

# Office of Cable Television, Film, Music and Entertainment FY2017

**Agency** Office of Cable Television, Film, Music and Entertainment

**Agency Code** CI0

**Fiscal Year** 2017

**Mission** The mission of the Office of Cable Television, Film, Music & Entertainment is to create a sustainable entertainment industry in the District. OCTFME manages and administrates the District of Columbia's cable television franchise agreements; provide government and public interest programming for District residents; and supports a sustainable creative economy, media, arts and entertainment industry in the District, maximize revenue and promote job creation related to commercial creative endeavors.

## 2017 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), and the District Knowledge Network (DKN).
2	Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations.
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.**

## 2017 Key Performance Indicators

Measure	New Measure/ Benchmark Year	Frequency of Reporting	Add Data Fields (if applicable)	FY 2014 Actual	FY 2015 Target	FY 2015 Actual	FY 2016 Target	FY 2016 Actual	FY 2017 Target
<b>1 - Provide District residents informative, educational government programming via the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN). (5 Measures)</b>									
New program series or specials produced and broadcast by DCN	✓	Annually		Not available	Not available	Not available	Not available	New Measure	4
Number of new program series or specials produced and broadcast on DKN	✓	Annually		Not available	Not available	Not available	Not available	New Measure	4
New Programs or Program Specials on DCN	✓	Annually		Not available	Not available	Not available	Not available	New Measure	4
New Programs or Program Specials on DKN	✓	Annually		Not available	Not available	Not available	Not available	New Measure	4
New Programs or Program Specials on DCC	✓	Annually		Not available	Not available	Not available	Not available	New Measure	2
<b>2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. (3 Measures)</b>									
Percentage of customer service calls responded to within 48 hours.	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	95%
Percentage of customer service emails responded to within 48 hours.	✓	Quarterly		Not available	Not available	Not available	Not available	New Measure	95%



Customer Service-Meeting Service Level Agreements	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Human Resources-Vacancy Rate	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Human Resources-Employee District residency	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Human Resources-Employee Onboard Time	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017
Performance Management-Employee Performance Plan Completion	✓			Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017	Forthcoming October 2017

## 2017 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), and the District Knowledge Network (DKN). (5 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
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, 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, open government programming to District residents.	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, informative programming to District residents.	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
<b>2 - Regulate the District of Columbia's cable service providers and enforce federal and District government cable television laws and regulations. (2 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
<b>3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, and entertainment industries. (5 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 (formerly the Film DC Economic Incentive Fund). Strategically leverage the District's media production and infrastructure incentive program to support the growth of a sustainable creative economy and promote employment within the media industry.	Key Project
COMMUNITY OUTREACH	Support District Creative Economy Festivals, Special Events and Media Professional Organizations	Support creative economy festivals, special events, and support the programming 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.	Key Project
Media Education and Workforce 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
<b>4 - Create and maintain a highly efficient, transparent and responsive District government.** (2 Activities)</b>			
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
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

## 2017 Workload Measures

Measure	New Measure/ Benchmark Year	Add Historical and Target Data (FY17)	Numerator Title	Units	Frequency of Reporting	FY 2014	FY 2015	FY 2016 Actual
<b>1 - DCN Channel Production, Programming and Broadcast (2 Measures)</b>								
Number of hours of programming broadcast on DCC	✓		Hours of Programming	Hours	Quarterly	Not available	Not available	New Measure
Number of hours of programming broadcast on DCN	✓		Hours	Hours	Quarterly	Not available	Not available	New Measure
<b>1 - DKN Channel Production, Programming and Broadcast (1 Measure)</b>								
Number of hours of programming broadcast on DKN	✓		Hours	Hours	Quarterly	Not available	Not available	New Measure
<b>2 - Support for District Resident Cable Customers (2 Measures)</b>								
Number of cable subscriber service request calls received	✓		Calls	Calls	Quarterly	Not available	Not available	New Measure
Number of cable subscriber service request emails received	✓		emails	emails	Quarterly	Not available	Not available	New Measure
<b>3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (4 Measures)</b>								
Number of incentive rebate program applications received	✓		Incentive rebate program applications	Applications	Quarterly	Not available	Not available	New Measure
Number of incentive rebate program pre-certified awardees	✓		Incentive rebate program pre-certified awardees	Pre-certified awardees	Quarterly	Not available	Not available	New Measure
Total program rebate funds issued to awardees	✓		Rebate Funds Issued	Dollars	Annually	Not available	Not available	New Measure
Total program rebate funds obligated to awardees	✓		Total Rebate Funds Obligated	Funds Obligated	Annually	Not available	Not available	New Measure

3 - Permitting and Production Support Services (3 Measures)								
Revenue from Permits Issued	<input type="checkbox"/>		Revenue	Dollars	Quarterly	Not available	Not available	\$113289
Number of permits issued	<input type="checkbox"/>		Permits	Permits	Quarterly	Not available	Not available	308
Number of permit applications received	<input checked="" type="checkbox"/>		Permit Applications	Permits	Quarterly	Not available	Not available	New Measure

