

## channelAustin 2014 MediaArtist Survey

### Introduction:

TARA prepared a 24 question survey that was emailed to 300 active and inactive channelAustin mediaArtists/producers dating back to October 1, 2011. The survey was composed of eighteen multiple choice and four extended response questions. The multiple choice questions dealt with: Training, Equipment & Studio, Customer Service, and Operations (complaint resolution, availability hours, networking with other mediaArtists, use of facilities and equipment, and active/inactive mediaArtist status). The extended response questions asked for feedback on why inactive mediaArtists no longer participate; how training could be improved/enhanced; what new technology needs to be included in training; and how to improve channelAustin's operations in general. Of the 300 emails sent, fifty-eight surveys were completed, with participants broken down roughly as 70 percent active and 30 percent inactive mediaArtists. The near 20 percent participation response rate provides a relatively high level of confidence in the data received.

### Summary Findings:

Across all categories, mediaArtists indicated generally high satisfaction with all aspects of the channelAustin facility and operations. As expected, satisfaction levels are somewhat higher for active than for inactive mediaArtists, but both groups rated most aspects of channelAustin positively.

Practically all of the areas that received relatively low ratings are areas that have been most sharply affected by the 30+ percent reduction in operational funding that began October 1, 2011. These areas include training times, diversity of courses offered, facility hours of operations, studio availability, staff accessibility and responsiveness, and telephone customer service. The funding reduction that required major operational changes to control costs also changed the culture of channelAustin by limiting human interaction and increasing the use of automated systems and email. The need to generate additional funds for operations required new activities like paid video production for non-profits and renting the studio and equipment to outside organizations. These activities by definition require flexibility in scheduling mediaArtist access to the studios and other facilities and necessitated a change from how the facilities were operated previously.

### Detailed Findings:

Training programs were rated as a good value by over 80 percent of the respondents with only 10 percent disagreeing. Fifty percent of respondents said that the training schedule was convenient while 28 percent disagreed. Seventy-two percent said the training meets their needs with seventeen percent disagreeing. **NOTE: The difference between the total agree and**

**disagree percentage responses and 100 percent on a given question is the percentage of respondents that were neutral or “No Opinion”.**

Over 80 percent of respondents said the equipment is high quality and up to date with only ten percent disagreeing. Agreement with the effectiveness of the equipment reservations process was somewhat lower at 65 percent with nineteen percent disagreeing. Seventy percent said that studio and technical support for live programming met their needs with eleven percent disagreeing. Just under half of the respondents said that they received sufficient studio time for live programming while 14 percent disagreed.

Sixty-nine percent rated channelAustin management as professional, courteous, and responsive with twenty percent disagreeing. Staff face to face customer service was rated positively by 64 percent and negative by 23 percent. Satisfaction with on-line customer service fell to 48 percent with 28 percent dissatisfaction. Only 32 percent of respondents rated channelAustin’s telephone customer service as satisfactory with 36 percent disagreeing. Fifty-six percent agreed that channelAustin helped resolve all issues and complaints with 27 percent disagreeing. Only 36 percent of respondents agreed that channelAustin’s hours of operation meet their needs while 47 percent disagreed.

Sixty-seven percent said that contact with other mediaArtists has helped to develop their production skills with 14 percent disagreeing. Thirty-five percent of respondents said that they produced over half of their content at the channelAustin facilities with 65 percent producing less than half at the facilities. Fifty-three percent said that over one-half of their content was produced with channelAustin equipment with 47 percent producing less than one-half with channelAustin equipment. On use of channel Austin equipment, 53 percent use more than half channelAustin gear while 47 percent use less than half.

Seventy-three percent of respondents said they are active mediaArtists with 27 percent identifying themselves as inactive. The main reason given for not participating was inadequate studio time and conflicts with hours of operations, followed by unsatisfactory experience with management or staff; the channelAustin resources were no longer needed (other resources identified); training did not meet their needs; they relocated away from Austin; the culture became impersonal and no longer a community; and only one respondent said the programs were too expensive.

