

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the City Administrator

January 15, 2021

Fiscal Year (FY) 2020 was an unprecedented year for all DC residents, businesses and the District Government. In March 2020—the second quarter of the fiscal year—Mayor Bowser declared a public health emergency and District government quickly pivoted to respond to the COVID-19 global health pandemic. To align with recommended social distancing and public safety guidelines, in just one day, over 60 percent of District government employees transitioned to a telework posture. In addition, many District agencies limited or temporarily ceased most in-person activities and services.

The global health emergency required the District to significantly reallocate financial and personnel resources to respond to the pandemic. With the change in operations and a substantial decrease in revenues, the District's response required all agencies to determine how to best provide services to District residents, visitors and employees, while maintaining the necessary protocols to help slow the spread of COVID-19.

As such, the global health pandemic greatly impacted some agencies' abilities to meet their FY20 key performance indicators (KPIs) and strategic initiatives established prior to its onset as agencies shifted resources to respond to COVID-19. Therefore, outcomes for KPIs and strategic initiatives reflect a shift in District priorities and efforts during this crisis. While we continue to believe strongly in performance tracking to improve District services, the data for FY20 is not fully indicative of agencies' performance and should be reviewed factoring in the unprecedented challenges encountered in FY 2020.

Sincerely,

A handwritten signature in black ink that reads 'Kevin Donahue'.

Kevin Donahue
Interim City Administrator



Office of Cable Television, Film, Music and Entertainment FY2020

Agency Office of Cable Television, Film, Music and Entertainment

Agency Code CIO

Fiscal Year 2020

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.

2020 Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
<p>Special COVID-19 Public Safety Information Coverage</p> <p>OCTFME broadcast over 80 live public health and safety information news conference and media events presented by the Executive Office of the Mayor during the COVID-19 crisis. OCTFME's broadcast production support involved making required technical upgrades to two press conference locations hubs not previously configured for live broadcasting (Gonzaga High School and 441 4th Street). OCTFME also served as a local, national and international feed source for press conferences, media events and news clip for broadcast outlets including, ABC, CBS, NBC, FOX, CNN, MSNBC, FOX NEWS, PBS, as well as social media platforms: Facebook, Twitter, Instagram and YouTube.</p>	<p>Providing this service aligned with agency operation #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."</p>	<p>The accomplishment impacted District residents by providing, highly efficient, transparent, responsive, open government information related to the COVID-19 crisis.</p>
<p>Produced and Broadcast First Ever "Virtual" the Mayor's Arts Awards</p> <p>On September 30, the 35th Annual DC Mayors Arts Awards aired on DCN Channel-16 and streamed on Facebook and YouTube. For the first time in 35 years, the Mayor Muriel Bowser Presents: Mayor's Arts Awards was a virtual event in compliance with DC COVID-19 public gathering guidelines. Also coordinated by OCTFME was a socially distanced watch party held during the broadcast at Park Up DC at Lot 5 on RFK's campus.</p>	<p>The production of the Mayor's Arts Awards furthers the agency's mission to support and amplify the District's creative economy. The accomplishment also demonstrates OCTFME's ability to plan, coordinate, and produce a high-quality "virtual" event that is traditionally staged as an in-person event that complies with COVID-19 public gathering and safety protocols.</p>	<p>The broadcast impacted District residents by facilitating and broadcasting and event celebrating the achievements and accomplishments of District of Columbia creatives and creative enterprises.</p>
<p>Creative Affairs Office Launches "Care for Creatives" Program</p> <p>On July 22, OCTFME's Creative Affairs Office launched the Care for Creatives Program. The innovative program partnership with George Washington University provides local creatives pay-what-you-can access to a counselor for District residents who may need it. These services are 100% secure and confidential with the clinician.</p>	<p>The program aligns with OCTFME's mission to advance initiatives and programs that support the growth and sustainability of the District's creative economy. The program also aligns with agency operation #3: "Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries."</p>	<p>The program impacted District residents by providing access to affordable mental health support to District creatives facing the emotional and economic impact of COVID-19.</p>

2020 Key Performance Indicators

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 Actual	KPI Status	Explanation for Unmet FY 2020 Target
<p>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. (2 Measures)</p>												
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Quarterly	New in 2020	New in 2020	New in 2020	95%	98.3%	100%	100%	100%	99.7%	New in 2020	
Percent of customer service requests requiring on site investigation responded to within 48 hours	Quarterly	New in 2020	New in 2020	New in 2020	95%	100%	100%	100%	97.8%	99.2%	New in 2020	

Measure	Frequency	FY 2017 Actual	FY 2018 Actual	FY 2019 Actual	FY 2020 Target	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 Actual	KPI Status	Explanation for Unmet FY 2020 Target
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)												
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%	100%	95%	100%	100%	100%	100%	100%	Met	
Percent of permit applications processed or issued within 5 business days of final application submission	Quarterly	98.2%	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	96.4%	92.2%	92.9%	90%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	91.62%	Met	

