

June 3, 2008

Introduction

The Peoples Channel is pleased to release the outcomes from its 2008 satisfaction survey. As a result of the Performance Agreement with the Town of Chapel Hill, TPC is required to “survey Chapel Hill access producers and users (including a sample of citizens who receive training and/or submitted programming for playback) at least once every year and will report the results to the Town.”

The survey was written by the Executive Director who has had professional experience in market research and survey development. The survey focused on quality of member services, facilities, viewing data, and access to information via the web site. The survey was promoted through The Peoples Channels’ web site, social networks, and through its email listserv. Though the survey was fairly small in scale, the organization feels that the data gathered is consistently reflective of the opinions of its members, volunteers and supporters.

Significant findings

- Total respondents reached near one hundred, most residing in the Town of Chapel Hill.
- Most respondents found the facilities somewhat adequate, and sighted equipment lacking in quantity, quality, and technological relevance.
- When asked what would improve services, nearly 75% stated resources around space and equipment.
- The smallest group of respondents were viewers and only 36% stated that they watch the channel regularly.
- Of those who do not view the channel, 87% stated that the reason for not viewing was because the channel was not offered on their cable system or they did not subscribe to cable.

The Peoples Channel hopes this data will help the community understand the current needs of the organization. Equipment, facilities and staffing were the overall concerns voiced throughout.

Funding

TPC is funded primarily through Chapel Hill home cable subscribers. Approximately 13,000 households pay 80 cents per month which is passed through the Town directly to TPC. For fiscal year 2007-08, this amount is anticipated to be near \$121,000.

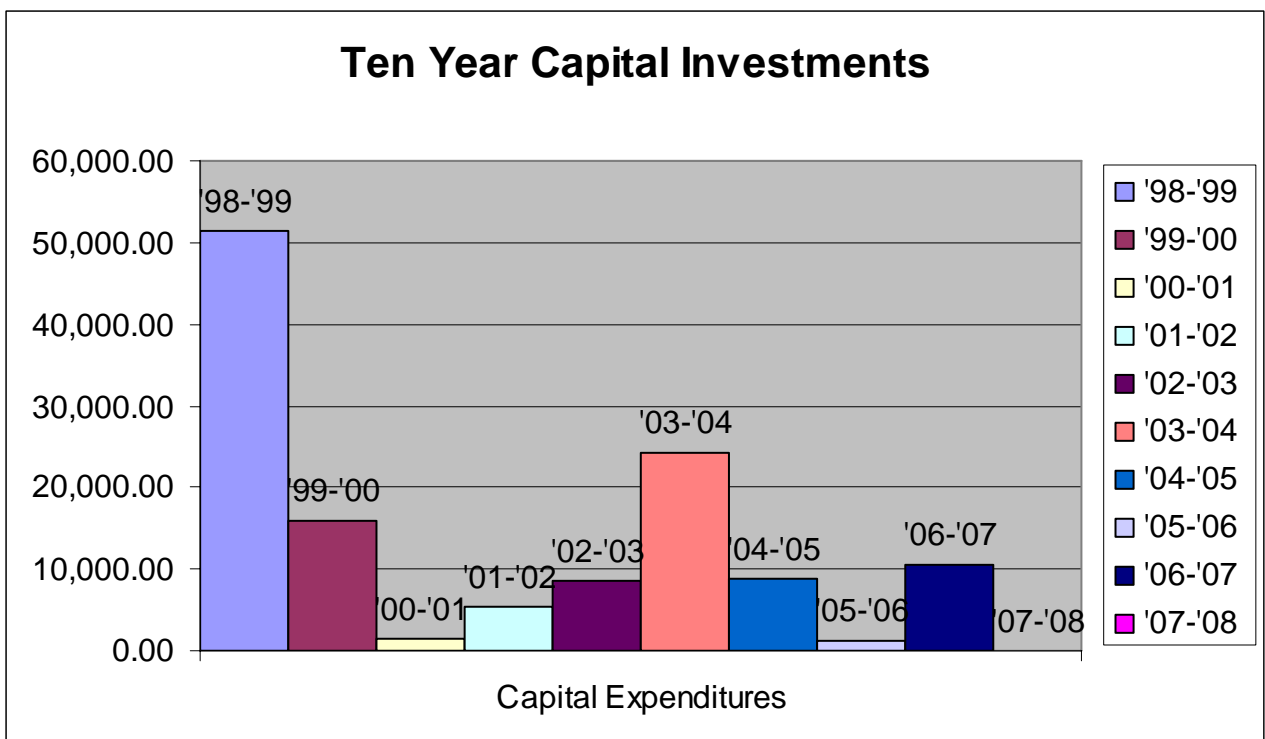
Beyond those funds, TPC had anticipated raising another \$23,000 in contributions and foundation support. Due to a necessary \$10k upgrade on its broadcast equipment, dwindled reserves and revenue from new state franchising laws not realized, TPC had to terminate the Director of Fundraising and Outreach. Partially due to this loss, TPC was not able to meet this goal for 2007-08.