When asked how the training programs could be improved, 49 percent suggested increasing studio time and training frequency to include weekends and later hours, improve scheduling, and avoid cancellations. Fifteen percent suggested more one-on-one, hands-on training with ten percent suggesting a wider range of courses on things like podcasting, radio, voice, the craft of video and film, and glide/steady cam use. A different fifteen percent has no suggestions for training improvement saying that the service is good. To the question of what new technology should be included in training, five respondents listed more internet applications like uploading and streaming with an additional fifteen training applications suggested by 1-3 respondents.

When asked for suggestions to improve channelAustin’s operations, thirty-seven percent listed increased hours of operation, check out access, training, and studio access. Twenty percent said that channelAustin was a “great service/organization/ resource” with no suggestions for improvement. About thirty percent suggested more available assistance, improved communications and more receptiveness to client suggestions. Six of the twenty total suggestions given for this question were provided by two respondents, and eight of the twenty total were provided by a single respondent.

**Conclusions:**

It is clear that additional funding for channelAustin’s operations would be required to offset most of the negative responses expressed in the survey. The negative responses regarding satisfaction with management and staff customer service from active mediaArtists (15 & 20 percent respectively) and from inactive mediaArtists (27 & 33 percent) while positive overall, represent an opportunity for improvement. The variety of new training applications that were suggested speaks to the evolving role for channelAustin as a premier media center that is accessible to most, if not all citizens. As channelAustin continues to expand its community outreach activities and fund raising initiatives, the role as a resource to train and provide a forum for mediaArtists to exercise their creativity, talents, and first amendment rights must be maintained.

**The following pages contain the survey responses grouped in three categories—All Respondents, Inactive mediaArtists, and Active mediaArtists.**

**channelAustin training programs offer a good value for their cost.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		22	37.93%
2	2. Agree		25	43.10%
3	3. No Opinion		5	8.62%
4	4. Disagree		5	8.62%
5	5. Strongly Disagree		1	1.72%
6	6. Not Applicable		0	0.00%
	Total		58	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		4	26.67%
2	2. Agree		6	40.00%
3	3. No Opinion		2	13.33%
4	4. Disagree		3	20.00%
5	5. Strongly Disagree		0	0.00%
6	6. Not Applicable		0	0.00%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		17	42.50%
2	2. Agree		18	45.00%
3	3. No Opinion		2	5.00%
4	4. Disagree		2	5.00%
5	5. Strongly Disagree		1	2.50%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

**ACTIVE**

channelAustin training programs offer convenient scheduling.

#	Answer	Bar	Response	%
1	1. Strongly Agree		8	13.79%
2	2. Agree		21	36.21%
3	3. No Opinion		13	22.41%
4	4. Disagree		11	18.97%
5	5. Strongly Disagree		5	8.62%
6	6. Not Applicable		0	0.00%
	Total		58	100.00%

ALL RESPONSES

#	Answer	Bar	Response	%
1	1. Strongly Agree		1	6.67%
2	2. Agree		4	26.67%
3	3. No Opinion		6	40.00%
4	4. Disagree		3	20.00%
5	5. Strongly Disagree		1	6.67%
6	6. Not Applicable		0	0.00%
	Total		15	100.00%

INACTIVE

#	Answer	Bar	Response	%
1	1. Strongly Agree		6	15.00%
2	2. Agree		17	42.50%
3	3. No Opinion		5	12.50%
4	4. Disagree		8	20.00%
5	5. Strongly Disagree		4	10.00%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

ACTIVE

#	Answer	Bar	Response	%
1	1. Strongly Agree		12	20.69%
2	2. Agree		30	51.72%
3	3. No Opinion		5	8.62%
4	4. Disagree		8	13.79%
5	5. Strongly Disagree		2	3.45%
6	6. Not Applicable		1	1.72%
	Total		58	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		2	13.33%
2	2. Agree		8	53.33%
3	3. No Opinion		1	6.67%
4	4. Disagree		2	13.33%
5	5. Strongly Disagree		2	13.33%
6	6. Not Applicable		0	0.00%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		10	25.00%
2	2. Agree		21	52.50%
3	3. No Opinion		3	7.50%
4	4. Disagree		6	15.00%
5	5. Strongly Disagree		0	0.00%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