2020 Workload Measures

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 PAR
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	685	330	75	108	71	71	325
1 - DCC Channel Production, Programming and Broadcast (1 Measure)							
Total Number of hours of live hearings or new programming broadcast on DCC	998	1081	285	367	167	123	942
1 - DCN Channel Production, Programming and Broadcast (1 Measure)							
Number of hours of new/original programming broadcast on DCN	262	250	62	72	66	51	251
1 - DKN Channel Production, Programming and Broadcast (1 Measure)							
Number of hours of new/original programming broadcast on DKN	121	102	23	24	73	52	172
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	New in 2020	58	62	110	79	309
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	New in 2020	New in 2020	101	110	203	229	643
3 - Creative Economy Support (1 Measure)							
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	New in 2020	New in 2020	Semi-Annual Measure	Semi-Annual Measure	Semi-Annual Measure	Semi-Annual Measure	14
3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measures)							
Number of incentive rebate program pre-certified awardees	10	13	6	2	0	0	8
Total rebate awards issued to certified program awardees	\$2,131,835	\$1,673,247	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$1,696,041
3 - Permitting and Production Support Services (2 Measures)							
Revenue from Permits Issued	\$104,410	\$90,450	\$34,560	\$8750	\$380	\$4200	\$47,890
Number of permits issued	262	222	60	25	1	10	96

Measure	FY 2018 Actual	FY 2019 Actual	FY 2020 Quarter 1	FY 2020 Quarter 2	FY 2020 Quarter 3	FY 2020 Quarter 4	FY 2020 PAR
3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizatons (2 Measures)							
Number of community events hosted or attended to get programming and cable service feedback or disseminate information to the District Cable subscribers	35	52	14	12	16	15	57
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	68	69	24	12	3	5	44

2020 Operations

Operations Header	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)			
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
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)			
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. 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
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
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)			
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
4 - Create and maintain a highly efficient, transparent, and responsive District government. (2 Activities)			
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

2020 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Completion to Date	Status Update	Explanation for Incomplete Initiative
Creative Economy Media Education and Workforce Development (1 Strategic Initiative)				
Launch Creative Economy Career Access Program: Stagehand	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch CECAP: Stagehand in partnership with DOES. CECAP: Stagehand is an innovative new program that will train and mentor motivated, underserved District of Columbia residents, providing them with: (1) marketable stagehand technical skills; (2) a first step toward a sustainable career as a stagehand and union membership, and (3) a pathway to the middle class. The paid on-the-job training program will have two (2) six-month cohorts in FY2020. Each cohort will select four (4) DC resident trainees (8 total for FY2020). On the job training locations will include: the Sports and Entertainment Arena, the Walter E. Washington Convention Center, DAR Constitution Hall, the Warner Theater, and the DC Armory.	Complete	The first CECAP: Stagehand class began successfully in February, 2020. The CECAP: Stagehand program launch is now completed. It should be noted that the COVID-19 health emergency has caused a suspension of the program, but OCTFME intends to re-start the program as soon as public gathering restrictions are lifted. Initiative completed in FY2020 Q2.	
Creative Economy Support (2 Strategic initiatives)				
Launch '2022Creates: East of the River' Workshops Series	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch a new 'Mayor Muriel Bowser Presents 2022Creates: East of the River' workshop series focusing on offering creative enterprise building information, programming, and services targeted to support creatives that live and work in Wards 7 and 8. During FY2020 there will be at least two (2) workshops held at the St. Elizabeth's East Campus. The workshops will offer resources, informative panels as well as networking and mentoring opportunities for East of the River based creatives.	Complete	2022Creates presented one East of the River Community Building Event, the 2022Creates December Community Building Day in partnership with the Congress Heights Arts and Cultural Center which offered 4 workshops and training, and networking to creatives from Ward 7 and 8 and beyond. Initiative completed in FY2020 Q2.	
Launch Weekly 2022Creates Co-Working Space Access for DC Creative Entrepreneurs	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will host weekly co-working space sessions at the 2022Creates office for District resident artists, creative economy entrepreneurs, and creative businesses. During the open co-working sessions District creatives from all 8 Wards will be able to access to a professional workspace, will be able to interact and network with other creatives, and will have access to curated informational panel sessions with industry mentors, start-up business service providers, and government partners.	Complete	2022Creates offers Open Co-Working on Tuesday's at 200 I Street SE for creatives from all wards to work in a professional environment. Creatives receive drop in support from service providers including legal and accounting consultation, social media support, photography and podcasting support, and more. DSLBD InnoEd team also host's their weekly office hours during 2022Creates Co-Working Day, being onsite to answer questions and offer small business support. Initiative completed in FY20 Q1.	
DCN Channel Production, Programming and Broadcast (1 Strategic Initiative)				
Produce New "East of the River" Spotlight Program on DCN	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop and produce a new District of Columbia Network (DCN) program highlighting and celebrating the residents, community, businesses, and history of Wards 7 and 8.	Complete	The East of the River spotlight program, "Sound of Family and Fun," is has been produced, edited, completed and ready for broadcast. The program is set to broadcast after COVID-19 emergency. Sound and Family Fun is a program that celebrates the music, culture, crafts and entrepreneurial businesses created by East of the River residents. Initiative completed in FY2020 Q2.	
Management of Government Broadcast Channels (1 Strategic Initiative)				
Launch the District of Columbia Entertainment (DCE) Channel	In FY20, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will launch its fourth channel; DCE, District of Columbia Entertainment. The channel will showcase the city's creative economy featuring entertainment programming from DCN and potential third party acquisitions.	Complete	All final beta testing and technical requirements for the District of Columbia Channel (DCE) launch are complete.	