Equipment

As The Peoples Channel approaches its ten year anniversary in the summer of 2008, the organization is concerned that it can be relevant in the future. Technological changes, increased need for professional staff, and declining capital equipment all pose a threat to TPC's ability to achieve its mission. The rise of You Tube like technologies force the organization to re-think the services it offers to the community. New technologies also require skilled employees who understand rapidly changing technologies, and the larger picture of political, social and technological landscapes.

TPC had an initial start up capital grant of \$80,000 in 1998 of which 80% has been replaced slowly over time, however core components of channel operation have not been replaced or upgraded. TPC's last major capital investment was in 2003-04 to replace outdated field cameras (2 professional cameras and 2 consumer cameras) and to purchase computers equipment which replaced analog equipment (see graph below).

It should be noted that an roughly %85 of TPC's equipment is beyond its expected 5 year life span.

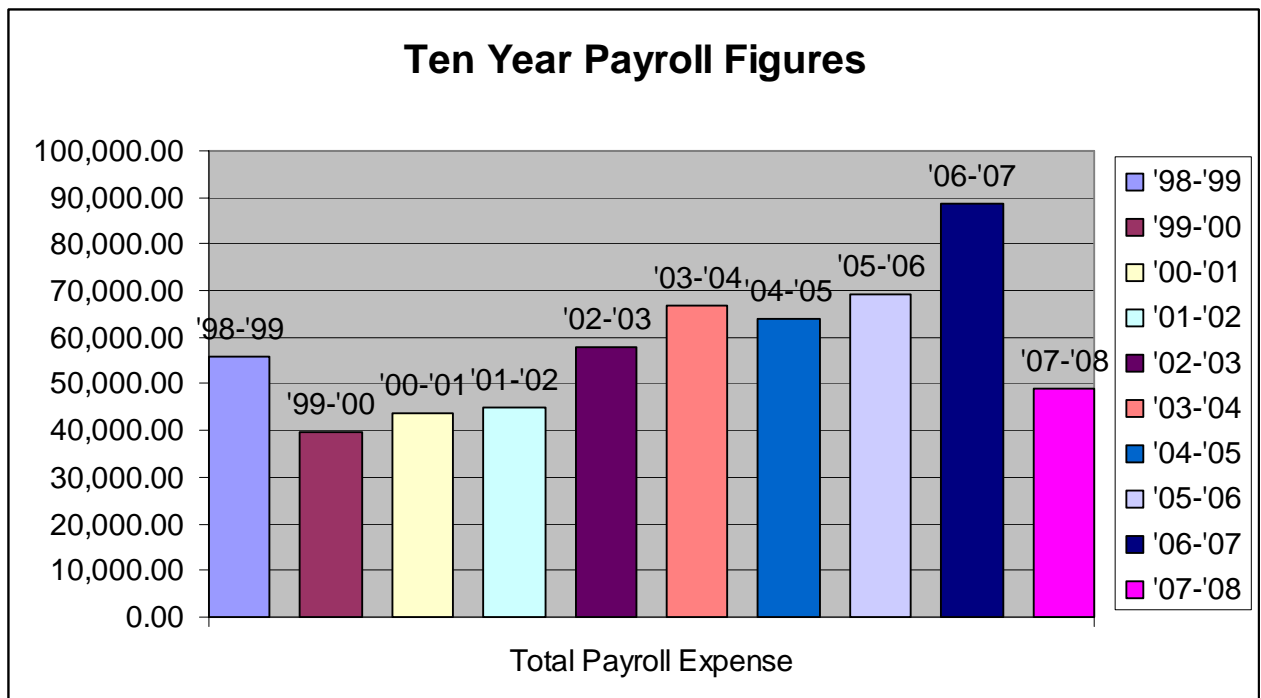


Staffing

For ten years, the organization has had nearly the same level of staff and at the same time has increased its funding for staff slightly above the inflation rate. Despite this consistent rise in salary, TPC's two full time employees are below the median income for Chapel Hill. For FYI 2006-07, TPC dug into its lingering reserves (the remainder of a \$30,000 contribution in 1998) to hire a Director of Fundraising and Outreach. The organization cautiously did this based on two assumptions:

1. A full time Director of Fundraising and Outreach would bring in more resources and aid in growth over a three to five year period.
2. The Video Service Competition Act would go into effect with new funding opportunities for PEG channels. TPC budgeted for the lowest possible amount that it might receive, which covered roughly half of the Director of Fundraising and Outreach position.

