



OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT

FY 2023 PERFORMANCE ACCOUNTABILITY REPORT

JANUARY 16, 2024

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1 OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT

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.

Services: The Office of Cable Television, Film, Music and Entertainment (OCTFME) regulates cable television service providers in the District of Columbia, and broadcasts programming for the District’s public, educational and government (PEG) channels: the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN). OCTFME also produces and distributes programming for the District of Columbia Entertainment Network (DCE) streaming channel, and the DC Radio 96.3 HD4 digital radio station. OCTFME creates content that informs, educates, and entertains viewers via the District’s PEG channels, streaming 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 developing and exhibiting 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 initiative. CAO and 202Creates coordinate and administer creative economy special events that provides District residents access to training, resources, networking opportunities, and engage the community to advance a greater understanding of the creative economy.

2 2023 ACCOMPLISHMENTS

Accomplishment	Impact on Agency	Impact on Residents
<p>District Creative Activations & Go-Go Support</p> <p>In FY2023 OCTFME executed, developed, or directly supported a series of creative activations to revitalize and advance creative businesses, creative entrepreneurs, creative nonprofits, and artists in all four (4) quadrants of the city, as well as continued support of the Go-Go community. OCTFME provided direct production and logistics support in FY23 for ten (10) impactful agency-led activation events. Those events included but not limited to: The Mayor’s Arts Awards, Juneteenth, Emancipation Activation, and the 202Creates Kickoff. OCTFME also had a hand in thirty-six (36) additional District creative economy activations that OCTFME sponsored or supported with logistics, marketing, and/or in-kind support. Some of those events included, but are not limited to: H Street Festival, Mayor’s Office of Latino Affairs Cinco de Mayo, DC Home Rule Music Festival, Art All Night, and the Downtown BID Prince in the Park event. Additionally in FY2023 OCTFME supported seventy-five (75) Go-Go events, performances, or programs, including but not limited to: Go-Go Against Violence, Go-Go DC History Course (Duke Ellington School), Black Alley Go-Go, Go-Go Royalty Kids Krank, and Gospel Go-Go.</p>	<p>This accomplishment aligns and advances one of OCTFME’s missions to advance and support the District of Columbia’s creative economy, creative performance venues, creative entrepreneurs, and creative artists. This accomplishment also aligned with the agency’s commitment to post-pandemic economic revitalization and in support of the “Go-Go Official Music of the District of Columbia Designation Act of 2020.”</p>	<p>This accomplishment impacted District residents by participating in creative economy revitalization and supporting Go-Go music and the “DC is Open” initiative. This accomplishment advanced in-person creative events in all 4 quadrants of the city that helps revitalize District creative businesses and District creative artists that were disproportionately impacted by the COVID pandemic activity restrictions.</p>

