



OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT

FY 2022 PERFORMANCE AND ACCOUNTABILITY REPORT

JANUARY 15, 2023

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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: 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.

2 2022 ACCOMPLISHMENTS

Accomplishment	Impact on Agency	Impact on Residents
<p>OCTFME Creative Affairs Office Launches Creative Economy Encore Program</p> <p>In FY22 OCTFME's Creative Affairs Office launched the Encore Program. The goal of this innovative new program is to advance and support DC's creative community by funding creative events in all 4 quadrants of the District of Columbia. The Encore Program employs and invests in local talent, event producers, entrepreneurs, creatives, content makers, and District businesses that help sustain, grow, and diversity the creative economy in Washington, DC.</p>	<p>This accomplishment aligns and advances one of OCTFME's missions to 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, and support a sustainable film, music, and entertainment creative economy and labor market in the District of Columbia.</p>	<p>This accomplishment impacted District residents by delivering on OCTFME commitment to advance initiatives and programming that employ and invest in local talent, event producers, entrepreneurs, creatives, content makers, and District businesses that help sustain the creative economy in Washington, DC, support diverse local economy and contribute to economic recovery.</p>

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Accomplishment	Impact on Agency	Impact on Residents
<p>OCTFME Wins Emmy and Telly Awards In FY22 OCTFME collected two (2) Emmy awards from The National Capital Chesapeake Bay Chapter of The National Academy of Television Arts & Sciences. One Emmy was awarded for 'The Road to Representation: The Plan Takes Root', in the category of Politics/Government Short Form Content. The second Emmy was awarded to OCTFME and lighting director John Avery for 'Holiday Spirit Holiday Spectacular' in the lighting category. Additionally, OCTFME was also honored with a Gold Telly Award for 'The Road to Representation: The Plan Takes Root'; two (2) Silver Telly Awards for: 'Crushing the Game: Ron Nessen' and 'DKN Sports Off the Field 'Old Glory DC'; and three (3) Bronze Telly Awards for: Raheem DeVaughn: "Through It All, Love"; 'The 36th Annual Mayor's Arts Awards'; and 'Mayor Bowser's FY23 Budget Engagement Forum.' The Telly Awards was founded in 1979 to honor excellence in local, regional, cable television commercials, non-broadcast video, and television programming added soon after.</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>Produced and Broadcast Community Violence Prevention Programming Campaign</p> <p>In FY22 OCTFME produced a new series of DC-based anti-violence and public/community safety programming initiative. The programming provided a vehicle to educate youth and help them develop and produce news and digital media content to reduce violence in the District of Columbia. Youth were directly involved and trained in all aspects of the production. The programming series began airing on the District of Columbia Knowledge Network (DKN) during the first week of September 2022.</p>	<p>This accomplishment aligns with and advances one of OCTFME's missions to create and broadcast open government, public safety, and public interest programming that informs, educates, and entertains viewers via the District's PEG channels, streaming and other content platforms.</p>	<p>The anti-violence programming was a part of a dedicated messaging strategy to target, impact and inform communities in the District identified as disproportionately victimized by violence. The programming had a particular focus on Wards 7 & 8, shining a light on the public safety issues facing these residents, and sharing government and community resources.</p>

3 2022 OBJECTIVES

Strategic Objective	Number of Measures	Number of Operations
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.	0	6
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	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	6
Create and maintain a highly efficient, transparent, and responsive District government.	11	2

4 2022 OPERATIONS

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

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Operation Title	Operation Description	Type of Operation
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
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
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
Create and maintain a highly efficient, transparent, and responsive District government.		
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
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

5 2022 STRATEGIC INITIATIVES

In FY 2022, Office of Cable Television, Film, Music and Entertainment had 3 Strategic Initiatives and completed 100%.

