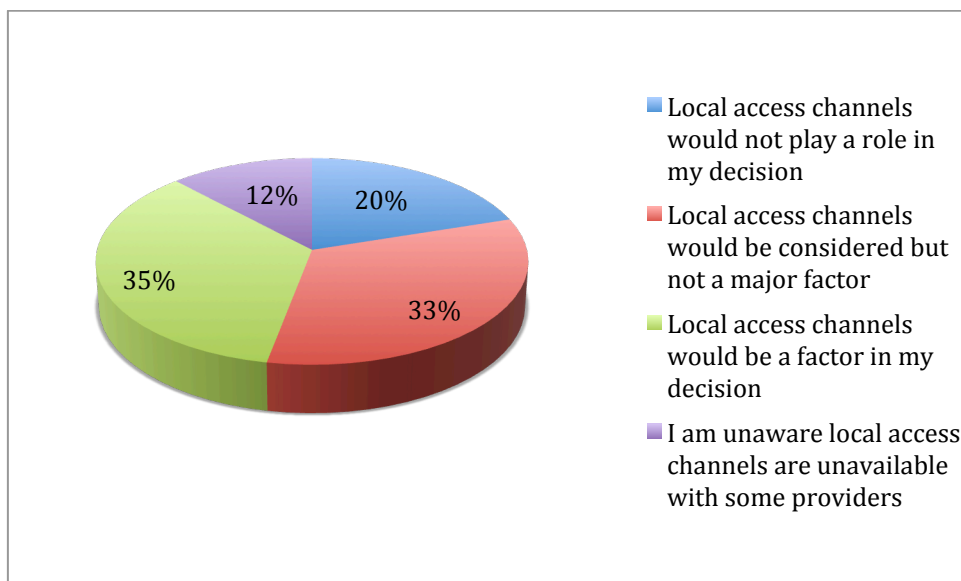
**Chart 6**

**Impact of Local Access Channels on Choice of Video Provider Among Cable Subscribers and Nonsubscribers**

Subscribers



## Nonsubscribers



The presence of the local access channels appears to be a marketplace advantage for the local cable TV provider compared to satellite providers.

Finally, respondents were asked what might be done to improve the local access channels. Responses are provided in Appendix 1. Appendix 2 provides responses to a question soliciting any additional comments. The appendices have been edited for relevance and language.



### **Summary and Conclusions**

The local access channels are generally seen as a valuable service to the community.

Frequency of viewership might be somewhat less than other markets across the United States, however, compared to other nationally distributed channels they are viewed with some regularity.

Distribution of channel program schedules is under-developed and under-utilized.

Online viewers make up a significant share of all viewers, particularly given the amount of programs available. The local access channels might attract more viewers with stronger online offerings.

Shorter length programs might attract more viewers. There is a great interest in local news and cultural events.

Many viewers watch recorded local access programs. Making programs more easily available to be recorded could increase viewership.

## Appendix 1

What suggestions would you provide to improve the local access channels?

Local documentaries

Local chat shows

Shows about drugs

Improv comedy shows

When I did have TV I thought that the Schools Channel was pretty sparse. I'd like to see more happening on that channel. The video mechanism on City Channel 4 requires that you download a player, right? I remember that being annoying. Just get your own youtube channel only and drop your own player?

Better broadcast, it's too hard to watch when it's difficult to see the program or hard to hear the dialogue.

More public health topics and community challenges - weight loss, walking, hiking in local parks, radon testing, etc.

I think it's time to consolidate to one channel.

Pool resources into one good channel, preferably HD. Otherwise, go to online instead of broadcast

High Definition is necessary.

have them available to DirecTV customers

As mentioned before. I would say the staff at the Public Access Television station could use a station director with the future of his/her station in mind. With an unsatisfactory leader in charge, the staff does not know how to properly lead our access channel into the future. The City Channel could do a better job of promoting their programming, and all in all, I just feel all the local access channels need to do as much as they can, to let our community know they are there.

HD

Some channels seem to have little variety (as I notice in channel surfing). Some channels have poor production quality. The school board meetings might be more interesting to watch, but they never show the face of the person at the podium, they never show close-ups, etc. Send out a program guide or a mailing with the address of a web-based program guide

Marketing and communication-keeping program guides up to date.

Include some sort of "TV Guide" for these channels somewhere or better yet, in several places- in the newspapers, on the channels themselves, on a separate TV Guide channel.

Invite local high school athletic programs to send DVDs of athletic contests to be aired on these channels.

Make it easy to access this content over the web/internet/youtube.

Would like to see a program guide for these channels

There used to be a live stream on the website. I have to access it now by logging in. Why would I want to share that or create a log in?

commercials for the access channels running on cable networks like HGTV, TNT etc

Make them available on Mediacom HD!!!

Make it so over the air viewers (antenna) could see the channels and not have to subscribe to cable or sat.

Give up on the cable channels and pour all of your efforts into HD programs over the internet.

Provide close-captioning or subtitles in English for the deaf and hard of hearing.