**ACTIVE**

**channelAustin media equipment is high quality and up-to-date.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		15	26.32%
2	2. Agree		31	54.39%
3	3. No Opinion		6	10.53%
4	4. Disagree		2	3.51%
5	5. Strongly Disagree		1	1.75%
6	6. Not Applicable		2	3.51%
	Total		57	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		2	13.33%
2	2. Agree		9	60.00%
3	3. No Opinion		0	0.00%
4	4. Disagree		2	13.33%
5	5. Strongly Disagree		0	0.00%
6	6. Not Applicable		2	13.33%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		13	32.50%
2	2. Agree		21	52.50%
3	3. No Opinion		5	12.50%
4	4. Disagree		0	0.00%
5	5. Strongly Disagree		1	2.50%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

**ACTIVE**

The channelAustin equipment reservations process allows me to get the gear I need when I need it.

#	Answer	Bar	Response	%
1	1. Strongly Agree		11	19.30%
2	2. Agree		26	45.61%
3	3. No Opinion		6	10.53%
4	4. Disagree		6	10.53%
5	5. Strongly Disagree		5	8.77%
6	6. Not Applicable		3	5.26%
	Total		57	100.00%

ALL RESPONSES

#	Answer	Bar	Response	%
1	1. Strongly Agree		2	13.33%
2	2. Agree		5	33.33%
3	3. No Opinion		2	13.33%
4	4. Disagree		2	13.33%
5	5. Strongly Disagree		2	13.33%
6	6. Not Applicable		2	13.33%
	Total		15	100.00%

INACTIVE

#	Answer	Bar	Response	%
1	1. Strongly Agree		9	22.50%
2	2. Agree		19	47.50%
3	3. No Opinion		4	10.00%
4	4. Disagree		4	10.00%
5	5. Strongly Disagree		3	7.50%
6	6. Not Applicable		1	2.50%
	Total		40	100.00%

ACTIVE

channelAustin provides the studio and tech support I need for my live programming needs.

#	Answer	Bar	Response	%
1	1. Strongly Agree		10	17.54%
2	2. Agree		16	28.07%
3	3. No Opinion		7	12.28%
4	4. Disagree		2	3.51%
5	5. Strongly Disagree		2	3.51%
6	6. Not Applicable		20	35.09%
	Total		57	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		3	20.00%
2	2. Agree		3	20.00%
3	3. No Opinion		0	0.00%
4	4. Disagree		0	0.00%
5	5. Strongly Disagree		1	6.67%
6	6. Not Applicable		8	53.33%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		7	17.50%
2	2. Agree		13	32.50%
3	3. No Opinion		6	15.00%
4	4. Disagree		2	5.00%
5	5. Strongly Disagree		1	2.50%
6	6. Not Applicable		11	27.50%
	Total		40	100.00%

**ACTIVE**

**channelAustin provides sufficient studio time for my live programming needs.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		9	15.79%
2	2. Agree		9	15.79%
3	3. No Opinion		14	24.56%
4	4. Disagree		4	7.02%
5	5. Strongly Disagree		1	1.75%
6	6. Not Applicable		20	35.09%
	Total		57	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		1	6.67%
2	2. Agree		2	13.33%
3	3. No Opinion		3	20.00%
4	4. Disagree		1	6.67%
5	5. Strongly Disagree		1	6.67%
6	6. Not Applicable		7	46.67%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		8	20.00%
2	2. Agree		7	17.50%
3	3. No Opinion		11	27.50%
4	4. Disagree		3	7.50%
5	5. Strongly Disagree		0	0.00%
6	6. Not Applicable		11	27.50%
	Total		40	100.00%

**ACTIVE**

**channelAustin management is professional and courteous and is responsive to my needs.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		14	25.00%
2	2. Agree		24	42.86%
3	3. No Opinion		6	10.71%
4	4. Disagree		6	10.71%
5	5. Strongly Disagree		5	8.93%
6	6. Not Applicable		1	1.79%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		4	26.67%
2	2. Agree		6	40.00%
3	3. No Opinion		0	0.00%
4	4. Disagree		1	6.67%
5	5. Strongly Disagree		3	20.00%
6	6. Not Applicable		1	6.67%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		10	25.00%
2	2. Agree		18	45.00%
3	3. No Opinion		6	15.00%
4	4. Disagree		4	10.00%
5	5. Strongly Disagree		2	5.00%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