## 2017 Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
<b>Broadcast Operations (1 Strategic Initiative-Operation Link)</b>		
OCTFME Government Radio Station begins broadcasting in FY 2017	OCTFME will complete the installation of all equipment on its radio station studio and will begin programming and broadcasting this new digital and terrestrial radio channel. This project is being executed in partnership with WHUR who is providing access to their transmission towers. The radio station programming will include public information on government activities, a platform to promote the music industry in the District, as well an opportunity for media education opportunities and offering District Youth the opportunity to utilize the radio station and produce their own programming.	02-01-2017
<b>FRANCHISE REGULATION (1 Strategic Initiative-Operation Link)</b>		
Preliminary District Cable Franchise Agreement Negotiations completed in FY 2017.	OCTFME, working with OCTO and EOM will complete the District Cable Franchise Agreement renewal negotiations and will have a proposed agreement available for review and approval by Mayor Muriel Bowser and the District City Council. OCTFME is confident that a preliminary agreement will be ready to present before Council by the end of the calendar year.	12-30-2016
<b>Media Education and Workforce Development (1 Strategic Initiative-Operation Link)</b>		
Administer the Creative Economy Career Access Program (CECAP).	OCTFME will work in conjunction with sister government agencies, local training providers, and identified private and public sector employer partners to administer the Creative Economy Career Access Program (CECAP). This program will target District youth and adult residents, making them proficient in specific, marketable media industry trade skills required to secure long term, career-track employment. The 12-month program will include training and apprenticeship modules, placing graduates of the training program into entry level positions with identified employer partners. OCTFME will develop new partnerships with creative media industry employers and trade organizations to inform the program curriculum and provide wraparound job placement services for the workforce training program. The program will be funded through the DOES administrated LEAP Academy Program. In the first year of the program 10 District youth will enter the program.	09-30-2017
<b>ORIGINATED PROGRAMMING (2 Strategic initiative-operation links)</b>		
OCTFME will broadcast at least 4 new programs on the District of Columbia Channel (DCN)	OCTFME will broaden the programming offerings available to District residents in FY 2017. All new programming on the District of Columbia Network (DCN) will include: "Display" (a 30-minute music video show that will highlight the talents of District musicians and activate OCTFME's music industry support efforts); "We are Washington" (a fast-paced, dynamic and informative look at District news); "Simone Butterfly" (a program highlighting the District's fashion and culinary scene); and a program hosted by District DJ institution, EZ Street, that will highlight the District's music and lifestyle landscape.	11-30-2016
OCTFME will broadcast at least four (4) all new programs on the District Knowledge Network (DKN) in FY 2017	OCTFME will broaden the programming offerings available to District residents in FY 2017. All new programming on the District Knowledge Network (DKN) will include "I Wish You Knew" (programming for the Millennial Generation); "Missing" (a series focusing on the plight of missing District children); and "Make Television" (a program that highlights District residents transforming ordinary items in to amazing creations).	11-30-2016
<b>PRODUCTION SUPPORT (2 Strategic initiative-operation links)</b>		

OCTFME completes Government Facility Mapping Project identifying District government facilities available for commercial filming.	OCTFME, working with DGS, will complete a mapping and cataloguing project identifying and categorizing District of Columbia managed and controlled facilities that are available as locations for commercial filming. Once completed and operational this catalogue and searchable resource will provide local and national production companies the ability to easily identify and gain information about DC Government managed facilities and open spaces available for commercial filming.	12-15-2016
Create a support plan and implementation strategy for the Creative Economy.	OCTFME will create a creative economy strategy proposal that will support and grow the creative economy by: raising the profile of the District as a globally competitive and creative city; activating the creative economic potential of the District by providing business support and employment opportunities; creating an infrastructure for government support of creative economy special events; creating a unifying branding and marketing strategy, and laying out an achievable implementation plan.	03-31-2017
<b>PROGRAM REBATE (1 Strategic Initiative-Operation Link)</b>		
Administer the DC Film, Television and Entertainment Rebate Fund	The DC Film, Television and Entertainment Rebate Fund plays an important role in attracting production companies to film in DC, which in turn creates jobs for District residents. The Rebate law was updated as of March 9, 2016 and in FY2016 18 projects were accepted into the program. In FY 2017, OCTFME will administer the second year of the program and will assign at least 90% of the budget program funds to eligible media production or infrastructure projects. OCTFME will also reconcile and close out any FY2016 program awardee projects and ensure all assigned funds are duly distributed.	09-30-2017
<b>PROPERTY MANAGEMENT (1 Strategic Initiative-Operation Link)</b>		
Technical Equipment upgrades to 441 Judiciary Square and the John A. Wilson Building	OCTFME will supervise the completion of several technical/audio visual equipment upgrades to 441 Judiciary Square and the John A. Wilson Building that will add high definition (HD) broadcast capabilities for the District government cable channels.	11-30-2016

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