



# **OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT FY 2024 PERFORMANCE PLAN**

**DECEMBER 1, 2023**

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# 1 OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT

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*Mission:* The mission of the Office of Cable Television, Film, Music and Entertainment (OCTFME) is to produce and broadcast programming for the District of Columbia's public, educational, and government access (PEG) cable television channels and digital radio station; regulate the District of Columbia's cable television service providers; provide customer service for cable subscribers; and support a sustainable film, music, and entertainment creative economy and labor market in the District of Columbia.

*Services:* The Office of Cable Television, Film, Music and Entertainment (OCTFME) regulates cable television service providers in the District of Columbia, and broadcasts programming for the District's public, educational and government (PEG) channels: the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN). OCTFME also produces and distributes programming for the District of Columbia Entertainment Network (DCE) streaming channel, and the DC Radio 96.3 HD4 digital radio station. OCTFME creates content that informs, educates, and entertains viewers via the District's PEG channels, streaming and other content platforms. OCTFME's award-winning content provides resourceful information on government activity, education, current events, history, and arts and entertainment. OCTFME provides 24-hour informative, open government, public interest programming on the District Council Channel (DCC), District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4. Programming includes coverage of the activities of Executive Offices of the Mayor and the executive branch, the District of Columbia City Council, the Office of the Attorney General, and the State Board of Education. OCTFME provides transparent public access to the governmental process and insights into life in the District. OCTFME is dedicated to developing and exhibiting quality, diverse programming and services that educate, enlighten, and empower the residents of the District of Columbia. OCTFME offers production support services to film, television, interactive, multimedia, and digital media content creators. Those support services include media production permitting; location scouting; production support; production and infrastructure incentives; job placement assistance; media education; and workforce development programs. OCTFME supports the growth, preservation, and sustainability of the creative economy, the creative workforce, and Go-Go Music, the official music of the District of Columbia, through the activities of the Creative Affairs Office (CAO) and the Mayor Muriel Bowser Presents: 202Creates initiative. CAO and 202Creates coordinate and administer creative economy special events that provides District residents access to training, resources, networking opportunities, and engage the community to advance a greater understanding of the creative economy.

## 2 2024 OBJECTIVES

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### Strategic Objective

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Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4.

Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. Develop legislation and regulatory policies in support of OCTFME's mission and operations.

Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.

Create and maintain a highly efficient, transparent, and responsive District government.

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### 3 2024 OPERATIONS

Operation Title	Operation Description	Type of Operation
<b>Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4.</b>		
Management of Government Broadcast Channels	Management of the daily content production and broadcast of government, public affairs and educational programming	Daily Service
DKN Channel Production, Programming and Broadcast	Management and operations of the District Knowledge Network (DKN), a government channel that offers educational and informative programming to District residents.	Daily Service
DCN Channel Production, Programming and Broadcast	The management and broadcast operations of the District of Columbia Network (DCN), a government channel that provides transparent, informative and open government programming to District residents.	Daily Service
DCC Channel Production, Programming and Broadcast	The management and broadcast operations of the District City Council Channel (DCC), a government channel that provides transparent, informative and open government programming to District residents.	Daily Service
DC Radio 96.3 HD4 Production, Programming and Broadcast	The management, programming, and broadcast operations of DC Radio 96.3 HD4, a government radio station that provides transparent, informative, open government programming, as well as training and educational opportunities to District residents.	Daily Service
OCTFME Broadcast Facility Management	Manage the broadcast operations and maintenance of the OCTFME broadcast facility, 441 Judiciary Square, and the John A. Wilson Building.	Daily Service
DCE Network Production, Programming and Broadcast	The management and broadcast operations of the District of Columbia Network Entertainment Network (DCE), a digital entertainment streaming network that distributes lifestyle, public affairs, live events, sports, arts, and entertainment programming locally, nationally, and internationally.	Daily Service
<b>Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. Develop legislation and regulatory policies in support of OCTFME's mission and operations.</b>		
Negotiate and Regulate District Cable Franchise Agreements	Negotiate and regulate cable franchise agreements between cable service providers and the District of Columbia. Ensures compliance with the negotiated franchise agreements, and maintain an economic and regulatory environment that promotes competition and consumer protection within the District's cable television industry.	Daily Service
Develop legislation and regulatory policies in support of OCTFME's mission and operations.	The operation identifies OCTFME's activity related to the legislative, statutory, and regulatory management related to the agency's operations, activities, programs, initiatives, and other agency functions.	Daily Service

