

Appendix B
MCA-TV Utilization Survey
Write-In Comments on Question 20

No.	Comment
General	
	To generate revenue, I would charge a small fee to non-residents who produce a show.
1	Also, during elections, charge candidates for air-time.
2	You do a good job! It is nice to have a local cable station.
3	Keep up the good work.
4	I only have 1-2 hrs/wk to watch TV at all, but this is a VALUABLE service to our community. Keep it alive!
5	Keep up the great work of serving the community in this vital way!
6	A great asset to the community.
7	Make it more interesting.
8	MCA-TV is a very valuable tool. Unfortunately, it is very difficult to get the community involved. We are too old and feeble to contribute or participate. It would be terrific to get youth and parents involved. Cultural programs, hobbies, arts, etc. Opportunities abound! Be successful! You have our support! THANKS!
9	This station keeps us informed. We are most grateful to have this service.
10	I think you are doing a good job.
11	Keep up the good work!
12	Good job -- keep it going.
13	Thanks for all you do for Moon Twp!
14	I've been editing Moon 2004-05 basketball tapes to make a highlight tape for my son to send to colleges. I'm so grateful we have this service available to use. I appreciate how helpful Jim and Mike have been in teaching me to use the equipment and helping me when I need it!
15	I'm sorry I'm not any help with this survey, but I have never heard of MCA-TV until I saw this survey.
16	I have never heard of MCA-TV before this survey.
17	MCA-TV is a very valuable asset to Moon Twp. residents.
18	Great work done by all. Fantastic people to deal with.
19	Glad to have MCA-TV in the community.
20	Keep up the good work!
21	Availability of videos to purchase, i.e. Moon gymnastics show, Bon Meade talent show, etc.?
22	We can only stand about 10 minutes of school board or supervisors. Could save a lot of \$\$ if there was no MCA-TV.
23	Try to watch the expenses in the township and keep taxes down.
24	I think it would be beneficial to have a list of cameramen, production people, etc, available just in case someone wanted to record an event to be shown on TV. Maybe some college students or high school students interested in the field.
25	I am legally blind, watch very little TV, confine it mostly to E.R., NYPD Blue and their ilk.
26	Keep up the good work!

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27	School closings/delay postings for Moon and schools Moon residents attend
28	Keep up the great work!!
29	In the ticker tape line, run the Moon High School sports scores.
30	We are empty-nesters who moved here 8 years ago after children were grown and out of school.
31	Continue to work with schools to give students an opportunity to learn about television broadcasting.
32	Thank you.
33	If we spend any tax dollars on this, we should stop.
34	A waste, just like the Moon Library.
35	Could use more evening hours at station.
36	Your community work is appreciated.
37	Offer to produce TV shows or web-based video for small businesses in Moon Twp. Build awareness of MCA-TV through marketing and P.R.
38	Would appreciate a telephone # for the station.
39	Keep up the good work!
40	I do think it is valuable to have in our area.
41	I find the information I receive from MCA-TV very valuable. It is better than the Moon Record or at least equal to it.
42	Having a TV station like MCA-TV is a real plus for Moon Twp. Other communities would like to have what we have in Moon Twp.
43	Should be kept on for general Moon public.
44	Keep up the good work.
45	A valuable service -- I DON'T want it dropped!
46	Publicize this opportunity more. We are very lucky to have an all-access channel!
47	You're doing a great job!
48	Put info on the availability of this channel in Welcome Wagon type packages.
49	We do enjoy and appreciate the hours spent by volunteers to make MCA-TV informative and enjoyable.
50	Glad to see this service available in my community.
51	I would love to get involved someday.
52	Good job.
53	It's a great resource -- keep up the good work. I think you need to let MCA put a face on the community. Supervisors should be able to soap box their own agendas, etc. Good luck.
54	Great asset to the community.
55	Handouts of upcoming shows posted in local stores.
56	You do good work. Thanks a lot.
57	We are new residents and have not had much time to review the MCA-TV programming yet.

