

# Office of Cable Television, Film, Music and Entertainment FY2019

**Agency** Office of Cable Television, Film, Music and Entertainment

**Agency Code** C10

**Fiscal Year** 2019

**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.

**Summary of Services** OCTFME is responsible for regulating cable television in the District and managing the District's government television access channels: the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN). OCTFME manages and programs the DC Radio 96.3 HD4 digital radio station. OCTFME creates content that informs, educates, and entertains viewers via the District of Columbia's public, educational, and government (PEG) channels 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 providing quality, diverse programming and services that educate, enlighten, and empower the residents of the District of Columbia. OCTFME offers a number of support services to local and out-of-state film, television, video, entertainment, interactive, multimedia, and digital media content creators, including: media production permitting; location scouting; production support; production and infrastructure incentives; job placement assistance and workforce development programs. OCTFME also administrates a media production incentive program, the DC Film, Television and Entertainment Rebate fund. OCTFME also supports the creative economy through the Mayor Muriel Bowser Presents: 202Creates initiative, and administers programs and initiatives that support the growth and sustainability of the music and entertainment economies in the District. OCTFME engages the community to create a greater understanding of the creative economy as a whole, the media production process, and access to training opportunities required to become marketable creative economy industry professionals.

## 2019 Accomplishments

| Accomplishment  | Impact on Agency  | Impact on Residents   |
|---|---|---|
| <p><b>DC Radio Now Available on 5 New Distribution Platforms</b></p> <p>Beginning in FY2019 DC Radio 96.3 HD4 programming is now available via 5 new digital distribution platforms: (1) DCGoogle Play, (2) Spotify, (3) SoundCloud, (4) IHeartRadio, and (5) ApplePodcasts. This expansion to these new platforms allows millions of listeners to search and access DC Radio Programs on-demand, anytime and anywhere on most modern devices, including Windows, macOS, and Linux computers, and iOS, and Android smartphones and tablets.</p>   | <p>This accomplishment impacts the agency by further establishing DC Radio 96.3 HD4, now beginning its third year of operation, as a cutting edge government public information operation that disseminates informational and entertainment programming to District residents on a variety of platforms and devices. This accomplishment also aligns with OCTFME's mission to provide easy access to transparent, open government, public safety and public health information programming to District residents that educates, entertains, enlightens, and empowers.</p> | <p>This increased access to DC Radio programming on more digital platforms allows a greater number of District residents to access DC Radio open government, public safety, lifestyle and entertainment programming anywhere, anytime, and in more convenient and technologically advanced ways.</p>  |
| <p><b>OCTFME PEG Programming Now Airing in 6 New Broadcast Markets</b></p> <p>In FY2019 OCTFME expanded the reach and impact of OCTFME programming to 6 additional broadcast markets in the Eastern United States. RCN began airing OCTFME PEG programming in the following markets in FY19: (1) Boston, (2) Chicago, (3) NYC (Manhattan/Queens); (4) Delaware County (suburban Philadelphia); (5) Lehigh County, PA; and (6) DC Metro (Maryland/Virginia). The OCTFME programming is being featured as part of RCN's on demand and regular programming schedule. The following OCTFME programs are now available in these markets: The 202; 202 Xtra; We Are Washington; The Sound; I Wish You Knew; Display; Inside DKN Sports; Legacy of A People; Field Pass; and Skillz.</p> | <p>The impact to the agency is an acknowledgement by cable provider RCN that OCTFME is producing a high level of quality programming worthy of not just local, but regional exposure. This expansion of OCTFME PEG programming to these new markets is a reflection on the creative and technical excellence being achieved by OCTFME. The expansion of RCN distribution has afforded the opportunity to expand the impact of the awareness of OCTFME PEG programming to cover the local DMV as well as regional markets along the northeastern Atlantic coast.</p>       | <p>This accomplishment impacts DC residents by having DC-focused lifestyle, public interest, and scholastic sports programming distributed throughout the east coast. Not only does this raise the profile of the District, its student athletes and its educators; but it also disseminates information about the District that encourages travel and tourism to DC.</p>       |
| <p><b>DC Music Census</b></p> <p>In FY2019 OCTFME partnered with Georgetown University to conduct a first of its kind "DC Music Census." The goal of the census was to provide comprehensive information about the local music industry, including a detailed fact-based accounting of how many District residents work in the music industry as artists, producers, engineers, and business entrepreneurs. The census captured over 2600 responses from the music community.</p>   | <p>Achieving this accomplishment helped realize OCTFME's mission to support a sustainable film, music, and entertainment creative economy and labor market in the District of Columbia.</p>   | <p>The accomplishment impacts DC residents by providing a comprehensive, first of its kind assessment and analysis of the music industry. The resulting report and analysis will provide data-driven information that will inform government policy, program initiatives, and public-private partnerships that will support and expand the music ecosystem in the District.</p> |