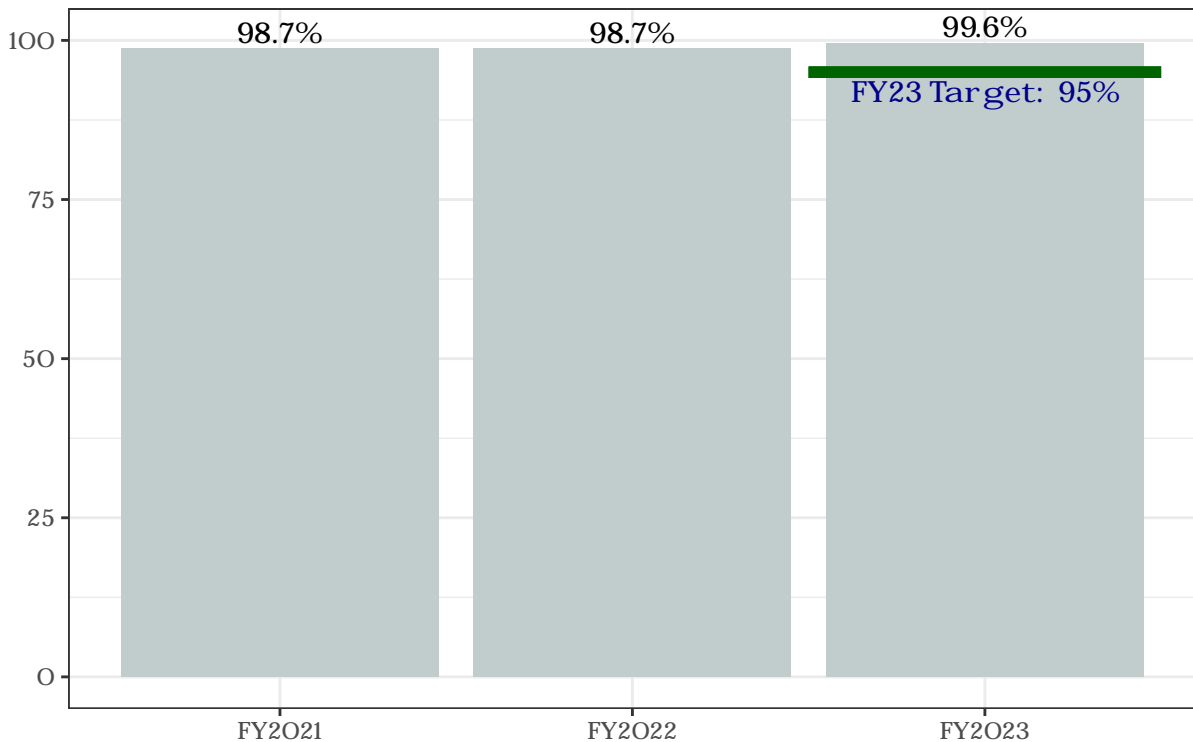
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Accomplishment	Impact on Agency	Impact on Residents
<p>OCTFME Honored by Regional Emmy Academy and NATOA In FY2023 OCTFME Received Emmy and NATOA Recognition for Excellence in Government Programming. That recognition included: (1) an Award of Excellence Emmy Award from the National Capital Chesapeake Bay Chapter of The National Academy of Television Arts & Sciences for ‘Remembering Ms. Vanilla Bean’ in the Profile of a Resident, Business or Organization category; and (2) an Award of Distinction Emmy Award for ‘Straight Crankin’: Junkyard Band’. OCTFME was additionally honored with (2) Emmy Award nominations in the Writer/Short Form category for “DCPS Crushing the Game” series, and in the category of Lighting Design, for “The Holiday Spirit Christmas Carol.” On top of the regional Emmy accolades, OCTFME was additionally awarded the “Overall Excellence of a Government Channel” from the National Association of Telecommunications Officers and Advisors (NATOA), Government Programming Awards. The Government Programming Awards (GPAs) are annual awards that recognize excellence in broadcast, cable, multimedia and electronic programming produced by local government public, educational, and government (PEG) channels.</p>	<p>This accomplishment aligns with and advances one of OCTFME’s missions to produce and broadcast 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 create “high quality” programming and services that educate, enlighten, and empower the residents of the District of Columbia.</p>	<p>This accomplishment positively impacts District residents by delivering on OCTFME’s goal to provide high quality, transparent, open government information and entertainment programming to District residents with the highest possible level of quality.</p>