**ACTIVE**

**channelAustin staff provides excellent face to face customer service.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		10	17.86%
2	2. Agree		26	46.43%
3	3. No Opinion		7	12.50%
4	4. Disagree		7	12.50%
5	5. Strongly Disagree		6	10.71%
6	6. Not Applicable		0	0.00%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		3	20.00%
2	2. Agree		5	33.33%
3	3. No Opinion		2	13.33%
4	4. Disagree		2	13.33%
5	5. Strongly Disagree		3	20.00%
6	6. Not Applicable		0	0.00%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		7	17.50%
2	2. Agree		20	50.00%
3	3. No Opinion		5	12.50%
4	4. Disagree		5	12.50%
5	5. Strongly Disagree		3	7.50%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

**ACTIVE**

**channelAustin provides excellent online customer service.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		7	12.50%
2	2. Agree		19	33.93%
3	3. No Opinion		13	23.21%
4	4. Disagree		9	16.07%
5	5. Strongly Disagree		6	10.71%
6	6. Not Applicable		2	3.57%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		1	6.67%
2	2. Agree		4	26.67%
3	3. No Opinion		4	26.67%
4	4. Disagree		1	6.67%
5	5. Strongly Disagree		4	26.67%
6	6. Not Applicable		1	6.67%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		6	15.00%
2	2. Agree		15	37.50%
3	3. No Opinion		9	22.50%
4	4. Disagree		7	17.50%
5	5. Strongly Disagree		2	5.00%
6	6. Not Applicable		1	2.50%
	Total		40	100.00%

**ACTIVE**

**channelAustin provides excellent customer service on the phone.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		5	8.93%
2	2. Agree		11	19.64%
3	3. No Opinion		16	28.57%
4	4. Disagree		12	21.43%
5	5. Strongly Disagree		6	10.71%
6	6. Not Applicable		6	10.71%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		2	13.33%
2	2. Agree		3	20.00%
3	3. No Opinion		3	20.00%
4	4. Disagree		2	13.33%
5	5. Strongly Disagree		2	13.33%
6	6. Not Applicable		3	20.00%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		3	7.50%
2	2. Agree		8	20.00%
3	3. No Opinion		13	32.50%
4	4. Disagree		9	22.50%
5	5. Strongly Disagree		4	10.00%
6	6. Not Applicable		3	7.50%
	Total		40	100.00%

**ACTIVE**

**channelAustin has helped me resolve all my issues or complaints.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		11	19.64%
2	2. Agree		18	32.14%
3	3. No Opinion		9	16.07%
4	4. Disagree		7	12.50%
5	5. Strongly Disagree		7	12.50%
6	6. Not Applicable		4	7.14%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		2	13.33%
2	2. Agree		2	13.33%
3	3. No Opinion		3	20.00%
4	4. Disagree		3	20.00%
5	5. Strongly Disagree		3	20.00%
6	6. Not Applicable		2	13.33%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		9	22.50%
2	2. Agree		16	40.00%
3	3. No Opinion		5	12.50%
4	4. Disagree		4	10.00%
5	5. Strongly Disagree		4	10.00%
6	6. Not Applicable		2	5.00%
	Total		40	100.00%

**ACTIVE**

**channelAustin's hours of operation meet my needs as a media artist.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		4	7.14%
2	2. Agree		16	28.57%
3	3. No Opinion		9	16.07%
4	4. Disagree		14	25.00%
5	5. Strongly Disagree		12	21.43%
6	6. Not Applicable		1	1.79%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		0	0.00%
2	2. Agree		1	6.67%
3	3. No Opinion		4	26.67%
4	4. Disagree		4	26.67%
5	5. Strongly Disagree		5	33.33%
6	6. Not Applicable		1	6.67%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		4	10.00%
2	2. Agree		15	37.50%
3	3. No Opinion		4	10.00%
4	4. Disagree		10	25.00%
5	5. Strongly Disagree		7	17.50%
6	6. Not Applicable		0	0.00%
	Total		40	100.00%

**ACTIVE**

**The connections I have made with other media artists at channelAustin have helped me to further develop my production skills.**