## 2019 Key Performance Indicators

| Measure | Frequency | FY 2017 | FY 2018 | FY 2019 | FY 2019 | FY 2019 | FY 2019 | FY 2019 | FY 2019 | KPI Status | Explanation |
|---------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|------------|-------------|
|         |           | Actual  | Actual  | Target  | Q1      | Q2      | Q3      | Q4      | Actual  |            |             |

**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)**

| Measure   | Frequency | FY 2017 Actual | FY 2018 Actual | FY 2019 Target | FY 2019 Q1     | FY 2019 Q2     | FY 2019 Q3     | FY 2019 Q4     | FY 2019 Actual  | KPI Status    | Explanation |
|---|-----------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|---------------|-------------|
| Percent increase of regional broadcast markets broadcasting OCTFME PEG programming.   | Annually  | New in 2019    | New in 2019    | 400%           | Annual Measure | Annual Measure | Annual Measure | Annual Measure | 600%            | Met           |             |
| <b>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 OCTFME's mission and operations. (1 Measure)</b> |           |                |                |                |                |                |                |                |                 |               |             |
| Percent of customer service requests responded to within 48 hours   | Quarterly | Not Available  | 98.6%          | 95%            | 96.6%          | 99.4%          | 95.5%          | 100%           | 98%             | Met           |             |
| <b>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)</b>  |           |                |                |                |                |                |                |                |                 |               |             |
| Percent of clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"   | Quarterly | 99.4%          | 99.2%          | 95%            | 100%           | 100%           | 100%           | 100%           | 100%            | Met           |             |
| Percent of permit invoices processed or issued within 5 business days of final application submission.  | Quarterly | 98.2%          | 100%           | 95%            | 100%           | 100%           | 100%           | 100%           | 100%            | Met           |             |
| Percent of Rebate Fund Budget assigned to Program Awardees by the close of the fiscal year  | Annually  | 96.4%          | 92.2%          | 90%            | Annual Measure | Annual Measure | Annual Measure | Annual Measure | 92.9%           | Met           |             |
| <b>4 - Create and maintain a highly efficient, transparent and responsive District government. (8 Measures)</b>   |           |                |                |                |                |                |                |                |                 |               |             |
| HR MANAGEMENT - Percent of eligible employees completing and finalizing a performance plan in PeopleSoft (Updated by OCA)   | Annually  | New in 2019    | New in 2019    | Not Available  | Annual Measure | Annual Measure | Annual Measure | Annual Measure | 100%            | No Target Set |             |
| HR MANAGEMENT - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft (Updated by OCA)   | Annually  | New in 2019    | New in 2019    | Not Available  | Annual Measure | Annual Measure | Annual Measure | Annual Measure | Waiting on Data | No Target Set |             |
| FINANCIAL MANAGEMENT - Quick Payment Act Compliance - Percent of QPA eligible invoices paid within 30 days (Updated by OCA)   | Annually  | New in 2019    | New in 2019    | Not Available  | Annual Measure | Annual Measure | Annual Measure | Annual Measure | 100%            | No Target Set |             |

