

Office of Cable Television, Film, Music and Entertainment FY2018

Agency Office of Cable Television, Film, Music and Entertainment

Agency Code C10

Fiscal Year 2018

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.

2018 Strategic Objectives

Objective Number	Strategic Objective	# of Measures	# of Operations
1	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.	1	6
2	Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations.	1	2
3	Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries.	3	6
4	Create and maintain a highly efficient, transparent and responsive District government.**	7	2
TOT		12	16

2018 Key Performance Indicators

Measure	New Measure/ Benchmark Year	FY 2014 Actual	FY 2015 Target	FY 2015 Actual	FY 2016 Target	FY 2016 Actual	FY 2017 Target	FY 2017 Actual	FY 2018 Target
1 - 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. (1 Measure)									
Percent increase of locally-originated programs on the District Knowledge Network (DKN).	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	50%
2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. (1 Measure)									
Percent of customer service requests responded to within 48 hours.	✓	Not available	Not available	Not Available	Not Available	New Measure	New Measure	New Measure	95%
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries. (3 Measures)									

Percent of clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"	<input type="checkbox"/>	99%	Not available	100%	99%	100%	99%	99.4%	95%
Percent of permit invoices processed or issued within 5 business days of receiving a final completed application.	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	95%	98.2%	95%
Percent of Rebate Fund Obligated to Program Awardees by the close of the fiscal year.	<input type="checkbox"/>	Not available	Not available	Not Available	Not Available	Not Available	90%	96.4%	90%

**We've revisited a project to standardize District wide measures for the Objective "Create and maintain a highly efficient, transparent and responsive District government." New measures will be tracked in FY18 and FY19 and published starting in the FY19 Performance Plan.

2018 Operations

Operations Header	Operations Title	Operations Description	Type of Operations	# of Measures	# of Strategic Initiatives
1 - 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. (6 Activities)					
Broadcast Operations	Management of Government Broadcast Channels	Management of the daily content production and broadcast of government, public affairs and educational programming	Daily Service	0	1
PROPERTY MANAGEMENT	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	0	1
ORIGINATED PROGRAMMING	DKN Channel Production, Programming and Broadcast	Management and operations of the District Knowledge Network (DKN), a government channel that offers educational, informative programming to District residents.	Daily Service	1	0
ORIGINATED PROGRAMMING	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, open government programming to District residents.	Daily Service	1	0
ORIGINATED PROGRAMMING	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, open government programming to District residents.	Daily Service	1	0
ORIGINATED PROGRAMMING	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	1	0

TOT				4	2
2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. (2 Activities)					
CUSTOMER SERVICE	Support for District Resident Cable Cusotmers	Provide customer service for District resident customers of cable television services. Respond to customer questions, complaints, and service quality concerns.	Daily Service	1	0
FRANCHISE REGULATION	Negotiate and Regulate District Cable Franchise Agreements	Negotiate and regulate cable franchise agreements between cable service providers and the District of Columbia. Ensure compliance with the negotiated franchise agreements, and maintain a economic and regulatory environment that promotes competition and consumer protection within the District's cable television industry.	Daily Service	0	1
TOT				1	1
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries. (6 Activities)					
PRODUCTION SUPPORT	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	2	0
PROGRAM REBATE	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	2	0
COMMUNITY OUTREACH	Support District Creative Economy Festivals, Special Events and Media Professional Organizatons	Support creative economy festivals, special events, and support the programing and initiatives of media professional organizations, schools, youth organizations, and non-profits.	Daily Service	2	0
PRODUCTION SUPPORT	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	0	0
Media Education and Worforce Development	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	0	1
CREATIVE ECONOMY SUPPORT	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	0	2

TOT				6	3
4 - Create and maintain a highly efficient, transparent and responsive District government.** (2 Activities)					
ORIGINATED PROGRAMMING	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	0	0
CUSTOMER 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	0	1
TOT				0	1
TOT				11	7