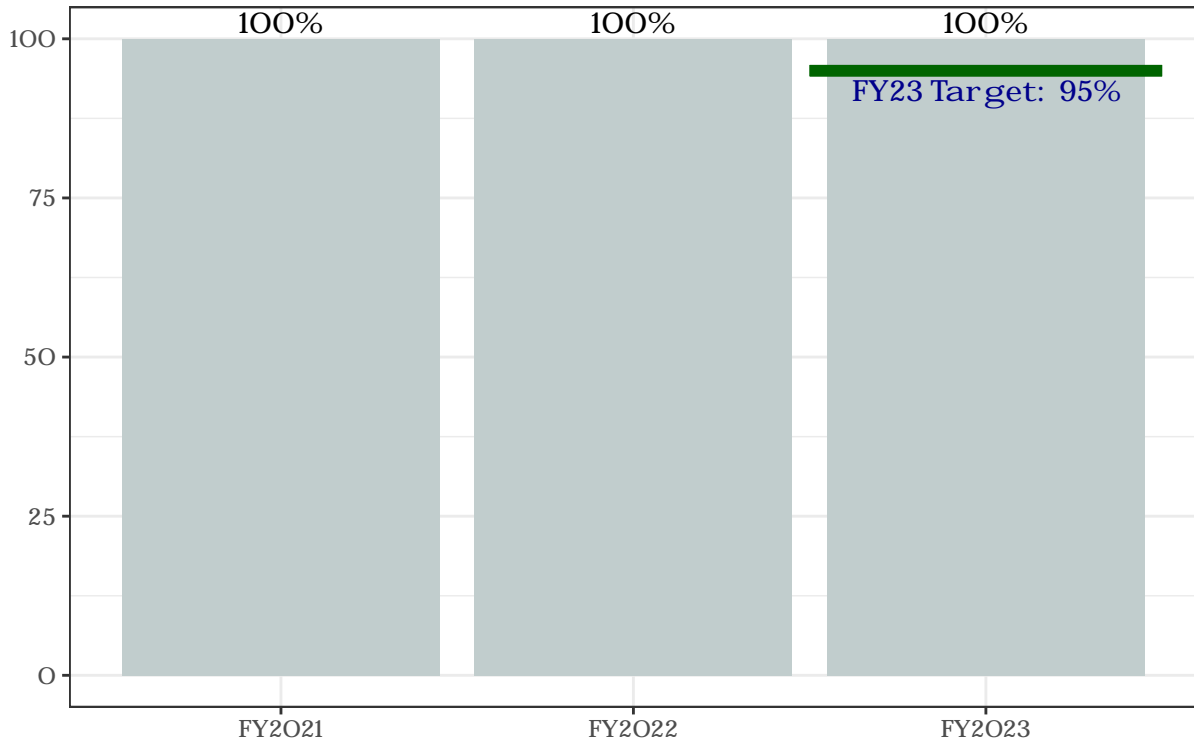
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Accomplishment	Impact on Agency	Impact on Residents
<p>Activated Performing Arts Venue Real Property Tax Rebate Program In FY2023 OCTFME established the administrative procedures and began processing applications to issue real property tax rebates creative performance venue in the District that were negatively impacted by the activity restrictions during the COVID pandemic pursuant to the Performing Arts Promotion Tax Rebate Clarification Emergency Amendment Act of 2022. This support and contribution to the District of Columbia business revitalization post-pandemic was instituted under the authority of the Performing Arts Promotion Amendment Act Real Property Tax Rebate. Eighteen (18) businesses applied for the rebate before the end of FY2023.</p>	<p>This accomplishment aligns with OCTFME’s mission to support and advance creative economy business activity in the District and in support of DC. Law 24-200, “Performing Arts Promotion Tax Rebate Clarification Emergency Amendment Act of 2022” enacted on December 13, 2022. This accomplishment will help advance the agency mission to support the growth, preservation, and sustainability of the creative economy, creative businesses, venues, and the creative workforce. The initiative is also aligned with DC Government Mayoral priority to assist DC businesses in recovering from the economic impact of the COVID pandemic.</p>	<p>This accomplishment impacted District residents and District creative economy businesses by establishing and instituting the real property tax rebate relief program for District of Columbia creative performance venues negatively impacted impact of the COVID pandemic, and contributing to the economic revitalization of the local creative economy industry.</p>

