



## Office of Cable Television OCT (CT)

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### MISSION

The mission of the Office of Cable Television (OCT) is to: (1) regulate the provision of “cable service” in the District of Columbia (as that term is defined by the District’s cable television laws); (2) protect and advance the cable television-related interests of the District and its residents; and (3) produce and cablecast live and recorded video and other programming by way of the District’s public, educational and government (PEG) cable channels.

### SUMMARY OF SERVICES

OCT: (1) regulates the provision of cable television services by the District’s cable television franchisees; (2) manages the District’s two municipal government cable channels (TV-13, TV-16); and (3) manages the District Knowledge Network (DKN) (formerly “District Schools Television” (DSTV)). TV-13 provides gavel-to-gavel coverage of the activities of the Council of the District of Columbia. TV-16 provides information regarding the many programs, services and opportunities made available by the Government of the District of Columbia. DKN (i.e., the District’s re-formatted schools / educational cable channel) is designed to provide residents with superior quality educational programming that not only fosters and encourages student learning and achievement, but that also provides to our community life-long learning opportunities. Via these channels, OCT provides to District residents immediate and comprehensive access to the activities and processes of their government.

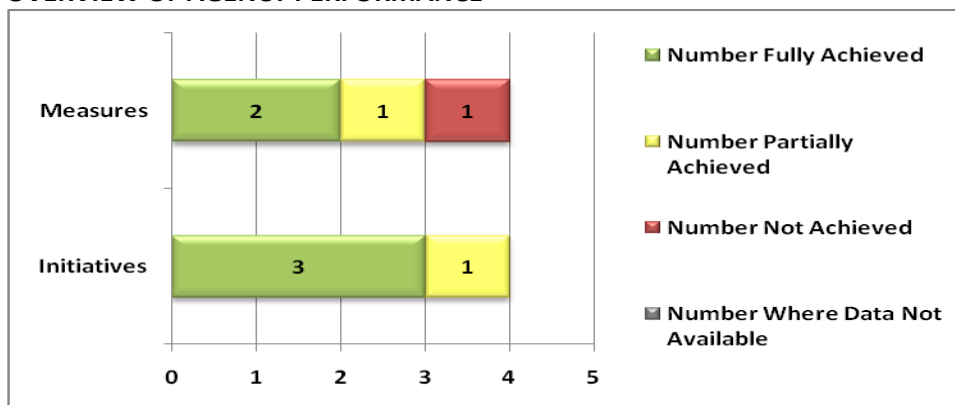
### AGENCY OBJECTIVES

1. Increase the public’s access to their local government through its municipal television channels.
2. Protect and advance the cable television-related interests of District residents.

### ACCOMPLISHMENTS

- ✓ OCT successfully negotiated a new cable television franchise agreement with Verizon (allowing it to become the District’s third cable television service provider).
- ✓ OCT increased the number of informative programs that it cablecast to District residents and that regard District of Columbia municipal events and services.
- ✓ OCT trained District of Columbia Public Schools (DCPS) students in television production.

### OVERVIEW OF AGENCY PERFORMANCE





## Performance Initiatives – Assessment Details

### Performance Assessment Key:

 Fully achieved     Partially achieved     Not achieved     Data not reported

### OBJECTIVE 1: INCREASE THE PUBLIC'S ACCESS TO THE GOVERNMENT THROUGH THE DISTRICT'S MUNICIPAL TELEVISION CHANNELS.

#### INITIATIVE 1.1: Increase the amount of video programming that OCT produces and cablecasts and that regards District municipal events and services.

- OCT worked with members of the executive and legislative branches to produce and cablecast 1721 hours of programming for TV-13 and TV-16. This programming consisted of public service announcements (PSAs), training and instructional guides and other District-related programs. During this process, OCT established relationships with agency directors, public information officers and other key Executive Branch staff members, as well as Council members and their communications staffs, and it shared with them the available services and benefits of using the District's municipal channels.

#### INITIATIVE 1.2: Increase the amount of educational video programming that OCT produces and cablecasts on DKN (formerly DSTV).

- In FY08, OCT entered into an agreement with the Office of the State Superintendent for Education (OSSE), the terms of which transferred the cable television-related responsibilities of OSSE to OCT. Accordingly, OCT assumed the responsibility of managing DKN and the channel's employees during that same fiscal year. During FY09, OCT increased the quality and quantity of programming shown on DKN, in an effort to continue refining and cablecasting new and relevant instructional programming that not only fosters and encourages student learning and achievement, but that also provides life-long learning support to the community at-large. DKN's new educational shows include the programs *TV-411*, *GED Connection*, *Workplace Essential Skills*, *Crafts for Kids*, *Remodeling Today* and *Green Matters*.