#	Answer	Bar	Response	%
1	1. Strongly Agree		13	23.21%
2	2. Agree		20	35.71%
3	3. No Opinion		9	16.07%
4	4. Disagree		4	7.14%
5	5. Strongly Disagree		3	5.36%
6	6. Not Applicable		7	12.50%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. Strongly Agree		2	13.33%
2	2. Agree		5	33.33%
3	3. No Opinion		2	13.33%
4	4. Disagree		1	6.67%
5	5. Strongly Disagree		1	6.67%
6	6. Not Applicable		4	26.67%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. Strongly Agree		11	27.50%
2	2. Agree		15	37.50%
3	3. No Opinion		6	15.00%
4	4. Disagree		3	7.50%
5	5. Strongly Disagree		2	5.00%
6	6. Not Applicable		3	7.50%
	Total		40	100.00%

**ACTIVE**

## What percent of your content is created onsite at the channelAustin facilities?

#	Answer	Bar	Response	%
1	1. 80%-100%		9	16.07%
2	2. 60%-80%		5	8.93%
3	3. 40%-60%		6	10.71%
4	4. 20%-40%		3	5.36%
5	5. 0%-20%		26	46.43%
6	6. Not Applicable		7	12.50%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. 80%-100%		2	13.33%
2	2. 60%-80%		0	0.00%
3	3. 40%-60%		1	6.67%
4	4. 20%-40%		0	0.00%
5	5. 0%-20%		10	66.67%
6	6. Not Applicable		2	13.33%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. 80%-100%		7	17.50%
2	2. 60%-80%		5	12.50%
3	3. 40%-60%		5	12.50%
4	4. 20%-40%		3	7.50%
5	5. 0%-20%		15	37.50%
6	6. Not Applicable		5	12.50%
	Total		40	100.00%

**ACTIVE**

## What percent of your content is created using equipment checked out from channelAustin?

#	Answer	Bar	Response	%
1	1. 80%-100%		17	30.91%
2	2. 60%-80%		8	14.55%
3	3. 40%-60%		3	5.45%
4	4. 20%-40%		6	10.91%
5	5. 0%-20%		16	29.09%
6	6. Not Applicable		5	9.09%
	Total		55	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. 80%-100%		3	20.00%
2	2. 60%-80%		3	20.00%
3	3. 40%-60%		0	0.00%
4	4. 20%-40%		0	0.00%
5	5. 0%-20%		7	46.67%
6	6. Not Applicable		2	13.33%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. 80%-100%		13	33.33%
2	2. 60%-80%		5	12.82%
3	3. 40%-60%		3	7.69%
4	4. 20%-40%		6	15.38%
5	5. 0%-20%		9	23.08%
6	6. Not Applicable		3	7.69%
	Total		39	100.00%

**ACTIVE**

## What percent of the media equipment you use is checked out from channelAustin?

#	Answer	Bar	Response	%
1	1. 80%-100%		16	28.57%
2	2. 60%-80%		8	14.29%
3	3. 40%-60%		5	8.93%
4	4. 20%-40%		4	7.14%
5	5. 0%-20%		17	30.36%
6	6. Not Applicable		6	10.71%
	Total		56	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. 80%-100%		1	6.67%
2	2. 60%-80%		2	13.33%
3	3. 40%-60%		1	6.67%
4	4. 20%-40%		2	13.33%
5	5. 0%-20%		7	46.67%
6	6. Not Applicable		2	13.33%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. 80%-100%		15	37.50%
2	2. 60%-80%		6	15.00%
3	3. 40%-60%		3	7.50%
4	4. 20%-40%		2	5.00%
5	5. 0%-20%		10	25.00%
6	6. Not Applicable		4	10.00%
	Total		40	100.00%

**ACTIVE**

Please indicate whether you are currently an active mediaArtist (producer) with channelAustin.

#	Answer	Bar	Response	%
1	1. I am an active mediaArtist		40	72.73%
2	2. I am no longer active.		15	27.27%
	Total		55	100.00%

**ALL RESPONSES**

#	Answer	Bar	Response	%
1	1. I am an active mediaArtist		0	0.00%
2	2. I am no longer active.		15	100.00%
	Total		15	100.00%

**INACTIVE**

#	Answer	Bar	Response	%
1	1. I am an active mediaArtist		40	100.00%
2	2. I am no longer active.		0	0.00%
	Total		40	100.00%

**ACTIVE**

If you are no longer an active mediaArtist, please tell us why you stopped participating.