Title	Description	Completion to Date	Update	Explanation for Incomplete Initiative
Launch Go-Go Peoples Plan Duke Ellington School for the Arts Partnership	In FY22, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop, initiate, and launch a partnership with the Duke Ellington School for the Arts to advance Go-Go music education, history, and preservation.	Complete	The Office of Cable Television, Film, Music and Entertainment has completed the activation for the Duke Ellington partnership for 2022 to develop, initiate, and launch a partnership with the Duke Ellington School for the Arts to advance Go-Go music education, history, and preservation. The budget has been updated for FY22 year and the curriculum has been discussed and initiated with Duke Ellington. The MOU is now finalized and has been executed by both parties	
Produce Community Violence Prevention Programming and Public Service Announcement Series	In FY22, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will establish a cross-platform programming and public service announcement campaign that will highlight and raise awareness about the issues and solutions surrounding community violence prevention. The messaging strategy will target communities in the District identified as disproportionately impacted by violence, and give voice to those residents, their stories, and the impact of violence on their lives. The content created will be distributed on DC Government PEG channels, DC Radio, and OCTFME social media platforms.	Complete	The "Produce Community Violence Prevention Programming Campaign" agency strategic initiative has been completed and delivered, and the programming has begun airing on District of Columbia Public Educational and Government (PEG) broadcast channel District Knowledge Network (DKN).	

<p>Market and Promote District of Columbia Entertainment Network Mobile and Digital Platform Applications</p>	<p>In FY22, the Office of Cable Television, Film, Music and Entertainment (OCTFME) will develop and execute a promotional plan for the District of Columbia Entertainment Network mobile and digital platform applications ("Apps") to raise awareness and extend the reach and impact of new DCE Network program offerings. OCTFME will utilize a marketing and implementation plan to create visibility, engagement and impressions for the new network apps.</p>	<p>Complete</p>	<p>The marketing and promotion of OCTFME's historic new District of Columbia Network (DCE) was completed in FY2022 Q3. The final network launch ad run was completed in June 2022.</p>
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6 2022 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2020	FY 2021	FY 2022 Target	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022	Was 2022 KPI Met?	Explanation of Unmet KPI
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	99.2%	98.7%	95%	98.5%	99.3%	98.2%	98.2%	98.7%	Met	
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	99.7%	100%	95%	100%	100%	100%	100%	100%	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	100%	99.1%	95%	100%	100%	97.9%	100%	99.4%	Met	
Percent of permit applications processed or issued within 5 business days of final application submission	Up is Better	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.	Up is Better	91.6%	100%	90%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	Met	

Workload Measures

Measure	FY 2020	FY 2021	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022
DC Radio 96.3 HD4 Production, Programming and Broadcast							
Number of hours new/original programming produced and broadcast on DC Radio 96.3 HD4	325	307	91	127	130	137	485
DCC Channel Production, Programming and Broadcast							
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	942	941	187	504	151	58	900
DCN Channel Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DCN	251	193	57	45	61	52	215
DKN Channel Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DKN	172	95	25	20	27	23	95
Support for District Resident Cable Customers							
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	309	355	41	88	47	76	252
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	643	858	135	307	168	171	781
Creative Economy Support							
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	14	36	0	21	20	0	41
Manage and Adminstrate the District of Columbia Film, Television and Entertainment Rebate Fund							
Total rebate awards committed to certified program participants (dollar amount)	\$1,696,041	\$1,289,947	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$841,826
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	8	5	7	0	0	0	7
Permitting and Production Support Services							
Revenue from Permits Issued	\$47,890	\$51,630	\$15,400	\$27,530	\$21,160	\$28,913	\$93,003
Number of permits issued	96	111	43	50	57	48	198
Support District Creative Economy Festivals, Special Events and Media Professional Organizatons							

Workload Measures (continued)

Measure	FY 2020	FY 2021	FY 2022 Q1	FY 2022 Q2	FY 2022 Q3	FY 2022 Q4	FY 2022
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	44	63	14	10	21	16	61