### OBJECTIVE 2: PROTECT AND ADVANCE THE CABLE TELEVISION-RELATED INTERESTS OF DISTRICT RESIDENTS.

#### INITIATIVE 2.1: Promote cable competition and choice for District residents.

- In FY09, OCT (on behalf of the District Government) successfully negotiated a new cable television franchise agreement with Verizon. The Verizon franchise agreement that was negotiated by OCT has already resulted in increased competition in the District's cable television market. Additionally, this new Verizon franchise (and the increased competition that it creates) stands as an incentive to the District's other cable franchisees to offer to District residents competitive rates and improved customer service.



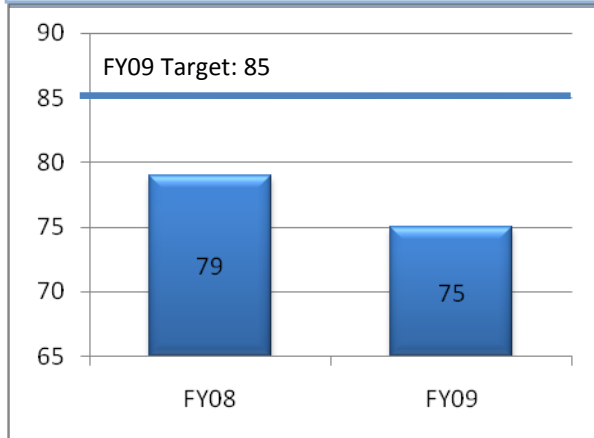
**INITIATIVE 2.2: Train DC Public School (DCPS) students in television production.**

DCPS' revision of its FY2009 media program curricula had a negative impact on OCT's training efforts. Those students that were trained gained hands-on experience in studio production; field production; shooting and editing; and computer graphics. These students also sharpened old administrative skills and gained new ones by being trained in such processes as scheduling studio guest and video shoots, transcribing video tapes and researching and writing scripts.



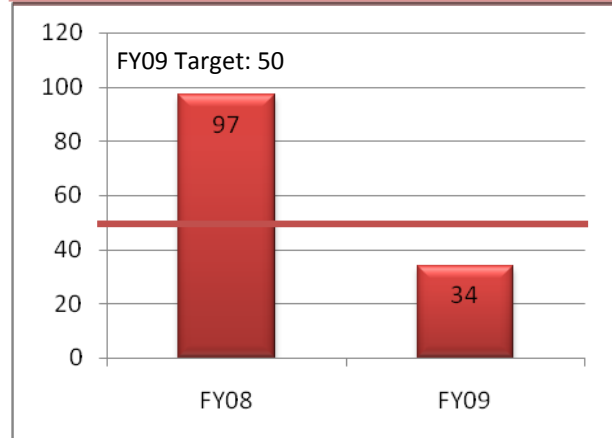
## Key Performance Indicators – Highlights

From Objective 1: Number of hours of new in-house programming cablecasts on DKN<sup>1</sup>



**PARTIALLY ACHIEVED**

From Objective 2: Number of DCPS students trained in television technology through the OCT facility



**NOT ACHIEVED**

### More About These Indicators:

#### *How did the agency's actions affect this indicator?*

- OCT revised its lineup and rebranded the channel to expand its learning potential.
- To expand the universe of viewers, OCT requested that each of the District's cable television franchisees include a portion of DKN's new programming in the franchisees' respective "On Demand" video libraries.

#### *What external factors influenced this indicator?*

- To coincide with the 2009-10 DCPS school year, OCT launched DKN, which features video-on-demand and video conferences.
- DKN empowers DCPS students and the community through instructional and life skills programming that fosters life-long learning.
- This programming provides instruction and information to enhance K-12 curricula and also includes programs aimed at adult learners.

#### *How did the agency's actions affect this indicator?*

- OCT worked with DCPS and the Summer Youth Employment Program to train DCPS students interested in working in television production.
- Students gained hands-on experience in studio production; field production; video shooting and editing; and computer graphics. Students honed their administrative skills by scheduling studio guests and shoots, transcribing tapes and researching and writing scripts.

#### *What external factors influenced this indicator?*

- Fewer DCPS students were trained as a result of DCPS' revision of their media program curricula. Those who did participate in the program gained invaluable hands-on experience through small group facilitation using state-of-the-art technology.



## Key Performance Indicators – Details

### Performance Assessment Key:

Fully achieved      Partially achieved      Not achieved      Data not reported

	Measure Name	FY2008 YE Actual	FY2009 YE Target	FY2009 YE Actual	FY2009 YE Rating	Budget Program
	1.1 Number of hours of new programming on TV-13 and TV-16	1700	1000	1721	171.20%	PROGRAMMING
	1.2 Number of hours of new in-house programming on DKN <sup>1</sup>	79	85	75	88.24%	PROGRAMMING
	2.1 Percentage of cable complaints responded to within 48 hours	99	95	96.14%	101.20%	REGULATORY
	2.2 Number of DCPS students trained in television technology through the OCT facility	97	50	34	68%	PROGRAMMING

<sup>1</sup> This KPI has been updated from “Number of hours of new programming on DSTV” as DSTV was renamed the District Knowledge Network. The revised KPI also makes a distinction between in-house and acquired external programming. The goal is more stringent when by outside programming is excluded from the measure.