

Cable Television Advisory Committee
Meeting Minutes
January 18, 2023
Approved March 1, 2023
THIS MEETING IS VIRTUAL ONLY

To join meeting online using WebEx platform:

- ❖ go to www.webex.com
- ❖ click the "join" button on the top right side of the screen
- ❖ enter the meeting ID, 160 794 8474

To attend via phone:

- ❖ call 1-415-655-0001
- enter the access code: 160 794 8474

1. Call meeting to order

6:00pm

2. Roll Call

Present: Sergio Bacelis, Jeff Levering, Phillip Lwasa, Steven Quist. Judith Warren, Director Cable Services

3. Survey Study – Report Review (Esther Campbell, ETC)

Levering: Explained that survey is part of City of Worcester's review of Spectrums TV services to residents, as part of franchise agreement negotiations. This survey was conducted by a vendor, with the intent of getting the community's opinions about Charter-Spectrum services and the PEG channels. The questions were created collaboratively between the CTAC and the heads of these channels. Survey findings will be presented by Esther Chambell, of ETC.

Campbell: Overviewed background of ETC Institute, the purpose of conducting this survey, the survey's methodology, and analyzed the statistical validity of the results. She also outlined the major survey findings.

Quist: Noted that Charter-Spectrum was not present at this meeting. Inquired whether issues/findings of survey were common. Also made comments about survey findings.

Campbell: Stated that there is no data to compare with other communities, currently.

Lwasa: Made comments regarding survey findings and their future applicability in negotiations.

Mauro DePasquale (WCCA): Discussed major survey findings and outlined areas of overlap with Public channel's continued needs/concerns. Requested clarification regarding data regarding program offerings.

Christine Wilson (WEA): Requested data that shows opinions on educational programming only from those with children in Worcester schools. Discussed major survey findings and issues experienced with Charter-Spectrum

Judith Warren (Worcester Government Channel): Requested clarification regarding "neutral" responses. Discussed demographics of survey respondents. Asked if there were any statistical anomalies.

Campbell: Stated that results appear normal, though a more in-depth review may reveal anomalies. Discussed possible next-steps for usage of data.

Coogan: Requested clarification on when channel numbers for PEG stations were switched. Emphasized importance of this issue for future negotiations.

4. Adjournment

7:06pm

Moved: Levering; Seconded: Quist; Roll Call (Yes 4, No 0)

Attachments: ETC Survey and Appendix A-E