2018 Workload Measures

Measure	New Measure/ Benchmark Year	FY 2014 Actual	FY 2015 Actual	FY2016 Actual	FY 2017 Actual
1 - DC Radio 96.3 HD4 Production, Programming and Broadcast (1 Measure)					
Number of hours broadcast on DC Radio 96.3 HD4	<input checked="" type="checkbox"/>	Not available	Not Available	New Measure	New Measure
1 - DCC Channel Production, Programming and Broadcast (1 Measure)					
Number of hours of programming broadcast on DCC	<input type="checkbox"/>	Not available	Not Available	Not Available	909
1 - DCN Channel Production, Programming and Broadcast (1 Measure)					
Number of hours of programming broadcast on DCN	<input type="checkbox"/>	Not available	Not Available	Not Available	296
1 - DKN Channel Production, Programming and Broadcast (1 Measure)					
Number of hours of programming broadcast on DKN	<input type="checkbox"/>	Not available	Not Available	Not Available	133
2 - Support for District Resident Cable Cusotmers (1 Measure)					
Number of cable subscriber service requests received (calls, emails, via website)	<input type="checkbox"/>	Not	Not	Not	665

		available	Available	Available	
3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)					
Number of incentive rebate program pre-certified awardees	<input type="checkbox"/>	Not available	Not Available	Not Available	10
Total amount of rebate funds assigned/obligated to awardees	<input type="checkbox"/>	Not available	Not Available	Not Available	\$1,984,822
3 - Permitting and Production Support Services (2 Measures)					
Revenue from Permits Issued	<input type="checkbox"/>	Not available	Not Available	\$113,289	\$90,260
Number of permits issued	<input type="checkbox"/>	Not available	Not Available	308	207
3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizatons (2 Measures)					
Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers	<input type="checkbox"/>	Not available	Not Available	Not Available	12
8) Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	<input type="checkbox"/>	Not available	Not Available	Not Available	64

Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Technical Equipment upgrades to HSEMA Media Center	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will supervise the completion of the technical/audio visual equipment upgrade to the current master control production facility at the Homeland Security and Emergency agency (HSEMA). The broadcast technical upgrades of HSEMA's master control production facility is necessary to ensure the efficient and reliable delivery of official government emergency management notifications and media communications to District of Columbia residents.	09-30-2018
202Creates Creative Co-Working Days Program	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) launch a co-working program to support District of Columbia artists, creatives and creative businesses. The program will support artists, creatives and creative businesses by providing access to government support services, and space to do their work, and grow their business enterprises. This program will join OCTFME's portfolio of activities supporting the creative economy, directly leveraging City resources to connect innovative and creative residents with the workspace and Government resources.	06-30-2018
IATSE Local 22 DC Resident Job Training	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a creative economy job training support program in partnership with the International Alliance of Theatrical Stage Employees (IATSE) Local 22 that will provide District residents financial subsidies to defray the cost of IASTE technical training classes, offering District resident IASTE members the opportunity to acquire the professional certifications required rise up the IATSE classification tier, qualifying them for higher	09-30-2018

Assistance Program	paying jobs and a pathway to the middle class.	
ReelMusic Interactive Networking Resource and Mobile Application	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a new interactive music industry networking resource and mobile application that will allow District resident musicians and music venues to market themselves and establish sustainable careers and businesses enterprises in the local music industry.	06-30-2018
OCTFME Website Redesign	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a redesigned agency website, consolidating three existing OCTFME websites (film.dc.gov, octo.dc.gov, and entertainment.dc.gov) into one single website interface with a new, dynamic look and design. This project will allow OCTFME to more effectively and efficiently deliver to District residents OCTFME's programming and transparent information related to the agency's operation, administration and services.	06-30-2018
Install Remote Master Control Station at OCTFME Broadcast Facility	In FY18, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will supervise the completion of master control technical equipment upgrades at the OCTFME production facility at 1899 9th Street NE, allowing OCTFME to remotely manage broadcast coverage of public hearings and other special events that take place at the John A. Wilson Building and 441 4th Street NW. These technical upgrades will allow OCTFME to deliver efficient, reliable, open and transparent government information to District residents. This is an upgrade to OCTFME's quality control capacity, operational redundancy, and emergency preparedness.	06-30-2018
Cable Service Provider Privacy Regulations Update	In FY18, as part of the Office of the Deputy Mayor for Planning and Economic Development (DMPED) Fall legislative roundup, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will submit new regulations or amendments to the current District of Columbia Cable Law. This effort will ensure increased consumer privacy protection for cable and internet service customers in the District of Columbia.	06-30-2018