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58	I think MCA-TV is a great contribution, not only to the community, but its surrounding communities. Recently the city of Pittsburgh asked the channel for its assistance in filming the city championship game. MCA-TV can compete with other channels if only given more funding to keep up with growing technology. The staff is professional to keep the channel in the forefront of community access TV if given the chance. I feel Moon Township is very lucky to have such a great asset for its residents. Keep up the great work.
59	I would like to get some kind of newsletter sent to the home about what's going on in Moon. Findlay Twp sends one out. All we get is news about the school. You should check out Findlay Twp. They do a lot more for their srs.
60	I think MCA-TV is a wonderful asset to our community. It really is valuable to keeping us informed about what's going on in our township.
61	I don't watch MCA-TV, but that does not mean it is not good for the community. It would be great for emergencies.
62	Thanks for your community updates/notifications. Good idea to include survey with twp billing.
63	Keep up the great work and expand.
64	Expand schedule, establish more programming (less scroll board times) do more filming in the community on things that are taking place, get out and promote this valuable service to the public.
65	Thank you for the survey. I was not aware you had so many programs. Shame on me!
66	If it saves money, cancel it completely.
67	Charge for commercials, then lower property taxes for everyone!
68	This is an important, appreciated service in our community.
69	Other than my time in college, I've spent my entire life in Moon. It has been interesting to watch the station grow and evolve. Keep up the good work.
70	Keep up the good work. Moon rocks!
71	I think that Moon Access Channel is a unique addition to our township. Keep up the good work!
72	Keep up the great work!
73	I hope my taxes aren't paying for MCA-TV -- or my water bill! I would like Moon Twp wired for internet wireless as a public domain vs. the corporate monopoly!!
74	I love you.
75	When supervisor and school board meetings are mentioned in newspaper articles, remind us that they can be viewed on MCA-TV.
76	Our community station offers us opportunities to cover local events which commercial or PBS stations would never cover, and the quality of this coverage depends on the skills and efforts of those who produce it.

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77	Transition between programs often has deadtime (black screen). This is annoying.
Audio and/or Video Quality	
78	Considering this station has been in existence for 20+ years, the quality is horrible. Get new people to run the show, and perhaps it would be a watchable station.
79	Sometimes the audio and/or video of board meetings could be improved
80	Please try to continue to improve sound quality of public meetings, especially school board meetings.
81	On the school board and supervisors meetings, the audio seems very poor.
82	Audio misproduction -- audio equipment needs improvement.
83	You need better sound on most of your programs.
84	Audio quality needs to be improved. Ex. recent school board meeting not clear. Youth band had buzz sound during performance.
85	On school board and supervisors meetings, the audio system needs major improvement. It's very difficult to hear and understand what's being said.
86	The audio for school board meetings is usually difficult and sometimes impossible -- volume and clarity. I'd really benefit from being able to hear all of what is said. Thank you.
87	The audio is not always the best, especially public comments at meetings. Audio needs improvement!
88	Audio of meetings is horrible. Cameras need to be more mobile. They appear to be fixed and do not move with people.
89	Audio for school board meetings is terrible!!
90	Fix the audio on programs. It usually sucks.
91	Please try and improve your audio. It leaves much to be desired.
92	Bad sound at meetings.
93	Improve the sound quality. At present, it's terrible.
94	Better sound quality at township and school meetings.
95	School board broadcasts are poorly televised and apparently on purpose to keep the public from knowing what is going on. Poor sound, poor picture, a total disgrace. If they cannot produce a quality sound and picture or otherwise fail to cooperate with the station, you should refuse to broadcast and let the public know why repeatedly until they do it right.
96	Audio of school board meetings is very poor. Camera is slow to switch from one speaker to another.
97	Sound quality needs improved.
98	The sound is very poor at some township meetings, including church. Aso sometimes there is no sound and no picture.