| Measure  | Frequency | FY 2017 Actual | FY 2018 Actual | FY 2019 Target | FY 2019 Q1     | FY 2019 Q2     | FY 2019 Q3     | FY 2019 Q4     | FY 2019 Actual  | KPI Status    | Explanation |
|--|-----------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|---------------|-------------|
| FINANCIAL MANAGEMENT - Percent of local budget de-obligated to the general fund at the end of year (Updated by OCA)  | Annually  | New in 2019    | New in 2019    | Not Available  | Annual Measure | Annual Measure | Annual Measure | Annual Measure | Waiting on Data | No Target Set |             |
| CONTRACTS AND PROCUREMENT - Percent of Small Business Enterprise (SBE) annual goal spent (Updated by OCA)  | Annually  | New in 2019    | New in 2019    | 100%           | Annual Measure | Annual Measure | Annual Measure | Annual Measure | Waiting on Data |               |             |
| IT POLICY AND FOIA COMPLIANCE - Percent of "open" data sets identified by the annual Enterprise Dataset Inventory published on the Open Data Portal - (Updated by OCA)                   | Annually  | New in 2019    | New in 2019    | Not Available  | Annual Measure | Annual Measure | Annual Measure | Annual Measure | 100%            | No Target Set |             |
| IT POLICY AND FOIA COMPLIANCE - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension - (Updated by OCA) | Annually  | New in 2019    | New in 2019    | Not Available  | Annual Measure | Annual Measure | Annual Measure | Annual Measure | Waiting on Data | No Target Set |             |
| HR MANAGEMENT - Average number of days to fill vacancy from post to offer acceptance (Updated by OCA)  | Annually  | New in 2019    | New in 2019    | New in 2019    | Annual Measure | Annual Measure | Annual Measure | Annual Measure | Waiting on Data | No Target Set |             |

\*Mayoral agencies include agencies under the Health and Human Services, Education, Public Safety and Justice, Operations and Infrastructure, Economic Development, and Internal Services clusters. It excludes all independent agencies and select EOM agencies.

\*The HR management, Financial Management, IT Policy and FOIA Compliance, and Contracts and Procurement measures were collected for all mayoral agencies in FY 2019. OCA calculates these measures based on summary-level data from various agencies, and cannot verify the accuracy of any calculations.

\*The 2019 DC Enterprise Data Inventory (EDI) contains datasets published on DC's Open Data Portal, which is current as of March 9, 2019, and any datasets published to the portal after the above date were not included in the measure's calculation.

\*Due to data lags, FY 2019 data for the following core business measures will be published in March 2020: Contracts and Procurement - Percent of Small Business Enterprise (SBE) annual goal spent; Financial Management - Percent of local budget de-obligated to the general fund at the end of year; Human Resource Management - Average number of days to fill vacancy from post to offer acceptance; Human Resource Management - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft; and IT Policy and Freedom of Information Act (FOIA) Compliance - Percent of FOIA Requests Processed in more than 25 business days - statute requirements allow 15 business days and a 10 day extension.

## 2019 Workload Measures

| Measure  | FY 2017 Actual | FY 2018 Actual | FY 2019 Q1 | FY 2019 Q2 | FY 2019 Q3 | FY 2019 Q4 | FY 2019 Actual |
|--|----------------|----------------|------------|------------|------------|------------|----------------|
| <b>1 - DC Radio 96.3 HD4 Production, Programming and Broadcast (1 Measure)</b> |                |                |            |            |            |            |                |

