



FY09 PERFORMANCE PLAN Office of Cable Television

MISSION

The mission of the Office of Cable Television (OCT) is to: (1) regulate the provision of “cable service” in the District of Columbia (as that term is defined by the District’s cable television laws); (2) protect and advance the cable service-related interests of the District and its residents; and (3) produce and cablecast live and recorded video and other programming by way of the District’s public, educational and government (PEG) cable channels.

SUMMARY OF SERVICES

OCT regulates the District’s cable television providers and manages the two municipal government channels: OCT TV-16, OCT TV-13, and an educational channel: District Schools Television (DSTV). OCT TV-16 provides information regarding the many programs, services, and opportunities made available by the Government of the District of Columbia. OCT TV-13 provides gavel to gavel coverage of the Council of the District of Columbia. Together these channels are intended to provide District of Columbia residents access to the activities and processes of their government. DSTV is the public education channel of the District of Columbia. DSTV’s mission is to use broadcast television and the most current technologies to develop and deliver quality multi-media instructional, educational and community programming to enhance student achievement and life-long learning.

OBJECTIVE 1: Increase the public’s access to the government through its municipal television channels.

INITIATIVE 1.1: Increase the production and broadcast of important programs to residents regarding municipal events and services.

OCT will work with members of the executive and legislative branches to produce and broadcast 300 hours of programming for TV-16 and TV-13, such as public service announcements (PSAs), training and instructional guides, and programs. The funding mechanism will be memoranda of agreement (MOUs) between the OCT and the customer agency or Council office. OCT will establish relationships with agency directors, public information officers, and other key staff, as well as Councilmembers and their communications staff, by sharing with them the available services and the benefits of using the two municipal channels.

INITIATIVE 1.2: Increase the production and broadcast of important programs to residents regarding the school system on DSTV.

In FY08, OCT signed an MOU with the Office of the State Superintendent for Education (OSSE) to formalize the transfer of production control and management of DSTV from the school system to OCT. By the end of FY 2009, OCT will work with members of the education system stakeholders to produce and/or procure 100 hours of original curriculum based programming for DSTV, such as state board meetings, public service announcements (PSAs), instructional guides, and other life-long learning programs.

OBJECTIVE 2: Protect and advance the interests of District residents in cable television.

INITIATIVE 2.1: Promote cable competition and choice for District residents.

In cities where there is true competition by cable service providers, the cable television companies compete for customers by stabilizing rates and improving customer service. OCT will work to bring greater competition and choice to the cable television market in DC by attracting additional cable service providers to DC—lowering the consumer’s cost for cable and increasing customer service. In FY09, OCT will aggressively pursue all leads and requests for new cable



franchises using existing resources to review, negotiate, and expedite the franchising process. Additionally, OCT will strongly enforce the provisions and standards of the franchise agreement.

INITIATIVE 2.2: Train DC Public School (DCPS) students in television production.

OCT will work with DCPS students to train them on the agency's new high definition equipment. This will give the students who desire to further their education in broadcasting and communications hands-on experience for pursuing a college education in the field.

PROPOSED KEY PERFORMANCE INDICATORS

Measure	FY07 Actual	FY08 Target	FY08 YE Actual	FY09 Projection	FY10 Projection	FY11 Projection
Objective 1						
# of hours of new programming on TV-16 and TV-13	N/A	280	750	775	800	820
# of hours of new programming on DSTV	N/A	50	55	75	90	100
Objective 2						
# of DCPS students trained in television technology through the OCT facility	N/A	20	30	25	30	35
% Cable complaints addressed within the standard 48 hours	N/A	90%	95%	90%	90%	90%