It was assumed that what shortfalls the organization had in fundraising, could be made up with state revenue so that the organization could continue to grow. However, no state revenue was distributed, reserves had been spent, and the organization proceeded with only two FTE's.

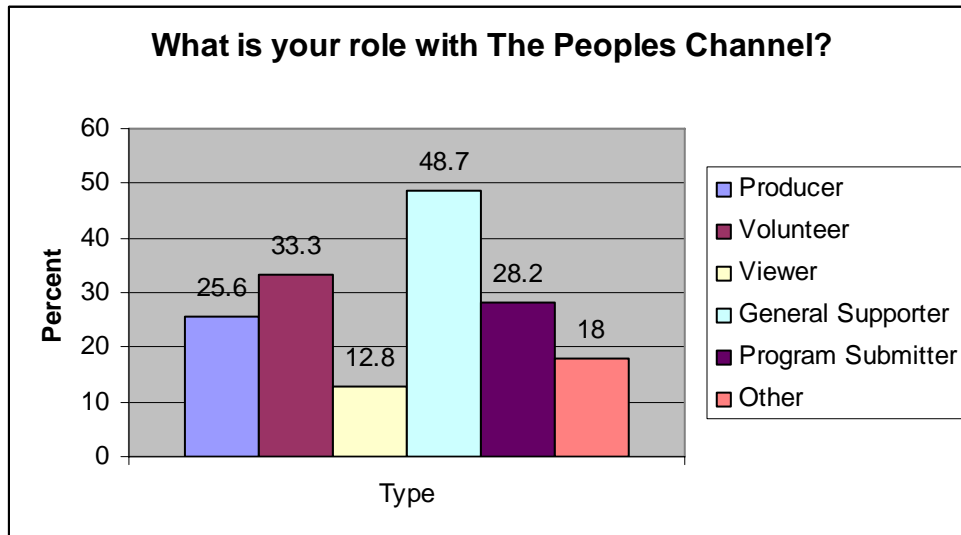


Conclusion

TPC feels that these results reflect an accurate picture of the organization's current position in the community. The organization feels proud that it can still accomplish so much with so few resources, but is concerned about the next decade of service to the community. All questions regarding these findings, this document or any other questions regarding The Peoples Channel can be addressed to Chad A. Johnston, Executive Director at 919.960.0088 or Johnston@thepeopleschannel.org.

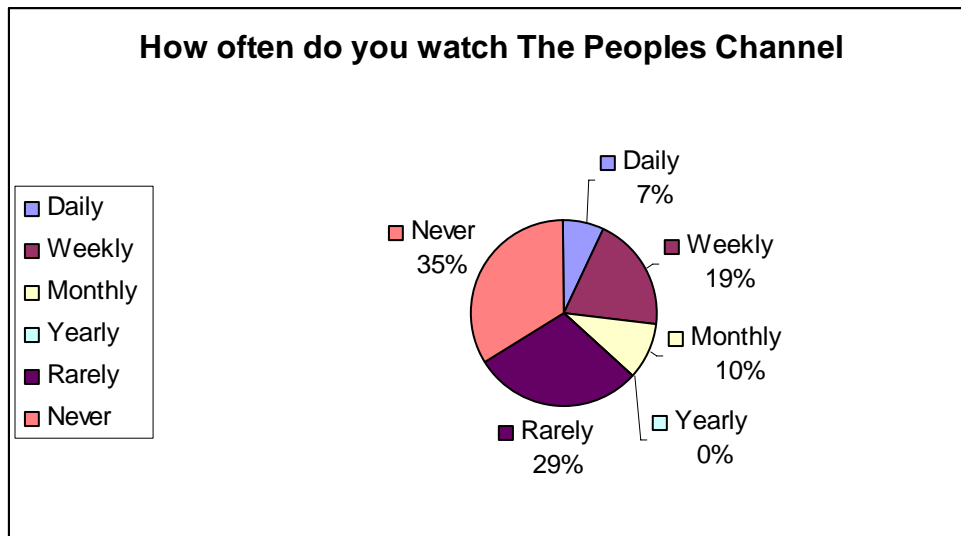
The Peoples Channel Survey 2007-08

Question 1: What is your role with the Peoples Channel?