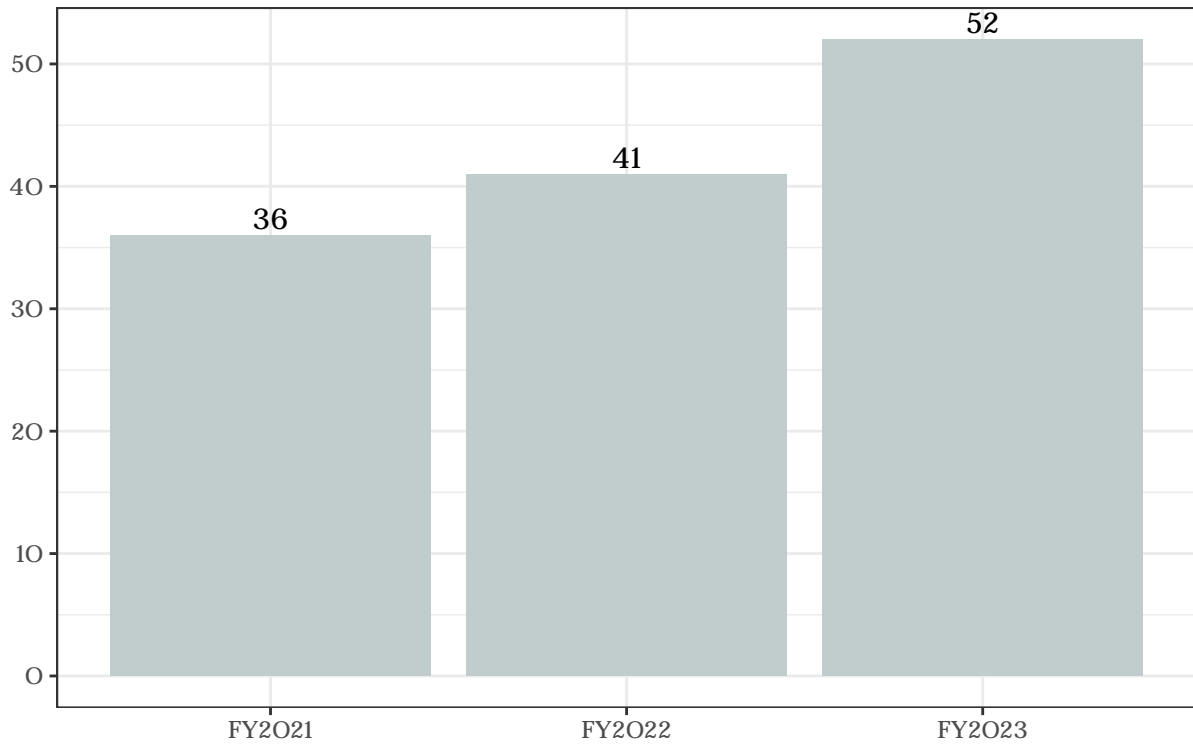
Percent of customer service requests requiring on site investigation responded to within 48 hours



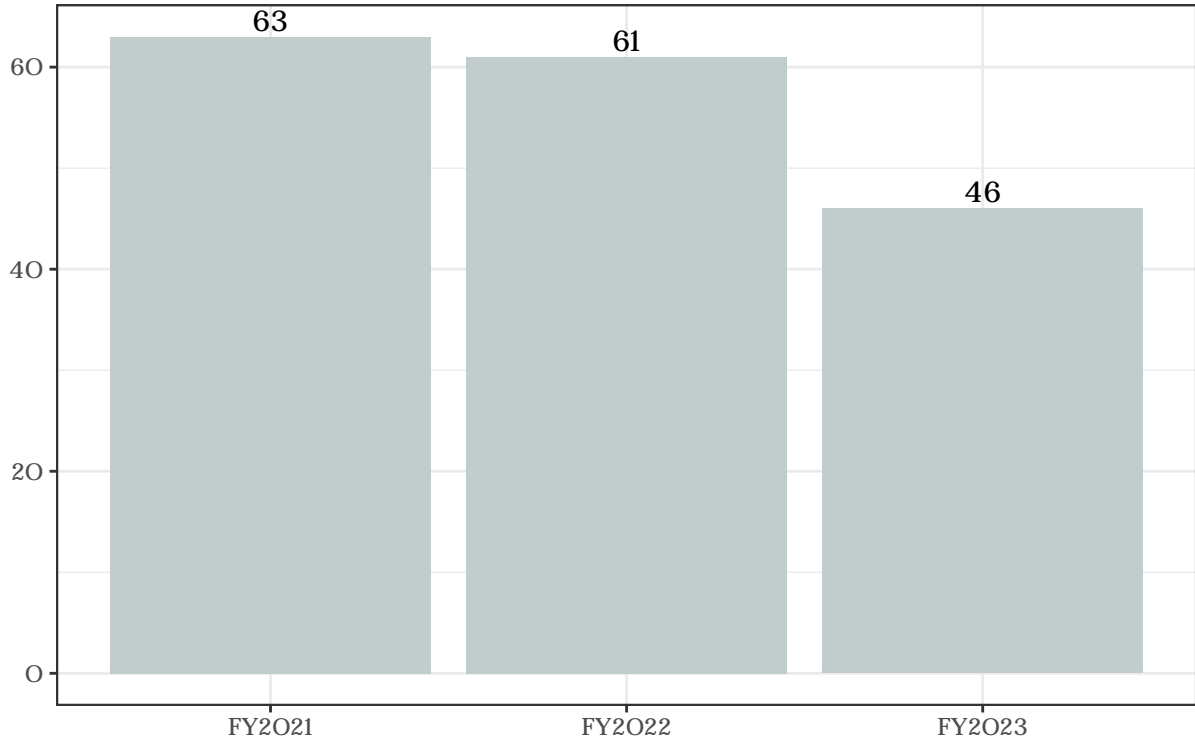
Percent of customer service requests not requiring on site investigation responded to within 48 hours



