

# 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.

## 2019 Strategic Objectives

Objective Number	Strategic Objective
1	Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), the District Knowledge Network (DKN), and DC Radio 96.3 HD4.
2	Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. Develop legislation and regulatory policies in support OCTFME's mission and operations.
3	Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries.
4	Create and maintain a highly efficient, transparent and responsive District government.

## 2019 Key Performance Indicators

Measure	Directionality	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Target
<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. (1 Measure)</b>					
Percent increase of regional broadcast markets broadcasting OCTFME PEG programming.	Up is Better	Not Available	Not Available	Not Available	400%
<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	Up is Better	Not Available	Not Available	98.6%	95%
<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"	Up is Better	100%	99.4%	99.2%	95%
	Up is Better		98.2%	100%	95%

Measure	Directionality	FY 2016 Actual	FY 2017 Actual	FY 2018 Actual	FY 2019 Target
Percent of permit invoices processed or issued within 5 business days of final application submission.		No applicable incidents			
Percent of Rebate Fund Budget assigned to Program Awardees by the close of the fiscal year	Up is Better	No applicable incidents	96.4%	92.2%	90%
<b>4 - Create and maintain a highly efficient, transparent and responsive District government. (9 Measures)</b>					
HR MANAGEMENT - Percent of eligible employees completing and finalizing a performance plan in PeopleSoft (Updated by OCA)	Up is Better	Not Available	No data available	95.7%	Not Available
HR MANAGEMENT - Percent of eligible employee performance evaluations completed and finalized in PeopleSoft (Updated by OCA)	Up is Better	Not Available	No data available	Waiting on Data	Not Available
FINANCIAL MANAGEMENT - Quick Payment Act Compliance - Percent of QPA eligible invoices paid within 30 days (Updated by OCA)	Up is Better	Not Available	No data available	Waiting on Data	Not Available
FINANCIAL MANAGEMENT - Percent of local budget de-obligated to the general fund at the end of year (Updated by OCA)	Down is Better	58.8%	54.5%	Waiting on Data	Not Available
CONTRACTS AND PROCUREMENT - Average number of calendar days between requisition and purchase orders issued (Updated by OCA)	Up is Better	Not Available	11.6	Waiting on Data	Not Available
CONTRACTS AND PROCUREMENT - Percent of Small Business Enterprise (SBE) annual goal spent (Updated by OCA)	Up is Better	63.4%	230.9%	Waiting on Data	Not Available
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)	Up is Better	Not Available	No data available	100%	Not Available
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)	Down is Better	0%	No applicable incidents	Waiting on Data	Not Available
HR MANAGEMENT - Average number of days to fill vacancy from post to offer acceptance (Updated by OCA)	Down is Better	Not Available	Not Available	Not Available	New Measure

## 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
			Daily Service

Operations Header	Operations Title	Operations Description	Type of Operations
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.	
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>			
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		Daily Service

Operations Header	Operations Title	Operations Description	Type of Operations
	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.	
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 Workload Measures

Measure	FY 2016	FY 2017	FY 2018
<b>1 - DC Radio 96.3 HD4 Production, Programming and Broadcast (1 Measure)</b>			
Number of hours broadcast on DC Radio 96.3 HD4	Not Available	Not Available	685
<b>1 - DCC Channel Production, Programming and Broadcast (1 Measure)</b>			
Number of hours of programming broadcast on DCC	Not Available	909	998
<b>1 - DCN Channel Production, Programming and Broadcast (1 Measure)</b>			
Number of hours of programming broadcast on DCN	Not Available	296	262
<b>1 - DKN Channel Production, Programming and Broadcast (1 Measure)</b>			

Measure	FY 2016	FY 2017	FY 2018
Number of hours of programming broadcast on DKN	Not Available	133	121
<b>2 - Support for District Resident Cable Customers (1 Measure)</b>			
Number of cable subscriber service requests received (calls, emails, via website)	Not Available	665	881
<b>3 - Manage and Adminstrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)</b>			
Number of incentive rebate program pre-certified awardees	Not Available	10	10
Total rebate awards issued to certified program awardees	Not Available	\$1,984,822	\$2,131,835
<b>3 - Permitting and Production Support Services (2 Measures)</b>			
Revenue from Permits Issued	\$113,289	\$87,540	\$140,440
Number of permits issued	308	207	262
<b>3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizatons (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	Not Available	12	35
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	Not Available	64	68

## 2019 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
<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.	09-30-2019
<b>Creative Economy Support (1 Strategic Initiative)</b>		

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Host Two 202Creates Residency Program Classes	In FY19, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will select and host two 202Creates 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.	09-30-2019
<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.	12-31-2018
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.	12-31-2018
<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.	09-30-2019
<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.	09-30-2019
<b>Provide Government Public Service Programming for District Residents (1 Strategic Initiative)</b>		
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.	04-01-2019