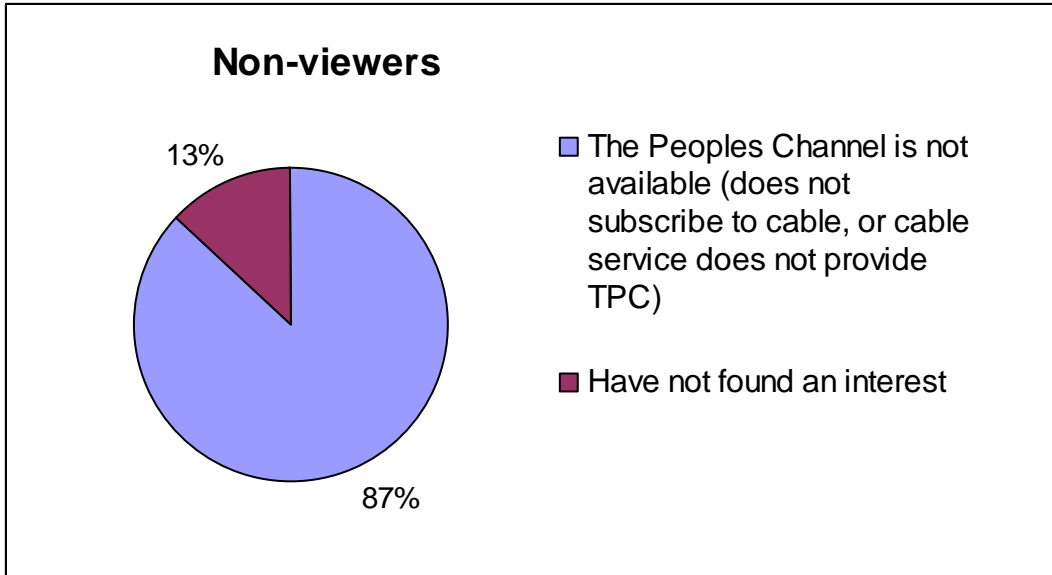
Note: "Other" includes: Board member, employee, and student supporter

Question 2: How often do you watch the Peoples Channel?

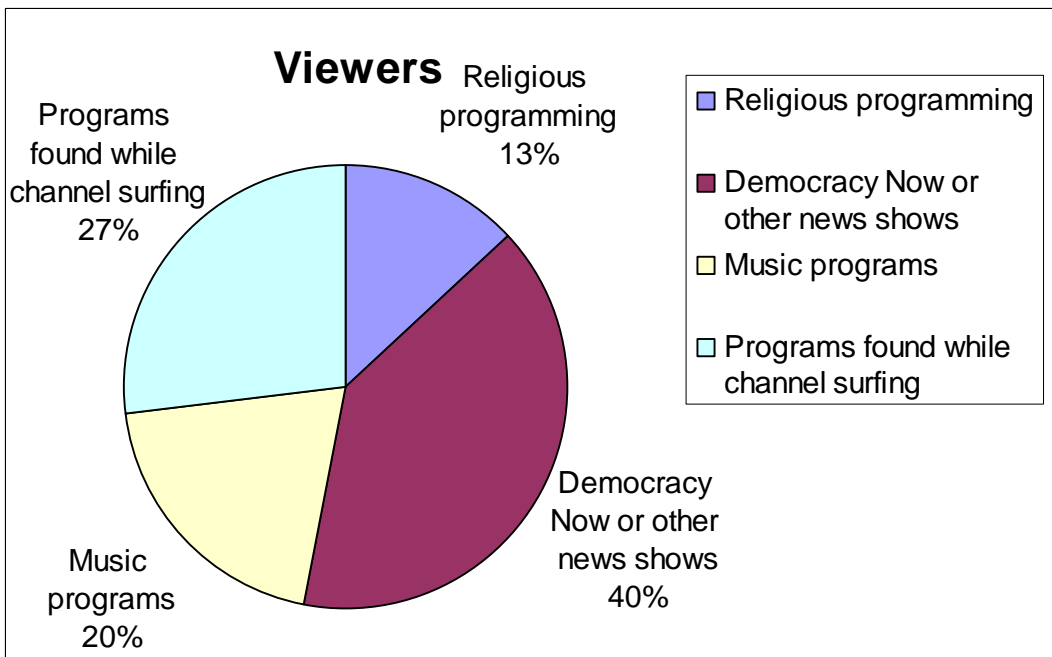


Question 3: What do you watch on The Peoples Channel? (Chart B.) If you don't view the channel, please explain why; do not subscribe to cable, do not watch/own a television, my cable system does not offer the channel, etc. (Chart A.)