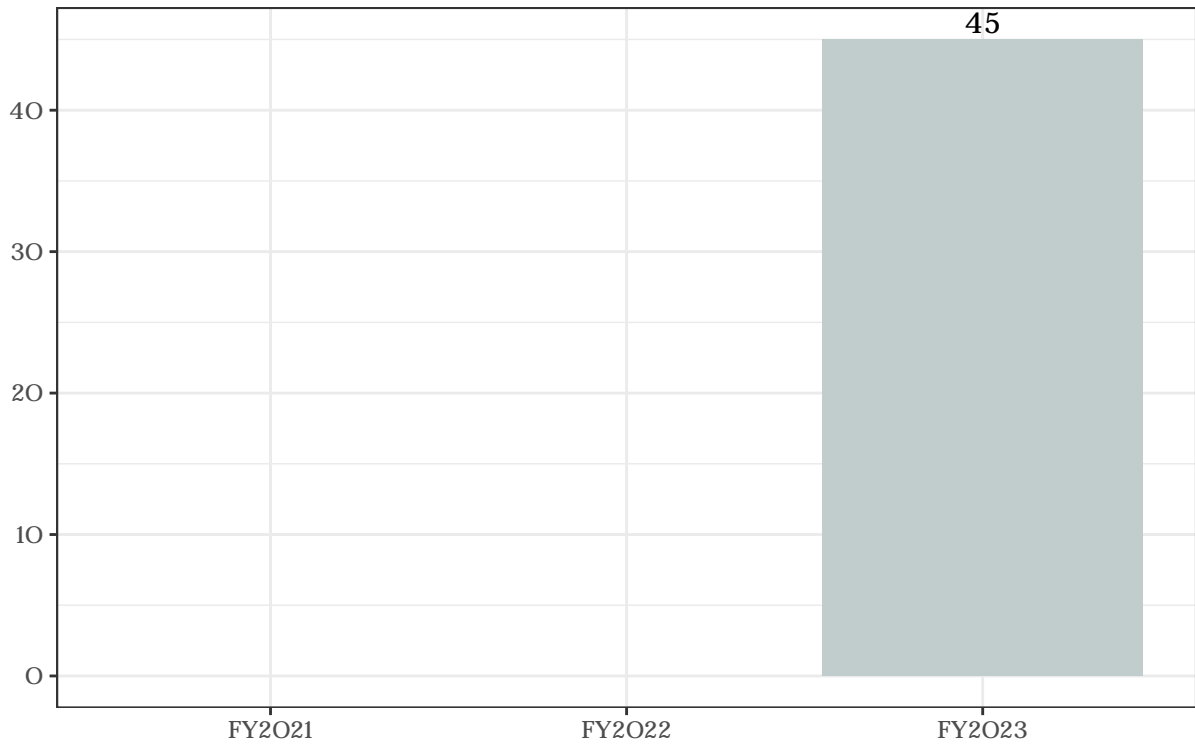
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program