(continued)

Operation Title	Operation Description	Type of Operation
Support for District Resident Cable Customers	Provide customer service for District resident customers of cable television services. Respond to customer questions, complaints, and service quality concerns.	Daily Service
<b>Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.</b>		
Creative Economy Media Education and Workforce Development	Manage, implement, support media education, creative economy workforce development, internships and training programs for youth and adults in the District of Columbia.	Key Project
Creative Economy Support	Support the growth and sustainability of the local creative economy through strategic programs, initiatives, community partnerships, and the Mayor Muriel Bowser Presents: 202Creates program.	Key Project
Support District Creative Economy Festivals, Special Events and Media Professional Organizations	Support creative economy festivals, special events, and support the programing and initiatives of media professional organizations, schools, youth organizations, and non-profits.	Daily Service
Permitting and Production Support Services	Provide media production permitting, production support services, and location assistance for media production within the District of Columbia. Promote the District as a location for media production.	Daily Service
Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund	Manage and administrate the District of Columbia Film, Television and Entertainment Rebate Fund. Strategically leverage the District's media production and infrastructure incentive program to support the growth of a sustainable creative economy and promote media industry employment.	Daily Service
Special Event Logistics and Production Support	Provide logistics, production, and broadcasting support for local creative economy, cultural, and public service events and festivals.	Daily Service
Support Go-Go Music as Official Music of the District of Columbia	Manage programs, events, and initiatives that support the preservation; artists; venues; history; and archiving of Go-Go Music in the District of Columbia pursuant to D.C. Law 23-71, The Go-Go Official Music of the District of Columbia Designation Act of 2020.	Key Project
<b>Create and maintain a highly efficient, transparent, and responsive District government.</b>		
Provide Government Public Service Programming for District Residents	Provide programming that informs District residents about the operations, services, programs and initiatives managed, maintained and administrated by the District of Columbia government, government agencies, and the District of Columbia City Council.	Daily Service
Maintain a Transparent Agency Website and Social Media Strategy	Maintain a dynamic, transparent website (and social media strategy) that provides District residents relevant and useful information related to the agency's operations, administration and services. Produce and distribute a monthly agency newsletter.	Daily Service

## 4 2024 STRATEGIC INITIATIVES

Title	Description	Proposed Completion Date
Produce and broadcast DC government PEG channel and DC Radio programming focused on issues impacting public safety, racial equity, and youth/young adult residents of Wards 7 and 8.	In FY2024 the Office of Cable Television, Film, Music, and Entertainment will produce special programs for our television and radio platforms, including the newly launched program “Speak Out DC,” led by DC Youth Mayor Addison Rose. The programming will include in-depth conversations with youth, thought leaders, and experts on youth violence and topics that impact the everyday lives of the city’s youth. Additional original programming will include conversations with various public safety offices and community conversations that include economic development, crime, racial equity, and issues impacting the residents of Wards 7 and 8. The programs will air on the District Knowledge Network (“DKN”) and the District of Columbia Network, (DCN); Public, Educational and Government (“PEG”) channels, as well as WHUR 96.3 HD4.	9/30/2024
Submit Recommendation for New Legislation to Increase District Cable Franchise and PEG Fees	In FY2024, the Office of Cable Television, Film, Music and Entertainment will submit a proposed legislation draft for EOM consideration designed to: (1) impose new fees for use of the District’s rights-of-way by video streaming services; and/or (2) impose taxes on broadcast satellite services and video streaming services. This legislation will be designed to address and offset the impact of the loss of over 50% of the District of Columbia cables subscribers since FY2016, and the resulting decline in the franchise fee and PEG fee revenues to the District.	9/30/2024
Redesign and update the OCTFME and 202Creates websites to more effectively present and inform District residents of the agency’s broadcast programming, creative economy activations, and stakeholder support initiatives.	In the Fiscal Year 2024, the Office of Cable Television, Film, Music, and Entertainment (OCTFME) will update, redesign, and re-launch the OCTFME and 202Creates websites. Collaborating closely with the Office of the Chief Technology Officer (OCTO) OCTFME will develop an engaging, informative, dynamic online platform that amplifies OCTFME’s mission to support a diverse and equitable local creative economy and the District as an entertainment destination.	9/30/2024
Expand 202Creates Residency Program Offerings for District Creatives	In FY2024, OCTFME’s Creative Affairs office (CAO) will expand the 202Creates residency program offerings to include more hands-on music industry, podcasting, and other creative industry skill set training opportunities to facilitate the enhancement of the 202Creates Residency Program participants’ knowledge and experience in areas that will lead to sustainable careers in the creative economy and a pathway to the middle class. The goal is for creatives to obtain access to hands on experience and opportunities to get to the next level of their business goals.	9/30/2024