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99	Improve quality of audio and visual church service broadcasting.
100	Improve sound quality.
101	The sound part of the remote programs is terrible. Sometimes they are unbearable and cannot be discerned.
102	Better speakers for all board meetings.
103	Audio quality appears to be very poor on all programming, especially school board meetings.
104	The voice and volume is bad on meetings and church service.
105	Get better sound.
106	Audio is sometimes not clear for public meetings (ex. supervisors and school board meetings).
107	Improve the sound quality of the township and school board meetings.
108	Fix sound for school board meetings.
109	Better voice and video for supervisors and school board meetings.
110	The supervisors meetings are okay (audiovisual), but the audio/video of the school board meetings is a disaster. It's an embarrassment to all involved. PLEASE PLEASE DO SOMETHING.
111	We would like improved quality broadcasting and would appreciate not having programs cut off right in the middle.
112	Quality of production leaves much to be desired! Frequent technical problems.
113	Would like to see improvement in quality of some local programs. Some are very poor sound and poor picture quality.
114	Sound quality could be improved upon.
115	Better sound for supervisors and school board meetings. Microphone when people are talking in audience. Otherwise pretty good.
116	The sound system needs much improvement for the meetings and a few of the sports broadcasts.
117	You need to do your video production more professional. Most of the time the camera is not where the activity is and then the sound goes out or the camera is all over the place. This causes the program to become annoying and not worth watching.
118	Graduation (or other events like this) - more cameras and editing.
119	The audio on the school board meetings is very poor! Fix it or stop airing these meetings. Audio is also bad on some twp. supervisors meetings.
120	When watching the supervisors or school board shows, the audio is not clear sometimes. You cannot always hear what is being said by audience members.
121	Sound system is terrible.
122	Poor quality, especially SOUND.
123	Sound is horrible on the school board and supervisors meetings.

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124	We watch meetings, but sound is not always audible when residents speak.
125	Very disappointing when video and sound quality is poor -- especially on board/supervisor meetings!
126	It has appeared many times that audio fluctuates or is barely audible or even none at times, especially if citizen comments are critical or that board members/supervisors don't want their comments known!
127	Better sound at meetings. Can't understand what people are saying. Better lighting and sound at school plays and concerts.
128	I don't watch school board meetings because audio is so poor!
129	You don't have questions concerning the quality (broadcast) of your programs. Picture, sound and direction at times is very poor. Not hearing what is said at gov't meetings is frustrating.
130	The audio portion of the Moon Area School Board meetings is a concern. Would like to hear better audio.
131	Please upgrade your equipment to produce higher quality shows.
132	It can be very frustrating when the audio or visual just cuts off while watching a meeting or event.
133	There is always a constant hum on the broadcast of the Moon School Board meeting that destroys the quality of the program. Get rid of the hum.
134	Tell school to improve their sound quality and production.
135	I wish the Moon School Board meetings had better audio. Too much background noise.
136	Video quality and sound quality of supervisors meetings and school board meetings is very poor. Please concentrate on improving the video and audio quality.
137	More coverage of meetings. Sound system and camera angles not good.
138	You could improve the visual and audio of both supervisor and school board meetings. The audio does not pick up the speakers or board members. Much missed. Whoever is operating the camera could do a better job.
139	Sound quality of public meetings - i.e. supervisors, school board - needs lots of improvement.
140	Audio/video quality of broadcasts by MCA is very poor. No attempt seems to be made to improve quality.
141	Never watch it. When I tried, the sound is very annoying and difficult to hear. Sorry.
142	Looks very amateurish. Hard to watch for any length of time because it's like watching a home movie.
Programming	
143	We love watching high school sports on MCA-TV.
144	I like the school closing/delay listed. Saves me time in the morning.
145	Give Tony Magnelli his own show.

