

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.

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 production support services to film, television, interactive, multimedia, and digital media content creators. Those support services include media production permitting; location scouting; production support; production and infrastructure incentives; job placement assistance; media education; and workforce development programs. OCTFME supports the growth, preservation, and sustainability of the creative economy, the creative workforce, and Go-Go Music, the official music of the District of Columbia, through the activities of the Creative Affairs Office (CAO) and the Mayor Muriel Bowser Presents: 202Creates program. CAO and 202Creates coordinate and administer creative economy special events, access to training, resources, networking opportunities, and engages the community to advance a greater understanding of the creative economy.

2021 Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
District of Columbia Entertainment Network (DCE) Launch The District of Columbia Entertainment Network (DCE) is a historic government digital streaming network, delivering high quality entertainment, music, lifestyle, sports, and arts programming worldwide officially launched on September 16, 2021 as part of the 202Creates Month celebration of the Creative Economy. The digital channel is now being distributed via Roku, FireTV, Apple and Android digital distribution platforms. http://www.dcenetwork.com/	Establishing this digital streaming network allows OCTFME to dramatically expand the reach and scope of the audiences that can be exposed to the creative work being generated in the District and aligns with OCTFME's mission to create and broadcast programming content that informs, educates, and entertains, and promote the talents of District of Columbia creatives.	DCE is a new District government high-definition digital entertainment streaming network established in FY2021 that will showcase the city's creative economy by enhancing and expanding the transparent, open government programming offerings currently available on DCN, DKN and DCC, and showcasing the talents and creativity of the District's artists, creators, and creative entrepreneurs.
Development and Implementation of the "Go-Go Peoples Plan" The DC Go-Go Peoples Plan was drafted to provide a structured framework and blueprint and for supporting, promoting, marketing, preserving, and archiving Go-Go Music, the District of Columbia's iconic music artform, pursuant to D.C. Law 23-71, The Go-Go Official Music of the District of Columbia Designation Act of 2020. The plan outlines how the DC Government will support events, programs, and initiatives that advance the Go-Go music ecosystem, including: Go-Go musicians, live entertainment venues, and the advancement of Go-Go history, education, and archiving. OCTFME and CAO began the implementation of this plan in FY21 with \$900k in total spending targeting directly to support the mission and goals of the Go-Go Peoples Plan.	This initiative's focus on the support and preservation of Go-Go Music throughout the city had a particularly significant positive impact on the Go-Go bands that live and work and entertain in Wards 7 & 8, and is in alignment with OCTFME's mission to support the music industry and artists that work in the music industry. It is also aligned with the goals of the Go-Go Official Music of the District of Columbia Act of 2020. Additionally, the support impacted artists, music venues and business professionals around the city that promote District culture, create jobs and contribute to maintaining a sustainable music industry in the District. Resilient DC: Objective 1.2: Ensure a diverse, innovative, and growing economy	This initiative's focus on the support and preservation of Go-Go Music throughout the city had a particularly significant positive impact on the Go-Go bands that live and work and entertain in Wards 7 & 8. Additionally, the support impacted artists, music venues and business professionals around the city that promote District culture, create jobs and contribute to maintaining a sustainable music industry in the District.
Performing Arts Promotion Amendment Acts of 2020 and 2021 (PAPA) In FY2021 OCTFME's office of the General Counsel and the Creative Affairs Office (CAO) drafted and submitted legislative update and emergency declaration recommendations for the Performing Arts Promotion Amendment Acts of 2020 and 2021 (PAPA). The legislation establishes real property tax rebates for smaller live performing arts venues impacted by the COVID pandemic public health emergency. Performing Arts Promotion Amendment Act of 2021 (PAPA) emergency declaration was enacted on July 29, 2021 and temporary amendment was signed into law effective September 22, 2021.	Achieving this accomplishment aligns with OCTFME's mission to "support a sustainable film, music, and entertainment creative economy and labor market in the District of Columbia," and is also aligned with the broader city-wide priority to advance economic recovery resulting from the COVID pandemic.	The legislation amendments and updates will advance and 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. CAO organized awareness efforts by reaching out to eligible venue owners and informing them how to take advantage of this rebate opportunity.