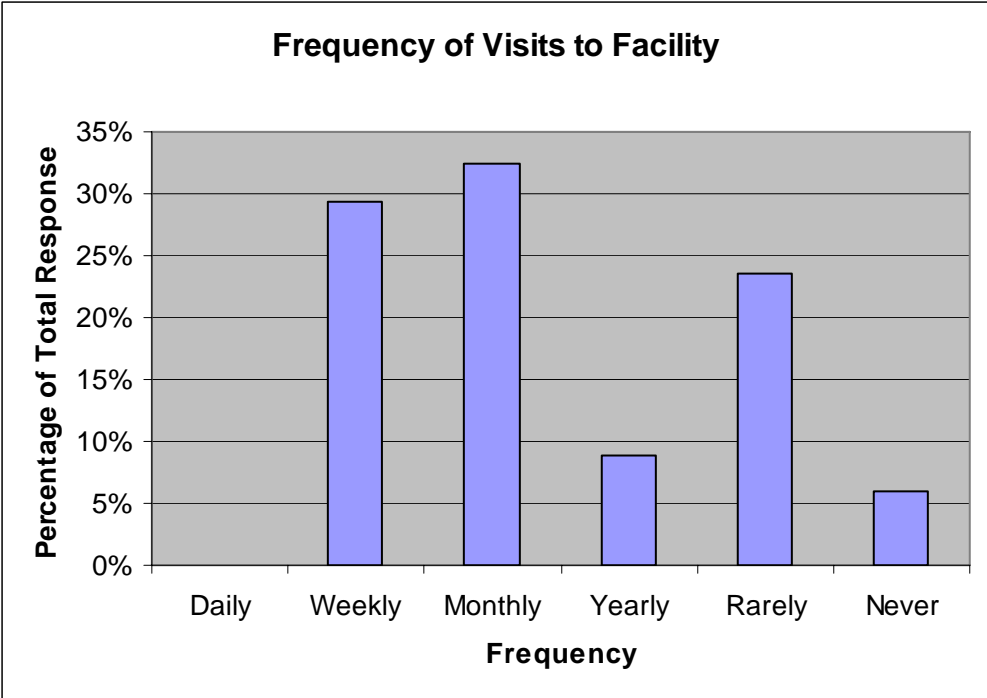
A.



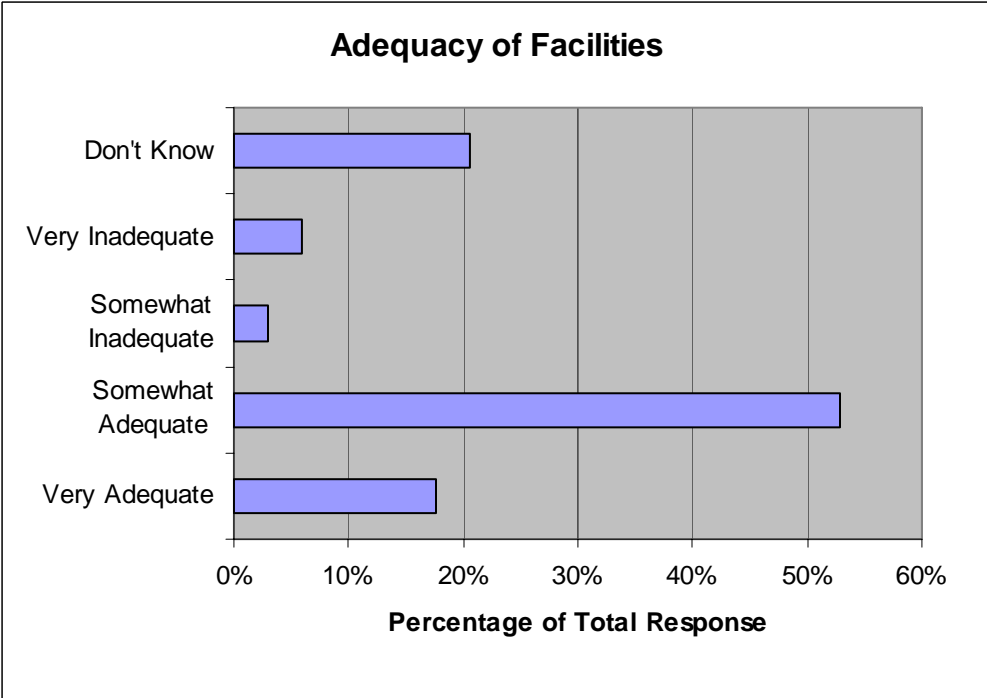
B.