ALL RESPONSES

#	Answer	Bar	Response	%
1	Experience with management or staff was unsatisfactory		4	16.67%
2	Not enough studio time / hours of operation are problematic		5	20.83%
3	The culture of the facility has become impersonal / is no longer a community		2	8.33%
4	My current role no longer calls for media training or production resources		3	12.50%
5	The training/program did not meet my needs		2	8.33%
6	Moved away / spend too much time away from Austin		2	8.33%
7	Found other media tools and resources		2	8.33%
8	Too expensive		1	4.17%
9	N/A		7	29.17%
	Total		28	100.00%

If you are no longer an active mediaArtist, please tell us why you stopped participating.

INACTIVE

#	Answer	Bar	Response	%
1	Experience with management or staff was unsatisfactory		3	20.00%
2	Not enough studio time / hours of operation are problematic		4	26.67%
3	The culture of the facility has become impersonal / is no longer a community		2	13.33%
4	My current role no longer calls for media training or production resources		2	13.33%
5	The training/program did not meet my needs		2	13.33%
6	Moved away / spend too much time away from Austin		2	13.33%
7	Found other media tools and resources		2	13.33%
8	Too expensive		1	6.67%
9	N/A		0	0.00%
	Total		18	100.00%

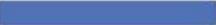
If you are no longer an active mediaArtist, please tell us why you stopped participating.

ACTIVE

#	Answer	Bar	Response	%
1	Experience with management or staff was unsatisfactory		1	11.11%
2	Not enough studio time / hours of operation are problematic		1	11.11%
3	The culture of the facility has become impersonal / is no longer a community		0	0.00%
4	My current role no longer calls for media training or production resources		1	11.11%
5	The training/program did not meet my needs		0	0.00%
6	Moved away / spend too much time away from Austin		0	0.00%
7	Found other media tools and resources		0	0.00%
8	Too expensive		0	0.00%
9	N/A		7	77.78%
	Total		10	100.00%

## How could channelAustin's training be improved or enhanced?

### ALL RESPONSES

#	Answer	Bar	Response	%
1	Add more hours of studio time/training frequency (including weekends and after 6pm)		15	38.46%
2	No suggestions / service is good		6	15.38%
3	Online courses and training; post content online		4	10.26%
4	Improve scheduling consistency and clarity; avoid cancellations		4	10.26%
5	Make training more hands-on / one-on-one / step-by-step		6	15.38%
6	Make training more affordable / cheaper		3	7.69%
7	Add more types of courses (e.g., podcasting, craft of making video and film, audio, voice, radio training, glide/steady cam)		4	10.26%
8	Expand rental hours		1	2.56%
9	Hire more training staff		1	2.56%
10	Management could be more helpful		2	5.13%
11	Increase follow-up between student and trainer		1	2.56%
12	Database of technicians/artists to assist or collaborate on projects		1	2.56%
13	More personal communication rather than email		1	2.56%
14	Return to First Come First Served		1	2.56%
	Total		50	100.00%

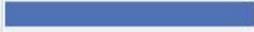
## How could channelAustin's training be improved or enhanced?

### INACTIVE

#	Answer	Bar	Response	%
1	Add more hours of studio time/training frequency (including weekends and after 6pm)		4	36.36%
2	No suggestions / service is good		3	27.27%
3	Online courses and training; post content online		0	0.00%
4	Improve scheduling consistency and clarity; avoid cancellations		1	9.09%
5	Make training more hands-on / one-on-one / step-by-step		3	27.27%
6	Make training more affordable / cheaper		1	9.09%
7	Add more types of courses (e.g., podcasting, craft of making video and film, audio, voice, radio training, glide/steady cam)		0	0.00%
8	Expand rental hours		0	0.00%
9	Hire more training staff		0	0.00%
10	Management could be more helpful		0	0.00%
11	Increase follow-up between student and trainer		0	0.00%
12	Database of technicians/artists to assist or collaborate on projects		0	0.00%
13	More personal communication rather than email		0	0.00%
14	Return to First Come First Served		0	0.00%
	Total		12	100.00%

