

Office of Cable Television, Film, Music and Entertainment FY2021

Agency Office of Cable Television, Film, Music and Entertainment

Agency Code CIO

Fiscal Year 2021

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.

Strategic Objectives

Objective Number	Strategic Objective
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.
2	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.
3	Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.
4	Create and maintain a highly efficient, transparent, and responsive District government.

Key Performance Indicators

Measure	Directionality	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual	FY 2021 Target
2 - 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. (2 Measures)					
Percent of customer service requests requiring on site investigation responded to within 48 hours	Up is Better	New in 2020	New in 2020	99.2%	95%
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	New in 2020	New in 2020	99.7%	95%
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries. (3 Measures)					
Percent of clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"	Up is Better	99.2%	100%	100%	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	92.2%	92.9%	91.6%	90%

Operations

Operations Header	Operations Title	Operations Description	Type 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. (6 Activities)			

Operations Header	Operations Title	Operations Description	Type of Operations
Broadcast Operations	Management of Government Broadcast Channels	Management of the daily content production and broadcast of government, public affairs and educational programming	Daily Service
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
ORIGINATED PROGRAMMING	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
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 and open government programming to District residents.	Daily Service
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 and open government programming to District residents.	Daily Service
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
2 - 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. (3 Activities)			
FRANCHISE REGULATION	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
PERFORMANCE MANAGEMENT	Develop legislation and regulatory policies in support 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
CUSTOMER SERVICE	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
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries. (6 Activities)			
Media Education and Workforce 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
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
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
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

Operations Header	Operations Title	Operations Description	Type of Operations
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
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
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
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

Workload Measures

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual
1 - DC Radio 96.3 HD4 Production, Programming and Broadcast (1 Measure)			
Number of hours new/original programming produced and broadcast on DC Radio 96.3 HD4	685	330	325
1 - DCC Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	998	1081	942
1 - DCN Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DCN	262	250	251
1 - DKN Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DKN	121	102	172
2 - Support for District Resident Cable Customers (2 Measures)			
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	New in 2020	New in 2020	309
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	New in 2020	New in 2020	643
3 - Creative Economy Support (2 Measures)			
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	New in 2020	New in 2020	14
Number of District residents participating in the Care for Creatives Program	New in 2021	New in 2021	New in 2021
3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)			

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Actual
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	10	13	8
Total rebate awards committed to certified program participants (dollar amount)	\$2,131,835	\$1,673,247	\$1,696,041
3 - Permitting and Production Support Services (2 Measures)			
Revenue from Permits Issued	\$104,410	\$90,450	\$47,890
Number of permits issued	262	222	96
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	35	52	57
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	68	69	44

Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Creative Economy Support (1 Strategic Initiative)		
Develop Go-Go Music Support and Preservation Plan	In FY2021, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop a strategic plan to support, preserve, and archive go-go music and its history pursuant to D.C. Law 23-71, The Go-Go Official Music of the District of Columbia Designation Act of 2020. The plan will be developed and administered by OCTFME's Creative Affairs Office (CAO).	12-31-2020
Develop legislation and regulatory policies in support OCTFME's mission and operations. (1 Strategic Initiative)		
Creative Economy Economic Recovery Legislation Recommendation	In FY2021, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will draft and submit to EOM a recommendation for new legislation to support the economic recovery of District of Columbia performance venues and other creative economy businesses negatively impacted by the COVID-19 pandemic through targeted tax breaks/rebates and other economic recovery resource support.	09-30-2021
Maintain a Transparent Agency Website and Social Media Strategy (1 Strategic Initiative)		
Develop a Website for the Creative Affairs Office	In FY2021, the Office of Cable Television, Film, Music and Entertainment will develop a transparent, responsive, open government website for the Creative Affairs Office. The website will provide District resident stakeholders an information portal that will advance a greater understanding of the District's creative economy, District government administered creative economy support programs, events, and economic revitalization initiatives.	11-30-2020
Management of Government Broadcast Channels (1 Strategic Initiative)		
Develop Bridging the Equity Gap, Inclusivity, and Resilience Programming	In FY2021, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will produce a series of Public, Educational, and Government Access (PEG) channel and DC Radio "Voice of the People" programs, specials, informational videos, public service announcements (PSAs) and wraparound segments that will inform and educate on the issues of racial, social, and economic inequity in the District of Columbia. The programming and messaging effort will provide a forum to raise awareness, encourage discussion, and serve as a platform for disseminating information about government and community programs that will advance the District Government's mission to close the equity gap.	09-30-2021
Provide Government Public Service Programming for District Residents (1 Strategic Initiative)		

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Public Introduction of the District of Columbia Entertainment (DCE) Channel	In FY2021, the Office of Cable Television, Film, Music and Entertainment will publicly introduce the District of Columbia Entertainment (DCE) Channel to District residents, District government partners, and community stakeholder groups. The public channel introduction will include a strategically coordinated, branded and marketed unveiling strategy. DCE is a new District government high-definition digital PEG channel established in FY2020 that will showcase the city's creative economy by enhancing and expanding the programming offerings currently available on DCN, DKN and DCC.	04-30-2021