<p>Produce and broadcast DC government PEG channel and DC Radio programing showcasing local professional sports as well as the economic impact of sports-related business activity in the District.</p>	<p>In FY2024 the Office of Cable Television, Film, Music, and Entertainment will produce special programs for our television and radio platforms, that support the District of Champions. The programming will be aligned with the District’s sports business attraction and economic development mayoral priority, in coordination with the DMPED Sports Team. Programming will be hosted by former and current professional athletes, as well as experts in sports and entertainment and business development. The programming will highlight game day activities, the District’s efforts to attract and retain sports entertainment activity, as well as interviews with athletes and front office executives. The programming will air on the District Knowledge Network (“DKN”) and the District of Columbia Network, (DCN); Public, Educational and Government (“PEG”) channels, as well as DC Radio 96.3 HD4.</p>	<p>9/30/2024</p>
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## 5 2024 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

### Key Performance Indicators

Measure	Directionality	FY 2021	FY 2022	FY 2023	FY 2024 Target
<b>Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4.</b>					
Percent increase in hours of sports programming broadcast on the District Knowledge Network (DKN) in FY23 compared to the previous fiscal year.	Up is Better	New in 2023	New in 2023	125%	100%
<b>Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. Develop legislation and regulatory policies in support of OCTFME's mission and operations.</b>					
Percent of customer service requests requiring on site investigation responded to within 48 hours	Up is Better	98.7%	98.7%	99.6%	95%
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	100%	100%	100%	95%
<b>Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.</b>					
Percent of clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"	Up is Better	99.1%	99.4%	98.6%	95%
Percent of permit applications processed or issued within 5 business days of final application submission	Up is Better	100%	100%	100%	95%
Percent of Rebate Fund balance committed to Program Awardees by the close of the fiscal year.	Up is Better	100%	100%	100%	90%

Workload Measures

Measure	FY 2021	FY 2022	FY 2023
<b>DC Radio 96.3 HD4 Production, Programming and Broadcast</b>			
Number of hours new/original programming produced and broadcast on DC Radio 96.3 HD4	307	485	613
<b>DCC Channel Production, Programming and Broadcast</b>			
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	941	900	981
<b>DCE Network Production, Programming and Broadcast</b>			
Number of hours of new/original programming broadcast on DCE	New in 2023	New in 2023	93
<b>DCN Channel Production, Programming and Broadcast</b>			
Number of hours of new/original programming broadcast on DCN	193	215	175
<b>DKN Channel Production, Programming and Broadcast</b>			
Number of hours of new/original programming broadcast on DKN	95	95	63
<b>Support for District Resident Cable Customers</b>			
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	355	252	288
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	858	781	480
<b>Creative Economy Media Education and Workforce Development</b>			
Number of District residents participating in the Creative Economy Career Access Program (CECAP).	New in 2023	New in 2023	7
<b>Creative Economy Support</b>			
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 2022 Creates Residency Program	36	41	52
Number of Creative Economy Activation Events facilitated in the District of Columbia.	New in 2023	New in 2023	45
<b>Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund</b>			
Total rebate awards committed to certified program participants (dollar amount)	\$1,289,947.00	\$841,826.00	\$1,263,652.00

Workload Measures (continued)

Measure	FY 2021	FY 2022	FY 2023
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	5	7	7
<b>Permitting and Production Support Services</b>			
Revenue from Permits Issued	\$51,630.00	\$93,003.00	\$74,490.00
Number of Permits Issued	111	198	164
<b>Support District Creative Economy Festivals, Special Events and Media Professional Organizatons</b>			
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	63	61	46
<b>Support Go-Go Music as Official Music of the District of Columbia</b>			
Number of sponsored events, programs, activities, or initiatives that support Go-Go Music.	63	61	76