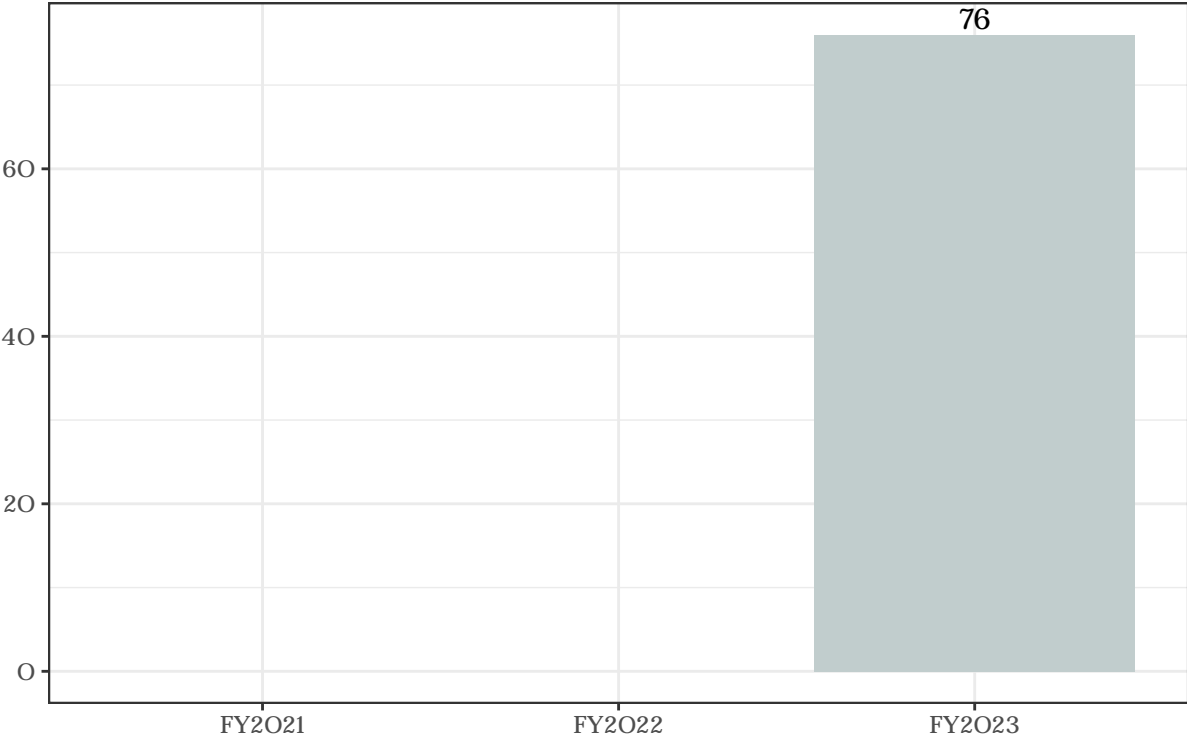
Total number of sponsored industry events programs or initiatives (number of sponsorship agreements executed)



Number of Creative Economy Activation Events facilitated in the District of Columbia.



Number of sponsored events programs activities or initiatives that support Go-Go Music.



3 2023 OBJECTIVES

Strategic Objective

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.

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.

Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.

Create and maintain a highly efficient, transparent, and responsive District government.

4 2023 OPERATIONS

Operation Title	Operation Description
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.	
DKN Channel Production, Programming and Broadcast: Daily Service	Management and operations of the District Knowledge Network (DKN), a government channel that offers educational and informative programming to District residents.
DCN Channel Production, Programming and Broadcast: Daily Service	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.
DCC Channel Production, Programming and Broadcast: Daily Service	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.
DC Radio 96.3 HD4 Production, Programming and Broadcast: Daily Service	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.
Management of Government Broadcast Channels: Daily Service	Management of the daily content production and broadcast of government, public affairs and educational programming
OCTFME Broadcast Facility Management: Daily Service	Manage the broadcast operations and maintenance of the OCTFME broadcast facility, 441 Judiciary Square, and the John A. Wilson Building.
DCE Network Production, Programming and Broadcast: Daily Service	The management and broadcast operations of the District of Columbia Network Entertainment Network (DCE), a digital entertainment streaming network that distributes lifestyle, public affairs, live events, sports, arts, and entertainment programming locally, nationally, and internationally.
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.	
Negotiate and Regulate District Cable Franchise Agreements: Daily Service	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.
Develop legislation and regulatory policies in support OCTFME's mission and operations.: Daily Service	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.
Support for District Resident Cable Customers: Daily Service	Provide customer service for District resident customers of cable television services. Respond to customer questions, complaints, and service quality concerns.
Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.	
Creative Economy Support: Key Project	Support the growth and sustainability of the local creative economy through strategic programs, initiatives, community partnerships, and the Mayor Muriel Bowser Presents: 202Creates program.