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146	A program that deals with the businesses of Moon Twp. (a look at this co.)
147	Tired of Sean McCurdy using MCA as a publicity machine. Tell him to run for whatever office so he gets off the air. Tired of seeing Sean's kids play soccer. How about other kids!?
148	My kids love Character Builders. Do you make this? Can you do more?
149	We have really enjoyed and appreciate the Moon High School basketball broadcasts. Thanks!
150	Have really enjoyed Linda Francis's Senior Workout for several years. Would enjoy a craft program.
151	The new show "Moon Watch" is refreshing, fun and informative. Great places around Moon Twp.
152	Show more Stay Fit with Sarah and Carrie. Also, the new exercise show called "Burn" is terrible. That girl does not motivate me at all. She's way too serious. YUCK! P.S. I lost 27 pounds working out with Sarah.
153	Don't waste time on "Dave World." I saw "Frederick's"-- it was vulgar and stupid. I've seen him on other programs, recently with Linda Moore, and it was laughable.
154	With Moon High School having as many WPIAL champions as they do, I would like to see more of their games televised. This would be valuable to the youth in the area to set goals as well as entertaining to those that are unable to attend. (ex. girls soccer)
155	Repetition of government programs is good.
156	Have Moon Varsity girls soccer games televised.
157	Really miss the Pastor's Corner that Jeff Sterling did from Coraopolis United Methodist Church.
158	If possible, I would like to see some Moon baseball games on MCA-TV. I would go to see these games live, but I usually have to work while they are playing their games. This is a Moon sport that does not get very much coverage.
159	Your coverage of football, hockey and basketball is very good. Thanks.
160	I see that the Moon football games are shown. However, the Moon Area High School band is never shown. These kids work hard at what they do and it would be nice to show their performance on TV as well as the football game.
161	I like to see those programs available to close captioned for hearing-impaired residents.
162	More variety in programming.

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163	As an eighth grade language arts teacher at Moon Middle School, I would be interested in some type of incorporation of MCA-TV studio services into my classroom. Administration permitting, I think student productions would be a fantastic addition to your programming (not just the kids hamming it up for cameras but insightful work by our kids K-12 as an extension of character ed initiatives, our language arts curriculum, journalism class, or any other teacher and group of kids with an idea.)
164	Found the history of Moon Twp. of interest.
165	Please discontinue allowing the use of our community television station by various political factions to promote their myopic agendas. We prefer entertainment!
166	Keep up the good political input to the community.
167	You have guitar info. How about dancing in the community? (i.e. line, swing, jitterbug)
168	Sharon Church live broadcasts on Sunday morning are very important to me.
169	Can Catholic schools (attended by Moon students but located in other districts) advertise or produce or broadcast info/shows/events?
170	Cooking. More exercise.
171	Requesting to have Moon Twp. Supervisors workshop and school board televised. This is a priority, MCA-TV.
172	I watch the school board and supervisors meetings on occasion.
173	TV coverage of public meetings should stop. It encourages people who just want to see themselves on TV. It does not encourage good government.
174	Why not show some older but good movies? Something without all the crime, murder, sex--something a Christian family would enjoy!
175	To have our own MCA-TV in our town is very important. If our TV channel could extend our shows to other adjacent communities or townships, we can start showing video about how beautiful our neighborhood, like our park, city, houses, and alike, our improvements for the community, big buildings of offices, schools, university, sports complex of the Island of RMU. Organize a young and matured walking for fit group, biking, pet walking to the park. "Do it yourself" home projects with the help of our local gardeners, fixer uppers, home depot help, painters, proper car maintenance and minor repairs from volunteers, where to go information.
176	I was thinking about a show on aviation. Being a former retired air traffic controller, we would get a map of Moon and I could explain why airplanes fly over people's houses and look as though they're doing different things.
177	Suggest producing small documentaries that show what we are getting for our money with road crews, police, library, etc., plus cameos of local communities and organizations.