2021 Key Performance Indicators

Measure	Frequency	FY 2019 Actual	FY 2020 Actual	FY 2021 Target	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	FY 2021 Actual	Was 2021 KPI Met?	Explanation For Unmet KPI
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	Quarterly	New in 2020	99.2%	95%	100%	99.2%	99%	96.9%	98.7%	Met	
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Quarterly	New in 2020	99.7%	95%	100%	100%	100%	100%	100%	Met	
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"	Quarterly	100%	100%	95%	100%	92.3%	100%	100%	99.1%	Met	
Percent of permit applications processed or issued within 5 business days of final application submission	Quarterly	100%	100%	95%	100%	100%	100%	100%	100%	Met	
Percent of Rebate Fund balance committed to Program Awardees by the close of the fiscal year.	Annually	92.9%	91.6%	90%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	Met	

2021 Workload Measures

Measure	FY 2019 Actual	FY 2020 Actual	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	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	76	78	79	74	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	176	306	359	100	941

Measure	FY 2019 Actual	FY 2020 Actual	FY 2021 Quarter 1	FY 2021 Quarter 2	FY 2021 Quarter 3	FY 2021 Quarter 4	FY 2021 Actual
1 - DCN Channel Production, Programming and Broadcast (1 Measure)							
Number of hours of new/original programming broadcast on DCN	250	251	42	52	54	45	193
1 - DKN Channel Production, Programming and Broadcast (1 Measure)							
Number of hours of new/original programming broadcast on DKN	102	172	32	22	24	17	95
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	309	88	93	76	98	355
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	New in 2020	643	186	239	209	224	858
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	18	0	18	0	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	2	1	2	0	5
Total rebate awards committed to certified program participants (dollar amount)	\$1,673,247	\$1,696,041	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$1,289,947
3 - Permitting and Production Support Services (2 Measures)							
Revenue from Permits Issued	\$90,450	\$47,890	\$4760	\$3440	\$20,960	\$22,470	\$51,630
Number of permits issued	222	96	16	13	42	40	111
3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizatons (3 Measures)							
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	69	44	5	10	10	38	63
Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers	52	57	2	2	1	0	5
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	69	44	5	10	10	38	63

2021 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
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

Operations Title	Operations Description	Type of Operations
Support District Creative Economy Festivals, Special Events and Media Professional Organizations	Support creative economy festivals, special events, and support the programming 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 administered 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

2021 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
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).	Complete	No update. Initiative completed in Q1.	
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.	Complete	Performing Arts Promotion Amendment Act of 2021 (PAPA) emergency declaration was enacted on July 29, 2021 and temporary amendment was signed into law effective September 22, 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.	Complete	No Update. Initiative completed in Q1.	
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.	Complete	OCTFME's Racial Equity programming, "Voice of the People" has been completed (produced, edited and ready for broadcast). Episodes of "Voice of the People" will feature news personality Bruce Johnson, founder of the TRIGGER project, Tia Bell, Jason S. Henderson PT, DPT, MBA, Chief Executive Officer of Ergo Solutions Therapy, Gustavo Paredes, Board Member & Treasurer of The Hispanic Institute, Denise Rolark Barnes, Editor and CEO of the Washington Informer, Thomas Hart, CEO of On the Potomac Productions, and Ronald Moten, community activist. The programming will air on the District Knowledge Network (DKN) and DC Radio beginning in November, this programming initiative will continue into FY22, working with Chief Equity Officer Amber Hewitt and the Mayor's Office of Racial Equity.	
Provide Government Public Service Programming for District Residents (1 Strategic Initiative)				
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.	Complete	The District of Columbia Entertainment Network (DCE) is a historic government digital entertainment channel, delivering high quality public affairs, lifestyles, live events, sports, arts, and entertainment programming worldwide officially launched on September 16, 2021 as part of the 2021 Creates Month celebration of the Creative Economy. The digital channel is now being distributed via Roku, FireTV, Apple and Android digital distribution platforms. http://www.dcenetwork.com/	