## How could channelAustin's training be improved or enhanced?

### ACTIVE

#	Answer	Bar	Response	%
1	Add more hours of studio time/training frequency (including weekends and after 6pm)		11	44.00%
2	No suggestions / service is good		3	12.00%
3	Online courses and training; post content online		3	12.00%
4	Improve scheduling consistency and clarity; avoid cancellations		2	8.00%
5	Make training more hands-on / one-on-one / step-by-step		3	12.00%
6	Make training more affordable / cheaper		2	8.00%
7	Add more types of courses (e.g., podcasting, craft of making video and film, audio, voice, radio training, glide/steady cam)		4	16.00%
8	Expand rental hours		1	4.00%
9	Hire more training staff		1	4.00%
10	Management could be more helpful		1	4.00%
11	Increase follow-up between student and trainer		1	4.00%
12	Database of technicians/artists to assist or collaborate on projects		1	4.00%
13	More personal communication rather than email		0	0.00%
14	Return to First Come First Served		0	0.00%
	Total		33	100.00%

## What new technology would you like to see offered in the training?

### ALL RESPONSES

#	Answer	Bar	Response	%
1	Uploading video to the internet / online streaming equipment / internet distribution		5	16.67%
2	Animation		3	10.00%
3	3D		2	6.67%
4	Special effects		1	3.33%
5	Steadicam		2	6.67%
6	Technology does not need improvement / No suggestions		3	10.00%
7	Apple-based software training (Final Cut Pro X, Motion 5)		2	6.67%
8	Graphics training		2	6.67%
9	Green screen / Blue screen		3	10.00%
10	After Effects		3	10.00%
11	More versatility in cameras / More advanced ENG cameras		2	6.67%
12	DSLR		1	3.33%
13	Logic Pro		1	3.33%
14	Photoshop		1	3.33%
15	Advanced editing		2	6.67%
16	Sound recorders / Audio training		2	6.67%
17	Unsure / NA		5	16.67%
	Total		40	100.00%

## What new technology would you like to see offered in the training?

### INACTIVE

#	Answer	Bar	Response	%
1	Uploading video to the internet / online streaming equipment / internet distribution		1	10.00%
2	Animation		0	0.00%
3	3D		0	0.00%
4	Special effects		0	0.00%
5	Steadicam		1	10.00%
6	Technology does not need improvement / No suggestions		2	20.00%
7	Apple-based software training (Final Cut Pro X, Motion 5)		1	10.00%
8	Graphics training		0	0.00%
9	Green screen / Blue screen		0	0.00%
10	After Effects		1	10.00%
11	More versatility in cameras / More advanced ENG cameras		2	20.00%
12	DSLR		0	0.00%
13	Logic Pro		0	0.00%
14	Photoshop		0	0.00%
15	Advanced editing		0	0.00%
16	Sound recorders / Audio training		2	20.00%
17	Unsure / NA		2	20.00%
	Total		12	100.00%

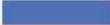
## What new technology would you like to see offered in the training?

### ACTIVE

#	Answer	Bar	Response	%
1	Uploading video to the internet / online streaming equipment / internet distribution		4	20.00%
2	Animation		3	15.00%
3	3D		2	10.00%
4	Special effects		1	5.00%
5	Steadicam		1	5.00%
6	Technology does not need improvement / No suggestions		1	5.00%
7	Apple-based software training (Final Cut Pro X, Motion 5)		1	5.00%
8	Graphics training		2	10.00%
9	Green screen / Blue screen		3	15.00%
10	After Effects		2	10.00%
11	More versatility in cameras / More advanced ENG cameras		0	0.00%
12	DSLR		1	5.00%
13	Logic Pro		1	5.00%
14	Photoshop		1	5.00%
15	Advanced editing		2	10.00%
16	Sound recorders / Audio training		0	0.00%
17	Unsure / NA		3	15.00%
	Total		28	100.00%

Please take a moment to share your thoughts and ideas on how to improve channelAustin's operations.