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178	Educational children's show to reinforce reading and math skills.
179	If there would be some way to publish obituaries (I have seen this on other community TV while traveling), it would be very helpful for Moon residents.
180	Need to provide school closures and delays. Very valuable in winter, and you can get more exposure. Just turn on the TV to channel 14 and you know instantly instead of having to wait to catch it and possibly miss it on other stations. This is a good idea!
181	It was wonderful that the Coraopolis Memorial Day Parade was on MCA-TV. My husband and I could not attend and were thrilled to see it on. It captured all the surrounding communities, school marching bands, fire depts., etc. I would like to purchase a DVD or VHS recording if possible.
182	Supervisors workshop meetings should be televised!!!
Community Bulletin Board	
183	I would like to have music at all times when feasible.
184	Add some music to the community bulletin board
185	Keep scroll updated. Too many times the events are over, and the new information is not there.
186	I need a larger print, easier to read, on the community bulletin board.
187	Background makes reading difficult if impossible.
188	Change the songs when news/info is on. You play the same song over and over and over.
189	Bulletin board is great!
190	I find the format for the Community Bulletin Board to be distracting, and the information is not on the screen long enough to read and remember or jot down this information.
191	Sometimes you can't even read the message because of the goofy graphics behind the message.
192	Bulletin Board: Backgrounds and characters many times conflict -- hard to read and/or annoying!
193	Some backgrounds and lettering on the BB are difficult to read.
194	The background and printing on the community bulletin board blend together making it hard to read some of the time.
195	Community bulletin board is rarely up-to-date.
196	Employ "spell check"!
197	I really like the Community Bulletin Board. It's very informative about local events, and I'm more inclined to check there for events rather than any township web sites, although that's how I found this survey. I was looking for a schedule of the Family Fun Nights at Moon Park and went to the Moon Township web site to find it.
198	There should not be general, negative messages about others shown.

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199	On Community Bulletin Board, all info should be positive in nature, not to criticize others! Placing one's name below a negative comment is not enough to place it on the air.
200	Too much dead time on Community Bulletins. I would like more high school sports aired more often instead.
201	Keep the scroll bulletin board updated.

Schedule

202	I don't know how to get the schedule for public (local) programs such as the ones produced by the Historical Society.
203	Make schedule available on Moon web site - Moon Park events/concerts. Moon Library events.
204	Many programs we watch are simply by chance. Perhaps as you already suggested, advertisement of programming in the local papers.
205	Let us know when functions will be on, such as prom, graduation, etc.
206	Would like to see the MCA-TV schedule published in local newspapers such as Allegheny Times.
207	Please stick to publicized schedule. We miss programs because they are not on when scheduled (or listed on the TV guide).
208	Schedule specific time and day slots on a regular basis for "routine program items" - i.e. school board meetings, Moon High events like grad., prom on M-W-F or T-Th-Sat at same time (like you do now for Senior Workout 8:30 and 12:30) instead of so much variation. Could this be done and still allow flexibility for other programs?
209	It would be very helpful to have the MCA schedule published.
210	Sometimes we see re-runs of shows shown the previous week. This shouldn't happen.
211	Programs don't come on on time or as scheduled.

From Non-Cable Subscribers

212	Again, we do not have cable, therefore no access to anything on MCA-TV, and therefore we know nothing about what you do.
213	Allow DISH to send to Moon homes.
214	Expand to Direct TV broadcasting.
215	Would like Dish Network to carry MCA-TV.
216	Even if I can't get your TV station, I am glad to support your work for our Township.
217	Someday I hope to get the local channels.
218	We have no cable in our area.
219	MCA is not available on DISH network.
220	Due to the cost of cable TV, I don't have access to MCA-TV. Has any consideration been given to making some video programming available on the web?

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221	Why do I need program scheduling if you choose not to run cable in my local community? I've lived in Moon since 1976. No one has addressed this "no cable" situation.