Provide TV guides of the local access channels-make them available at the public library, civic centers, etc. Make a virtual tour of the channels and their workers, also provide real time tours Maybe more diversity and local news. Seems like the ICCSD channel could be more up to date and maybe have programming by students, more like the UITV and Daily Iowan news for example.

More consistency to what is on when. Better online guides or weekly email guide.

Have the screen show what you are watching and identify the people being interviewed all the time.

Schedule of programs and when shown. I like the Lib channel but don't know what is shown and when I always try and watch the City Council meetings and find them very informative Are stations accessible on satellite TV?

Information on The TV programming guide as to when the programs are on.

Get a frequency so that they can be over-the-air! Isn't that why TV changed to digital?

Provide as many as possible via the internet, with live content especially for government meetings and recorded content for as many channels as possible. Provide a program guide on a central website.

The advantage of YouTube (or equivalent) delivery of content is that the platform allows for comments, so it's more engaging. Also, it's possible to easily share with friends, and refer to events with a link. Something that's just on television plays and then it's done. I can't click pause, or "share to Facebook". It's becoming an outdated method of content delivery.

Cover more than issues that make no cable news

Publicity

Air, we need access via air antenna. I can't afford cable.  
Higher production value, HD signal, more journalism

We need a "Netflix for municipalities..." perhaps this is YouTube or Vimeo, or something else, but a singular, local app or entity where local media shows are browsable and streamable.

Branding is important for this, and it should be collaborative between UI, IC, Coralville, and the county.

I want this content available on all my devices (i.e. Netflix).

I want to receive push notifications and be able to subscribe for my favorite shows (i.e. Podcasts app).

Must be not only accessible but \*easily\* accessible by SmartTVs, Amazon Firestick, Apple TV, Roku, and other streamers.

More and wider publicity about programming dates and times. I go to a few sources, but know I am missing other sources.

I know what would be helpful to me - to receive an e-mail periodically with the schedule of when regular programming will be on and what the topic is. I know I can go to the website and get it, but I just don't always think of that - I need a periodic reminder of what the programming is going to be. How about a "News e-letter with weekly schedule"

## Appendix 2

### **Any comments?**

The City Channel 4 and PATV websites are looking great. PATV is an important part of Iowa City's media... there are things happening there and being discussed there that no one else is talking about.

PATV seems like an idea whose time has come and gone. I am concerned about the expense/opportunity cost of supporting these media.

This is a wonderful survey for a wonderful cause. I hope the town has a say in which access stations stay and go when you decide it is too costly to keep them because the Public Access station is a very meaningful resource.

Public access channels are important--especially as local media coverage declines and access to local information is limited. The public access channels are underutilized by all the entities and the City and other groups should be more strategic about their use and programming.

I no longer have cable TV, disconnected three years ago. I just use the Internet for accessing City channels.

This is an excellent service and helps Iowa City and its surroundings. We should all use it more, and I will suggest this to the groups to which I belong.

I don't see how you can provide any substance on 10-15 minute coverage!??

As mainstream media become more and more clogged with junk programming, infomercials, sales pitches, propaganda masquerading as 'news', the more important local programming will become.

This kind of content is what the Internet is made for. Don't waste time and money trying to make local access TV like the internet.

NLTV makes it hard to watch programming.

Why should I have to pay to see public content or go on my laptop which I also have to pay for internet, it should be free to see!!!

I usually surf through the channels every time I watch TV just to see what is there. I don't understand how to 'order' specific programs - or haven't taken the time to learn. These channels are frequently more interesting and relevant than the networks. And they don't run political ads!

Maybe some of the content of the channels could be salvaged by putting it on the city web site.

Channel 4 is a great service to the community. The staff are very accommodating and helpful.

My favorites are city council, lib channel, political forums, sometimes watch Univ channel I do a lot of channel surfing in these channels on Sat and Sun evenings

Keep and expand access.

I am only aware of the City Channel 4 being available online. Paying for cable access is not feasible and we do not pay for any competitor services, such as Dish or other satellite service. Since the advent of digital programming, the internet is about the only way we have access to programming because our aerial does not pick up many channels. Channel 12 is the main exception.

Channel 4 & 18 made valuable, informative, and high-quality videos about nonprofits that the agencies could not afford to produce and which they could then use to promote their agencies on websites & social media. UI channel should produce a "newscast" instead of broadcasting long graduation ceremonies. UI departments could use them on their websites to recruit students and explain impact of public service and research.

Keep funding this shit no matter what; it's a drop in the bucket in the greater economy and should be expanded to be more present in the city consciousness

I can't afford cable. Can we get access via air or internet?

The local PEG channels provide community news and information, arts and cultural programming, and educational opportunities. They strengthen Iowa City with independent media and minority voices.

We really appreciate getting to see University Heights city council meetings both via webstream and channel 4

The reason I chose "channel surfing" for the ? About how I find out about programs playing on local access TV is because Mediacom DOES NOT provide specific channel program info on all the programs throughout the viewing day. If THEY DID offer accurate program info on the program guide screen, then that is how I would choose to discover programs which I am interested in watching. Do not know whether this is laziness on Mediacom's programming guide OR whether local channels fail to provide this specific program info to Mediacom.