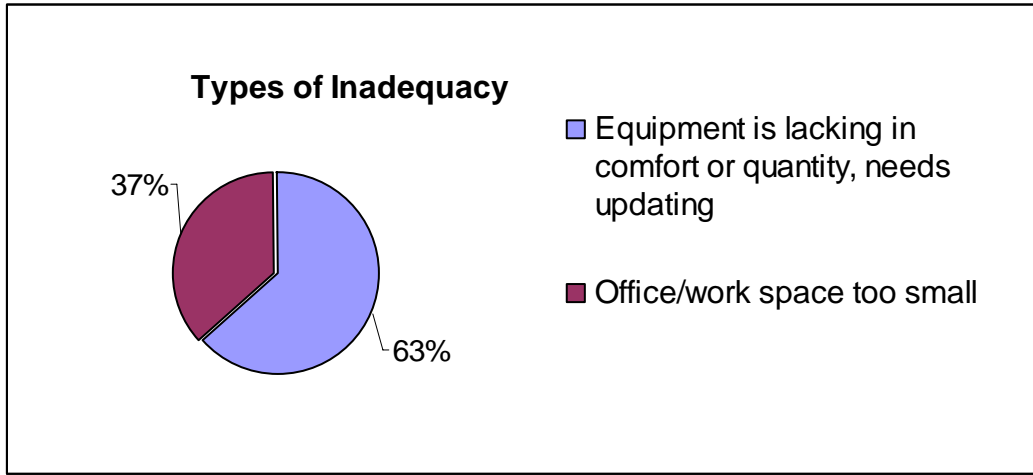
Question 4: On average, how often do you visit the Peoples Channel facilities?



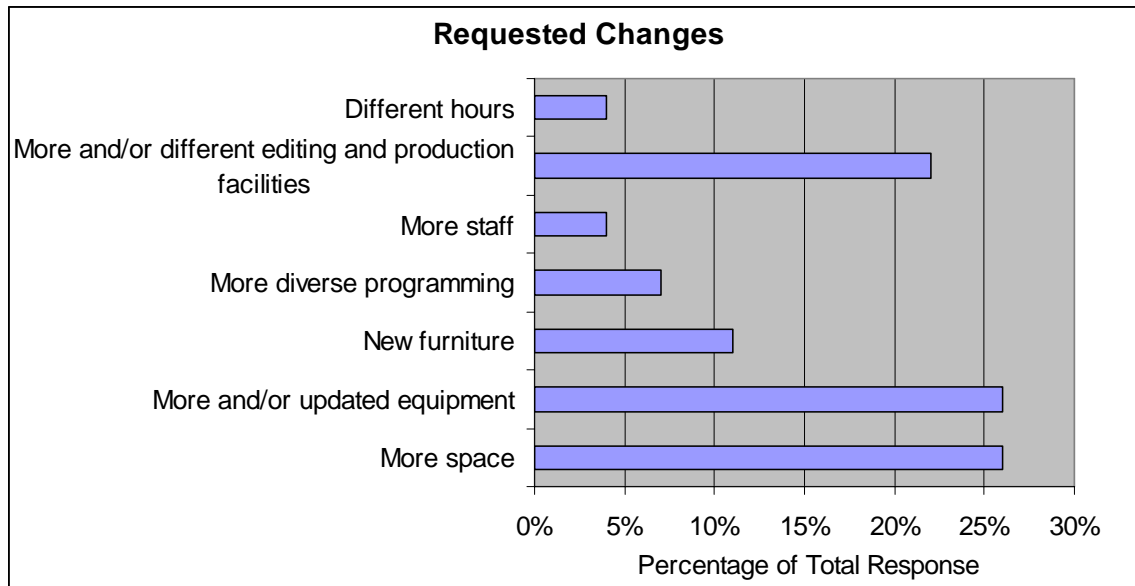
Question 5: Over all, how would you describe the adequacy of The Peoples Channel's facilities? Facilities include, office and common space, amount and availability of computers, and amount and availability of equipment.