(continued)

Operation Title	Operation Description
Support District Creative Economy Festivals, Special Events and Media Professional Organizatons: Daily Service	Support creative economy festivals, special events, and support the programing and initiatives of media professional organizations, schools, youth organizations, and non-profits.
Creative Economy Media Education and Workforce Development: Key Project	Manage, implement, support media education, creative economy workforce development, internships and training programs for youth and adults in the District of Columbia.
Permitting and Production Support Services: Daily Service	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.
Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund: Daily Service	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.
Special Event Logistics and Production Support: Daily Service	Provide logistics, production, and broadcasting support for local creative economy, cultural, and public service events and festivals.
Support Go-Go Music as Official Music of the District of Columbia: Key Project	Manage programs, events, and initiatives that support the preservation; artists; venues; history; and archiving of Go-Go Music in the District of Columbia pursuant to D.C. Law 23-71, The Go-Go Official Music of the District of Columbia Designation Act of 2020.
Create and maintain a highly efficient, transparent, and responsive District government.	
Provide Government Public Service Programming for District Residents: Daily Service	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.
Maintain a Transparent Agency Website and Social Media Strategy: Daily Service	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.

5 2023 STRATEGIC INITIATIVES

In FY 2023, Office of Cable Television, Film, Music and Entertainment had 5 Strategic Initiatives and completed 80%.

Title	Description	Update
Expand DKN Sports Programming Hours	In FY23 the Office of Cable Television, Film, Music and Entertainment will expand sports programming on the District Knowledge Network Sports (“DKN”) Public, Educational and Government (“PEG”) channel from 12 hours to 26 hours, with an increased emphasis on highlighting female sports (Title IX).	Completed to date: Complete In FY23 Q4 the OCTFME programming team continued the development and broadcast of the FY23 Women’s sports initiative and expansion of sports programming on the District Knowledge Network/DKN Sports. Continued programming that has been aired on the District Knowledge Network (DKN) includes the ‘DC Divas “Hard Knocks” Series’, DC Double Dutch programming, and eSports packages.
Install Automated Closed Captioning System for District PEG Channels	In FY23 the District’s Office of Cable Television Film, Music and Entertainment will implement an integrated Automated Closed Captioning System for the three (3) District of Columbia Public, Education and Government (“PEG”) channels (DCN, DCC and DKN). Providing this new service will enhance the PEG channel’s ADA compliance and automate the system for providing the captioning of public safety/health announcements, DC City Council hearings, open government information, and public interest government programming broadcast to District of Columbia cable customers and over the internet.	Completed to date: 0-24% As submitted in the initiative update for FY23 Q3, due to funding and budget resource challenges, the integrated Automated Closed Captioning System for the three (3) District of Columbia Public, Education and Government (“PEG”) channels (DCN, DCC and DKN) had to be postponed. After a review of funding availability and a determination of agency priorities for FY24, OCTFME will consider advancing the project during the next fiscal year. Due to a lack of funding as a result of FY23 budget challenges and mid-year budget reductions.
Establish Performing Arts Promotion Amendment Act Real Property Tax Rebate Application Review Process	In FY23, The Office of Cable Television, Film, Music and Entertainment will establish regulations and manage the application process for the Performing Arts Promotion Amendment Act (“PAPA”) Real Property Tax Rebate. The PAPA Real Property Tax Rebate was established to support small performing arts venues. The administrative process will include the review and selection of eligible applicants, and certification of rebate amounts to the Office of Tax & Revenue.	Completed to date: Complete The application for the Performing Arts Promotion Amendment Act Real Property (“PAPA”) Tax Rebate was completed and posted for qualifying District of Columbia stakeholders in September 2023. The application deadline is October 15, 2023 after which time the applications will be reviewed and recovery awards issued pursuant to the guidance in the PAPA law in concert with the Office of Tax & Revenue to receive rebate amounts.

Develop Creative Activations to Revitalize All 4 Quadrants of the District

In FY23, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop a series of creative activations to revitalize and advance creative businesses, creative entrepreneurs, creative nonprofits, and artists in all four (4) quadrants of the city. The mission and goal of this initiative to specifically identify and support creative organizations serving historically underrepresented communities and highlight creative economy stakeholders from underrepresented populations.