ALL RESPONSES

#	Answer	Bar	Response	%
1	Increase training hours, studio hours, hours of operation, rental hours		15	36.59%
2	channelAustin is a great service/organization/resource		8	19.51%
3	More readily available assistance/communication		6	14.63%
4	Lower the price of the classes		2	4.88%
5	New management/make management more helpful		4	9.76%
6	More extended reservations		4	9.76%
7	Prioritize content producers for facilities/equipment/training discounts		3	7.32%
8	Archive programming so that it can be viewed on demand		2	4.88%
9	Listen to clients' complaints and suggestions more		2	4.88%
10	Offer 6 month producer memberships / Offer monthly memberships		2	4.88%
11	Make media files deliverable online / uploadable from home using the internet		2	4.88%
12	Add more staff		2	4.88%
13	Make website less confusing / improve website		1	2.44%
14	Restructure the staff system so that a single staff member is assigned to a media artist to monitor project progression		1	2.44%
15	Allow producers to access facilities at off-peak hours using a passcode for media members		1	2.44%
16	Communicate issues with files better / give confirmation when files are accepted		1	2.44%
17	Same day checkout		1	2.44%
18	Community feeling has deteriorated		1	2.44%
19	24-hour turnaround for pre-recorded programming		1	2.44%
20	Encourage collaboration between producers to produce content together		1	2.44%
	Total		60	100.00%

Please take a moment to share your thoughts and ideas on how to improve channelAustin's operations.

INACTIVE

#	Answer	Bar	Response	%
1	Increase training hours, studio hours, hours of operation, rental hours		3	25.00%
2	channelAustin is a great service/organization/resource		2	16.67%
3	More readily available assistance/communication		3	25.00%
4	Lower the price of the classes		0	0.00%
5	New management/make management more helpful		1	8.33%
6	More extended reservations		2	16.67%
7	Prioritize content producers for facilities/equipment/training discounts		0	0.00%
8	Archive programming so that it can be viewed on demand		0	0.00%
9	Listen to clients' complaints and suggestions more		1	8.33%
10	Offer 6 month producer memberships / Offer monthly memberships		0	0.00%
11	Make media files deliverable online / uploadable from home using the internet		1	8.33%
12	Add more staff		0	0.00%
13	Make website less confusing / improve website		0	0.00%
14	Restructure the staff system so that a single staff member is assigned to a media artist to monitor project progression		0	0.00%
15	Allow producers to access facilities at off-peak hours using a passcode for media members		0	0.00%
16	Communicate issues with files better / give confirmation when files are accepted		1	8.33%
17	Same day checkout		1	8.33%
18	Community feeling has deteriorated		1	8.33%
19	24-hour turnaround for pre-recorded programming		0	0.00%
20	Encourage collaboration between producers to produce content together		1	8.33%
	Total		17	100.00%

Please take a moment to share your thoughts and ideas on how to improve channelAustin's operations.

ACTIVE

#	Answer	Bar	Response	%
1	Increase training hours, studio hours, hours of operation, rental hours		11	40.74%
2	channelAustin is a great service/organization/resource		6	22.22%
3	More readily available assistance/communication		3	11.11%
4	Lower the price of the classes		2	7.41%
5	New management/make management more helpful		3	11.11%
6	More extended reservations		2	7.41%
7	Prioritize content producers for facilities/equipment/training discounts		3	11.11%
8	Archive programming so that it can be viewed on demand		2	7.41%
9	Listen to clients' complaints and suggestions more		0	0.00%
10	Offer 6 month producer memberships / Offer monthly memberships		2	7.41%
11	Make media files deliverable online / uploadable from home using the internet		1	3.70%
12	Add more staff		1	3.70%
13	Make website less confusing / improve website		1	3.70%
14	Restructure the staff system so that a single staff member is assigned to a media artist to monitor project progression		1	3.70%
15	Allow producers to access facilities at off-peak hours using a passcode for media members		1	3.70%
16	Communicate issues with files better / give confirmation when files are accepted		0	0.00%
17	Same day checkout		0	0.00%
18	Community feeling has deteriorated		0	0.00%
19	24-hour turnaround for pre-recorded programming		1	3.70%
20	Encourage collaboration between producers to produce content together		0	0.00%
	Total		40	100.00%