| Measure  | FY 2017 Actual  | FY 2018 Actual | FY 2019 Q1     | FY 2019 Q2     | FY 2019 Q3     | FY 2019 Q4     | FY 2019 Actual |
|--|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Number of hours broadcast on DC Radio 96.3 HD4   | Waiting on Data | 685            | 120            | 60             | 75             | 75             | 330            |
| <b>1 - DCC Channel Production, Programming and Broadcast (1 Measure)</b>   |                 |                |                |                |                |                |                |
| Number of hours of programming broadcast on DCC  | 909             | 998            | 217            | 417            | 391            | 56             | 1081           |
| <b>1 - DCN Channel Production, Programming and Broadcast (1 Measure)</b>   |                 |                |                |                |                |                |                |
| Number of hours of programming broadcast on DCN  | 296             | 262            | 60             | 63             | 76             | 51             | 250            |
| <b>1 - DKN Channel Production, Programming and Broadcast (1 Measure)</b>   |                 |                |                |                |                |                |                |
| Number of hours of programming broadcast on DKN  | 133             | 121            | 21             | 26             | 33             | 22             | 102            |
| <b>2 - Support for District Resident Cable Customers (1 Measure)</b>   |                 |                |                |                |                |                |                |
| Number of cable subscriber service requests received (calls, emails, via website)  | 665             | 881            | 116            | 180            | 178            | 188            | 662            |
| <b>3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)</b>                                  |                 |                |                |                |                |                |                |
| Number of incentive rebate program pre-certified awardees  | 10              | 10             | 7              | 3              | 1              | 2              | 13             |
| Total rebate awards issued to certified program awardees   | \$1,984,822     | \$2,131,835    | Annual Measure | Annual Measure | Annual Measure | Annual Measure | \$1,673,247    |
| <b>3 - Permitting and Production Support Services (2 Measures)</b>   |                 |                |                |                |                |                |                |
| Revenue from Permits Issued  | \$87,540        | \$104,410      | \$26,360       | \$15,770       | \$25,650       | \$22,670       | \$90,450       |
| Number of permits issued   | 207             | 262            | 41             | 47             | 63             | 71             | 222            |
| <b>3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizations (2 Measures)</b>                                 |                 |                |                |                |                |                |                |
| Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers | 12              | 35             | 10             | 12             | 15             | 15             | 52             |
| Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)   | 64              | 68             | 22             | 10             | 19             | 18             | 69             |

## 2019 Operations

| Operations Header  | Operations Title  | Operations Description   | Type of Operations |
|--|---|--|--------------------|
| <b>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)</b>                |   |  |                    |
| 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      |
| <b>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 OCTFME's mission and operations. (3 Activities)</b> |   |  |                    |

| Operations Header  | Operations Title  | Operations Description  | Type of Operations |
|--|---|---|--------------------|
| 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      |
| 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      |
| 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      |
| <b>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)</b> |   |   |                    |
| 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      |
| 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      |
| 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        |
| 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        |
| <b>4 - Create and maintain a highly efficient, transparent and responsive District government. (2 Activities)</b>  |   |   |                    |
| 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      |

## 2019 Strategic Initiatives

| Strategic Initiative Title   | Strategic Initiative Description  | Completion to Date | Status Update  | Explanation for Incomplete Initiative |
|--|---|--------------------|--|---------------------------------------|
| <b>Creative Economy Media Education and Workforce Development (1 Strategic Initiative)</b> |   |                    |  |                                       |
| Quarterly OCTFME Technical Training Class Program for DC Resident IATSE Members            | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will host and teach a technical training class in the area of television broadcast production. There will be 4 classes held during the fiscal year, and OCTFME staff will serve as instructor/mentors. Each class will have 10 to 15 participants from the IATSE Local 22 union referral list. This program will offer DC resident IASTE members the opportunity to improve their technical skills, make them qualified for higher paying jobs, and pursue a pathway to the middle class. | Complete           | OCTFME hosted a training class for DC residents on the IATSE Local 22 (Stagehand) union on 8/6/19. 12 IASTE Local 22 referrals took the class. This was the fourth (and final) of the 4 planned "flypack camera package" training classes held by OCTFME at the OCTFME broadcast facility. "Flypack" is a live and live-to-tape camera and editing system. |                                       |
| <b>Creative Economy Support (1 Strategic Initiative)</b>                                   |   |                    |  |                                       |

