

Appendix B  
MCA-TV Utilization Survey  
Write-In Comments on Question 9

**General Comments**

1.	Occasionally I'll watch Supervisors Meetings, work during days. Have a nephew who plays sports in Moon – should watch. I need to tune in more often – this notice is a great reminder.
2.	I have a large family and a busy life. I don't really even have a concept of what community TV is for, nor do I know what is offered. How would I? I visited the station with my son's Cub Scout den, and was intrigued that I could produce a program of my own. However, I'm not watching the station, so would anyone else?
3.	<u>MCA-TV STAFF – IS GREAT</u>
4.	This cable channel is a wonderful asset to the community. Moon is very fortunate to have this channel.
5.	This survey has made me aware of the station and I will now make it a point to view some of the programs.
6.	DO NOT WATCH!
7.	Sorry I don't usually watch TV.
8.	Keep info Accurate and current. Like to hear about local events (dates & times) in advance of event.
9.	I had no idea about this. I usually don't tune in to low channels (non high definition).
10.	Good Job Over-all
11.	More detailed information on Moon Twp. development, parks, and general growth
12.	I enjoy the programming offered by MCA-TV
13.	I think some or one of the programs are somewhat strange. I'm not sure of the name of the show, but it has two guys who star in it, and one of the two is a very large man. The program to me, makes no sense at all.
14.	Please, please, please include the half-time show at the Moon football games. These kids work hard and both parents & students appreciate the talent.
15.	I think that this survey is helpful in making people more aware of your services.
16.	GET RID OF IT!!!
17.	I thank you for your efforts in providing/creating local programming.
18.	Didn't know it existed until now. Will check out the web site.
19.	This survey has served as a great reminder that MCA-TV is out there. I will think about it more often and see what it has to offer.
20.	None. Doing a great Job.
21.	Do we really need two channels? (MCA-TV & MAG-TV) Government should be doing more belt-tightening something like this is going to cost more.
22.	Waste of taxpayer money – typical
23.	Never knew about the channel
24.	I need to train myself to find out what is on and when!
25.	I am not in the habit of watching MCA-TV. My children are all grown up & have moved away. I did watch it when they were younger. The founder (Jim) has done an excellent job in building this local service to the community though.
26.	Get rid of Political commentary, i.e., point/counterpoint, its disgusting
27.	Fairly new resident. Did not know where to find program info for MCA-TV!

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28.	If your spending tax \$ on this TV effort, please divert it into building useable bathroom facilities at our parks & fields.
29.	Thank you for volunteering & providing this service! Put a schedule in water bills. Unfortunately, out of sight is out of mind. Put up ad on Municipal Building sign & at Moon Park.
30.	This station just isn't on our radar.
31.	Never watched this station MCA-TV
32.	Please keep providing this important community resource
33.	Local access is important, just because I don't watch doesn't make it an unimportant service. Thanks for providing. How about a Moon News Weekly Magazine? Turn this over to a high school student club to run with adult supervision.
34.	This is a great news and entertainment outlet for the community.

**Audio and/or Video Quality**

35.	Sound on School Board Meetings is <u>very poor</u> . Although the disclaimer is noted on the broadcast, the sound is a negative reflection on MCA-TV.
36.	Sound system on Education and Government programs is <u>very</u> poor.
37.	Sound quality needs improvement
38.	Your audio sound is very very bad it needs to be looked at – you can hardly hear what the speakers are saying – School Board Meetings sound bad – not loud enough – Sewickley Mens Club sound is bad – not loud enough.
39.	A lot of the programs the audio is so bad you cannot hear it. This happens enough that I get discouraged watching it. I think this needs to be addressed by whoever is in charge. I was glad to get this survey. I think there are more than would improve this station.
40.	Very hard to hear. Need better sound recording.
41.	Have the school board meetings correct their audio problems.
42.	Sound at times difficult to hear clearly. History of Moon Township.
43.	I am very disappointed in the audio quality of school board and governmental meetings, to be truthful – it stinks. If MCA-TV wants to a viable TV provider, this condition must improve or MCATV will remain a second class station.
44.	Last time I watched was years ago. The reception & audio was so terrible, I never watched it again. To me it was a waste of money
45.	Please improve the volume level during School Board Meetings – currently too low!
46.	Wish the audio at times was better.
47.	It's very hard to hear some of the meetings. The people asking questions or supervisors. Each year the MCATV is improving, good job to all involved.
48.	The reason we stopped watching supervisor's and school board meetings is the audio is so horrible.
49.	Fix the sound
50.	Can you improve sound for school Board meetings? Not sure if its school sound system.
51.	School board meetings are poorly filmed and often hard to hear. Background for some programs and announcements make them hard to view.
52.	Audio – need both channels either both sides monaural or stereo – but both left & right

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	sides need upgrading.
53.	School Board meetings audio is terrible!! Maybe highlight business in area especially small business. More positive community events!
54.	Improve audio
55.	Audio is <u>very bad</u> .

