

Office of Cable Television, Film, Music and Entertainment FY2022

Agency Office of Cable Television, Film, Music and Entertainment

Agency Code C10

Fiscal Year 2022

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 (KPIs)

Measure	Directionality	FY 2019 Actual	FY 2020 Actual	FY 2021 Actual	FY 2022 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	99.2%	98.7%	95%
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	New in 2020	99.7%	100%	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	100%	100%	99.1%	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	92.9%	91.6%	100%	90%

Operations

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)		
Management of Government Broadcast Channels	Management of the daily content production and broadcast of government, public affairs and educational programming	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
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
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)		
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 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
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)		
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

Operations Title	Operations Description	Type of Operations
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
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
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)		
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

Workload Measures (WMs)

Measure	FY 2019 Actual	FY 2020 Actual	FY 2021 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	330	325	307
1 - DCC Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	1081	942	941
1 - DCN Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DCN	250	251	193
1 - DKN Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DKN	102	172	95
2 - Support for District Resident Cable Customers (2 Measures)			
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	New in 2020	643	858
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	New in 2020	309	355
3 - Creative Economy Support (1 Measure)			
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	New in 2020	14	36
3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)			
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	13	8	5
Total rebate awards committed to certified program participants (dollar amount)	\$1,673,247	\$1,696,041	\$1,289,947
3 - Permitting and Production Support Services (2 Measures)			
Number of permits issued	222	96	111
Revenue from Permits Issued	\$90,450	\$47,890	\$51,630

Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Creative Economy Support (1 Strategic Initiative)		
Launch Go-Go Peoples Plan Duke Ellington School for the Arts Partnership	In FY22, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop, initiate, and launch a partnership with the Duke Ellington School for the Arts to advance Go-Go music education, history, and preservation.	09-30-2022
Management of Government Broadcast Channels (1 Strategic Initiative)		
Produce Community Violence Prevention Programming and Public Service Announcement Series	In FY22, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will establish a cross-platform programming and public service announcement campaign that will highlight and raise awareness about the issues and solutions surrounding community violence prevention. The messaging strategy will target communities in the District identified as disproportionately impacted by violence, and give voice to those residents, their stories, and the impact of violence on their lives. The content created will be distributed on DC Government PEG channels, DC Radio, and OCTFME social media platforms.	09-30-2022
Provide Government Public Service Programming for District Residents (1 Strategic Initiative)		
Market and Promote District of Columbia Entertainment Network Mobile and Digital Platform Applications	In FY22, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop and execute a promotional plan for the District of Columbia Entertainment Network mobile and digital platform applications ("Apps") to raise awareness and extend the reach and impact of new DCE Network program offerings. OCTFME will utilize a marketing and implementation plan to create visibility, engagement and impressions for the new network apps.	09-30-2022