| Strategic Initiative Title   | Strategic Initiative Description   | Completion to Date | Status Update  | Explanation for Incomplete Initiative |
|--|--|--------------------|--|---------------------------------------|
| Host Two 2022 Creates Residency Program Classes  | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will select and host two 2022 Creates Residency program classes. This program advances OCTFME's mission to support the creative economy and District resident artists, creative economy entrepreneurs, and creative businesses. The residency program provides participants access to OCTFME resources for a period of up to 4 months with the goal of helping the program participants advance their creative projects, expand their businesses, network with government partners, and further develop their creative business endeavors. The program seeks to support creative entrepreneurs from all 8 Wards, working in a wide range of creative industries. | Complete           | Initiative Completed in Q2. No Update.   |                                       |
| <b>Develop legislation and regulatory policies in support OCTFME's mission and operations. (2 Strategic initiatives)</b> |  |                    |  |                                       |
| Mayor's Order 2005-162 (Media Production Services) Update Recommendation   | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will draft and submit a recommendation to update and reissue Mayor's Order 2005-162. The updated order will formalize a directive for DC Government agencies to utilize OCTFME for agency-related video programming and content production needs.  | Complete           | OCTFME was able to submit a draft updating Mayor's Order 2005-162 in FY2019 Q4 and the initiative is now complete. On 10/4/19 DMPED requested that OCTFME forward the draft Mayor's Order to OAG for legal sufficiency. OAG has now recommended that the Mayor's Order be converted to a Mayor's Memorandum since it is internal to District agencies. This change should expedite its issuance. OCTFME is awaiting EOM's feedback on converting the order.  |                                       |
| Draft and Submit Updates to the Film Rebate Fund Regulations   | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will draft and submit updates to the rules and regulations governing the DC Film, Television and Entertainment Rebate Fund. The new rules will incorporate best practices and improve the administration of the program.   | Complete           | The proposed rules for the Rebate Fund were drafted by OCTFME and submitted to OPLA and DMPED in FY2019 Q4 completing the initiative, OPLA and DMPED comments to OCTFME comments have been incorporated, and the rules received legal sufficiency from OAG. However, a new Mayor's Order delegating authority to OCTFME to issue and administrate the rules must be published before the rules can be submitted in IQ. Once the Mayor's order is issued (currently still in IQ), the rules can be submitted in IQ. |                                       |
| <b>DKN Channel Production, Programming and Broadcast (1 Strategic Initiative)</b>  |  |                    |  |                                       |
| Broadcast Two Full-length High School Sporting Events on DKN Sports  | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will broadcast at least two (2) high school sporting events from start to finish (football or basketball) on DKN Sports. These full-length sports program specials will expand OCTFME's sports programming portfolio from clips, packages and highlights. This new programming offering will upgrade the level and quality of sports coverage on DKN, and bring attention to the academic and athletic achievements of District student athletes as well as the contributions of the dedicated educators that teach and coach them.  | Complete           | Initiative Completed in Q1. No Update.   |                                       |
| <b>OCTFME Broadcast Facility Management (1 Strategic Initiative)</b>   |  |                    |  |                                       |
| Technical Equipment Upgrades to Studio B at OCTFME Headquarters  | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will supervise the completion of the technical/audio visual equipment upgrade to Studio B at 1899 9th Street NE. The broadcast technical upgrade to Studio B is necessary to increase the capacity and flexibility of OCTFME broadcast operations and ensure the efficient and reliable delivery of open and transparent open government programming and emergency public safety notifications to District of Columbia residents.  | Complete           | The new HD Cameras have arrived and the OCTFME production team and can roll the cameras from Studio A and B. All lights have been hung in Studio B and is ready to be integrated into the lighting board system. The new Fly Pac HD camera system can also be outfitted into the Studio B for recording.   |                                       |
| <b>Provide Government Public Service Programming for District Residents (1 Strategic Initiative)</b>                     |  |                    |  |                                       |

| Strategic Initiative Title  | Strategic Initiative Description   | Completion to Date | Status Update                          | Explanation for Incomplete Initiative |
|---|--|--------------------|--|---------------------------------------|
| Complete the Development and Implementation of Three Salesforce Modules | In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will complete the development, implementation and online integration of three Salesforce modules for: (1) Cable Subscriber Customer Service Administration; (2) Film Permit Administration; and (3) Agency Scheduling. The adoption of the Salesforce modules will improve, streamline and automate the administration of three important agency functions. The application implementation will improve OCTFME's administrative efficiency, reporting, and transparency. Salesforce is a cloud-based application used to manage customer relationships and customize administrative tasks. | Complete           | Initiative Completed in Q2. No Update. |                                       |