Completed to date: Complete
There were 9 Creative Activations for the 3rd quarter of fiscal year 2023. The events and programming took place in various areas of the District, including Black Lives Matter Plaza for Juneteenth concert, Ward 8 in support of a festival, Chinatown for a Creator's Summit, Cinco de Mayo celebration, and Little Mermaid screening, downtown DC Emancipation Day concert at Freedom Plaza. Though the strategic goal has been completed, OCTFME will continue its efforts to activate additional creative activations during Q4, including events planned for 2023 202Create Month

Launch OCTFME TikTok Social Media Video Sharing Platform Account

In FY23, the Office of Cable Television, Film, Music, and Entertainment will launch the agency's first ever TikTok account. The social media video sharing platform will be utilized to create, share, and disseminate short videos clips, delivering relevant and useful information to District residents about the agency's operations. The new TikTok account will allow OCTFME to reach a younger and more demographically diverse population, creating more OCTFME brand awareness and will provide an additional social media platform for sharing more transparent, open government information to a wider audience of District residents. It is estimated that 60% of TikTokers are Gen Z and 25% are millennials.

Completed to date: Complete
Initiative was completed in FY2023 Q1. No update for Q2.

6 2023 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023	FY 2023 Target	Was 2023 KPI Met?
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.										
Percent increase in hours of sports programming broadcast on the District Knowledge Network (DKN) in FY23 compared to the previous fiscal year.	Up is Better	New in 2023	New in 2023	Annual Measure	Annual Measure	Annual Measure	Annual Measure	125%	100%	Met
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.										
Percent of customer service requests requiring on site investigation responded to within 48 hours	Up is Better	98.7%	98.7%	97.6%	100%	100%	100%	99.6%	95%	Met
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	100%	100%	100%	100%	100%	100%	100%	95%	Met
Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.										
Percent of clients receiving permits from OCTFME that rank the agency's overall production support service as "satisfactory" or "very satisfactory"	Up is Better	99.1%	99.4%	97.4%	100%	97%	100%	98.6%	95%	Met
Percent of permit applications processed or issued within 5 business days of final application submission	Up is Better	100%	100%	100%	100%	100%	100%	100%	95%	Met
Percent of Rebate Fund balance committed to Program Awardees by the close of the fiscal year.	Up is Better	100%	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	90%	Met

Workload Measures

Measure	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023
DC Radio 96.3 HD4 Production, Programming and Broadcast							
Number of hours new/original programming produced and broadcast on DC Radio 96.3 HD4	307	485	137	154	156	166	613
DCC Channel Production, Programming and Broadcast							
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	941	900	189	405	324	63	981
DCE Network Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DCE	New in 2023	New in 2023	56	10	16	11	93
DCN Channel Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DCN	193	215	39	50	52	34	175
DKN Channel Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DKN	95	95	17	19	18	9	63
Support for District Resident Cable Customers							
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	355	252	40	104	63	81	288
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	858	781	83	123	119	155	480
Creative Economy Media Education and Workforce Development							
Number of District residents participating in the Creative Economy Career Access Program (CECAP).	New in 2023	New in 2023	Annual Measure	Annual Measure	Annual Measure	Annual Measure	7
Creative Economy Support							
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	36	41	0	25	27	0	52
Number of Creative Economy Activation Events facilitated in the District of Columbia.	New in 2023	New in 2023	3	8	14	20	45
Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund							

Workload Measures (continued)

Measure	FY 2021	FY 2022	FY 2023 Q1	FY 2023 Q2	FY 2023 Q3	FY 2023 Q4	FY 2023
Total rebate awards committed to certified program participants (dollar amount)	\$1,289,947.00	\$841,826.00	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$1,263,652
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	5	7	0	6	0	1	7
Permitting and Production Support Services							
Revenue from Permits Issued	\$51,630.00	\$93,003.00	\$21,770.00	\$25,810.00	\$16,160.00	\$10,750.00	\$74,490
Number of Permits Issued	111	198	39	38	47	40	164
Support District Creative Economy Festivals, Special Events and Media Professional Organizatons							
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	63	61	15	13	12	6	46
Support Go-Go Music as Official Music of the District of Columbia							
Number of sponsored events, programs, activities, or initiatives that support Go-Go Music.	New in 2023	New in 2023	5	10	18	43	76