**Programming**

56.	Local news, obituaries, and special event coverage
57.	Add workshop meetings (Supervisors) to schedule. <u>Start programs on time</u> . Schedule on website is not kept current. It will show a program but when you try to watch, there is no program.
58.	It would be nice to see some things from RMU – more of their sports and shows!
59.	Programming should be advertised more.
60.	Moon Computer Learning Shows for Seniors
61.	More coverage of events like the air show- Air show’s activity plan, where to park, times to be at the event.
62.	I would like to see programs where the elected officials try & justify the amount of spending – OVER SPENDING on a town that really isn’t aesthetically appealing. We have sidewalks that lead to nowhere, no greenways or nice parks. What we have is HIGH TAXES! That is what you get living in a rathole like Western PA!
63.	I would like to see events @ Robin Hill on TV. I am not sure if this on TV. I only see things advertised on the sign in front of Robin Hill. It is a nice place but I don’t see many enticing/interesting offerings/activities. I would like to see info about the library on TV.
64.	More Local Music! Local Boards in the Studio? MCA-TV filming open mic nights/scheduled shows?
65.	More news reports
66.	Please suggest to Community Producers that their program is not complete without titles (showing subject) and credits (including the producer responsible for the program).
67.	Would like to see more Community Info replacing what has been lost without the Moon Record Newspaper.
68.	More coverage of Community activities. Get some positive info happening. Highlight businesses and community organizations, or people making a difference.
69.	More community programming is needed that is what makes MCA-TV better then other channels.
70.	More exercise shows in the morning and evening
71.	Planning Board actions – possibly video taped

**Schedule**

72.	Schedule of programming should be published and/or mailed so that it would be readily reviewed. I will not sit for extended periods to wait for schedule to appear on TV.
73.	You need to provide a viewing schedule. I would like to watch school events and board

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	meetings, but never know when they're on.
74.	Please have a schedule of programs & times posted on MCA-TV or a hard copy sent out to residents.
75.	Send a TV-MCA guide in next bill
76.	Whenever I go on the MCA-TV channel there only seems to be information about community continually playing. Can you Broadcast the meetings live? Is there a way to find schedules of when things are on or do we need to guess?
77.	If you could include program info w/ mailings like this, it would probably garner more viewers. Also – I can't save the info below and return the survey.
78.	Show date of public Meetings on Bottom of screen during airing. Look into show times on Verizon & Comcast show directory.
79.	It would like to see the programming schedule listed on channel 14. Possibly across the bottom of the screen
80.	Hi. You should post all of your TV Shows online and put information on the Comcast Guide about your tv shows. All in all this is a good channel.

**Community Bulletin Board**

81.	The background colors are distracting – Hard to read. A light background with black letters is better.
82.	The Bulletin Board is difficult to read because the words get lost in the busy background. Use a plain background.
83.	1) improve contrast between backgrounds & message 2) remove out-of-date info promptly
84.	The Bulletin Board needs to be kept updated! Many times messages are out dated for several weeks but are still on the Bulletin Board & not taken off in a timely fashion.

**From Non-Cable Subscribers**

85.	Sadly I have DirectTV and have not seen the channel
86.	Satellite TV does not carry MCA-TV
87.	We have Dish network so we cannot get MCA-TV
88.	Do not have Comcast or Verizon
89.	We have Direct TV
90.	I do not have cable, so I do not get MCA-TV
91.	We have Direct TV
92.	We have limited access to MCA-TV as we do not have cable/satellite service.
93.	I'm not online, do not have cable.
94.	When we had Comcast, we used to watch the Supervisors & Board mtgs. Why doesn't Satelite Networks carry it?
95.	I can't get MCA-TV on DirectTV. I wish I could, but now that I know it is online I can watch it there.
96.	I don't have television, cable, or a land line.

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97.	We do not get 14 or 35
98.	Do not have cable
99.	We do not have cable
100.	I do not have cable!
101.	We do not have cable and are not interested in this local TV effort

**Misc.**

102.	I am 88 and legally blind
103.	Advertise over the air
104.	I strongly suggest that you give Meghan McNamara a huge raise in salary