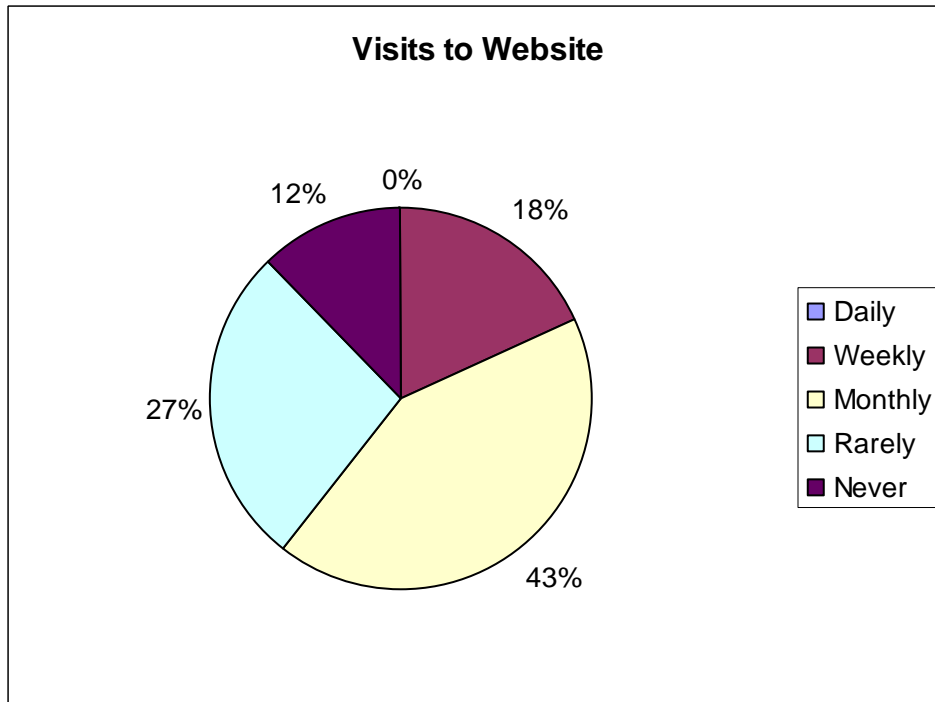
If somewhat or very inadequate, please specify what is lacking.



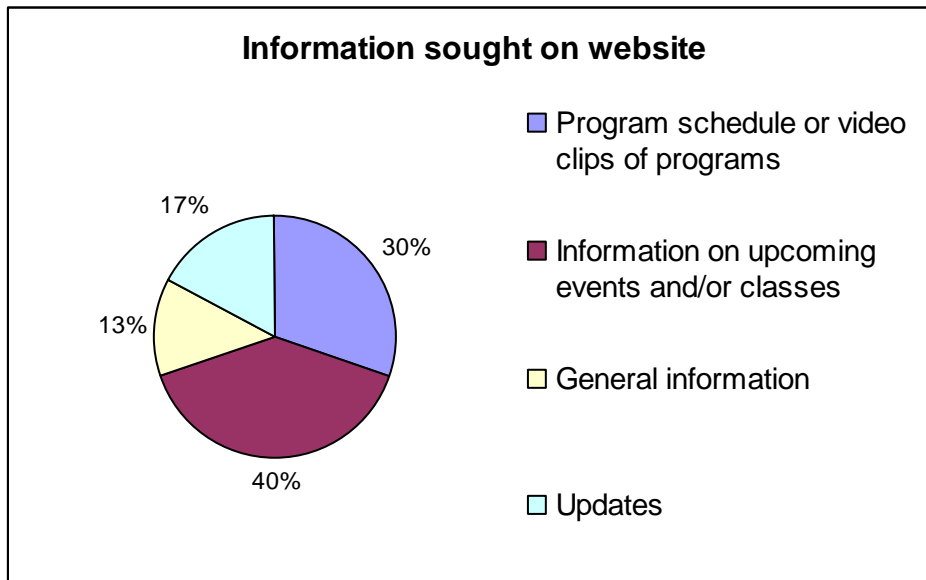
Question 6: If you could change anything about The Peoples Channel's facilities, what would you change? Facilities include, office and common space, amount and availability of computers, and amount and availability of equipment



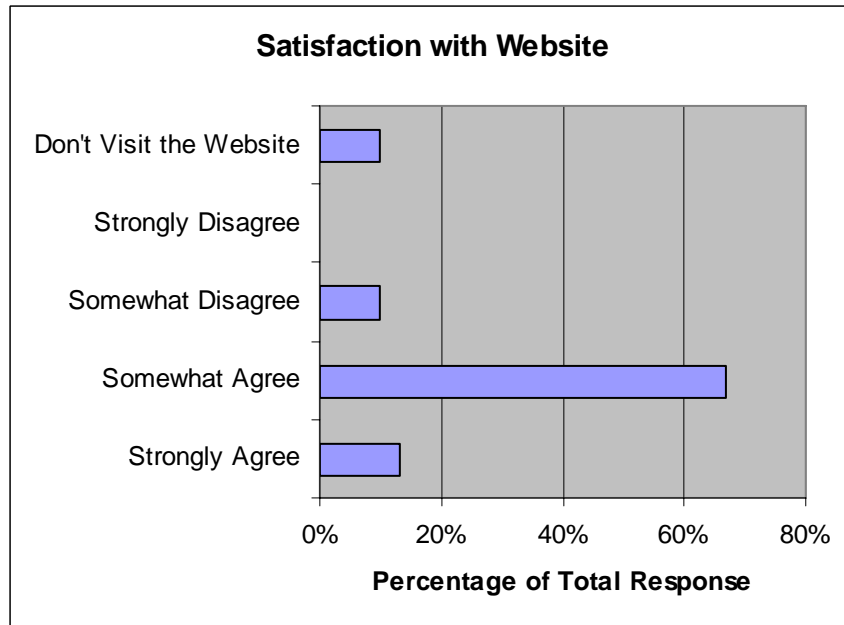
Question 7: How often do you visit The Peoples Channel website?



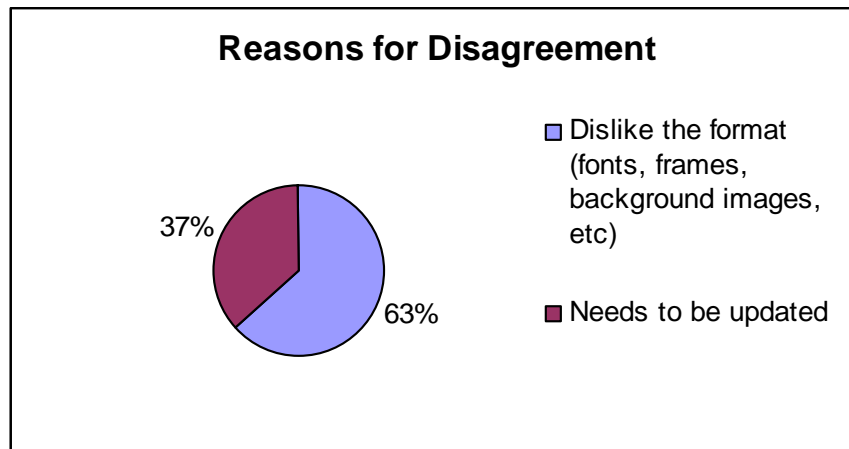
If you have visited the website, what types of information were you looking for?



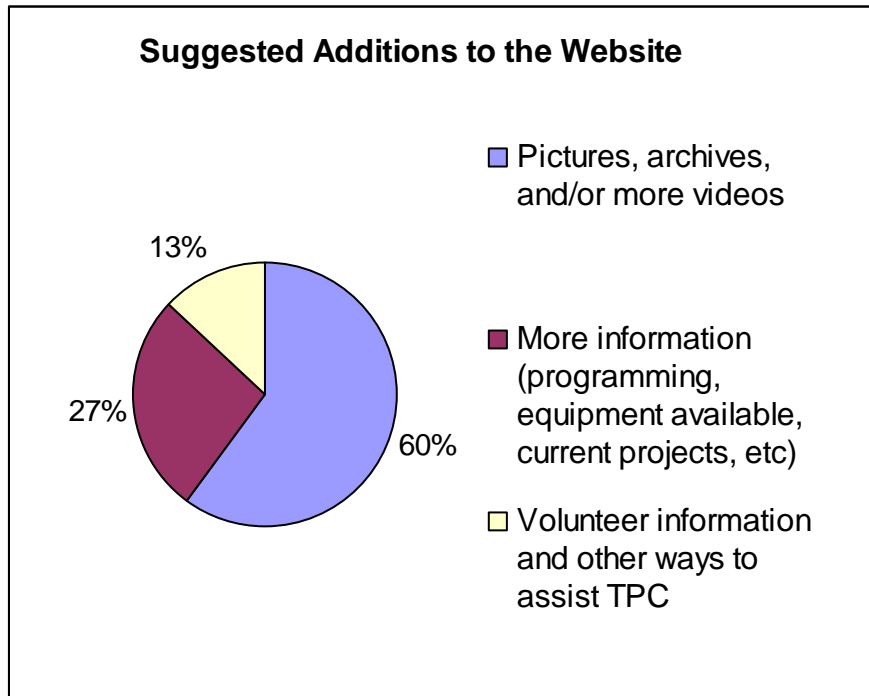
Question 8: Would you agree or disagree with the following statement: The website is very informative and easy to navigate.



If you answered somewhat or strongly disagree, please explain why



Question 9: What kinds of content or additions would you like to see on the website?



Question 10: Where do you live?

