

Office of Cable Television, Film, Music and Entertainment FY2023

Agency Office of Cable Television, Film, Music and Entertainment

Agency Code C10

Fiscal Year 2023

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.

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 of 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, entertainment, and creative industries.
4	Create and maintain a highly efficient, transparent, and responsive District government.

Key Performance Indicators (KPIs)

Measure	Directionality	FY 2020 Actual	FY 2021 Actual	FY 2022 Target	FY2022 Actual	FY 2023 Target
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)						
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	New in 2023	New in 2023	100%
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 of OCTFME's mission and operations. (2 Measure records)						
Percent of customer service requests requiring on site investigation responded to within 48 hours	Up is Better	99.2%	98.7%	95%	98.7%	95%
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	99.7%	100%	95%	100%	95%
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 Measure records)						
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%	99.4%	95%
Percent of permit applications processed or issued within 5 business days of final application submission	Up is Better	100%	100%	95%	100%	95%
Percent of Rebate Fund balance committed to Program Awardees by the close of the fiscal year.	Up is Better	91.6%	100%	90%	100%	90%

Operations

Operations Title	Operations Description	Type of Operations

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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. (7 Activity records)		
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
DCE Network Production, Programming and Broadcast	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.	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 of OCTFME's mission and operations. (3 Activity records)		
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
3 - Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries. (7 Activity records)		
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
Support Go-Go Music as Official Music of the District of Columbia	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.	Key Project

Operations Title	Operations Description	Type of Operations
4 - Create and maintain a highly efficient, transparent, and responsive District government. (2 Activity records)		
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

Workload Measures (WMs)

Measure	FY 2020 Actual	FY 2021 Actual	FY2022 Actual
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	325	307	485
1 - DCC Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	942	941	900
1 - DCE Network Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DCE	New in 2023	New in 2023	New in 2023
1 - DCN Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DCN	251	193	215
1 - DKN Channel Production, Programming and Broadcast (1 Measure)			
Number of hours of new/original programming broadcast on DKN	172	95	95
2 - Support for District Resident Cable Customers (2 Measure records)			
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	643	858	781
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	309	355	252
3 - Creative Economy Media Education and Workforce Development (1 Measure)			
Number of District residents participating in the Creative Economy Career Access Program (CECAP).	New in 2023	New in 2023	New in 2023
3 - Creative Economy Support (2 Measure records)			
Number of Creative Economy Activation Events facilitated in the District of Columbia.	New in 2023	New in 2023	New in 2023
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	14	36	41
3 - Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund (2 Measure records)			
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	8	5	7
Total rebate awards committed to certified program participants (dollar amount)	\$1,696,041	\$1,289,947	\$841,826
3 - Permitting and Production Support Services (2 Measure records)			
Number of Permits Issued	96	111	198
Revenue from Permits Issued	\$47,890	\$51,630	\$93,003

Measure	FY 2020 Actual	FY 2021 Actual	FY2022 Actual
3 - Support District Creative Economy Festivals, Special Events and Media Professional Organizatons (1 Measure)			
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	44	63	61
3 - Support Go-Go Music as Official Music of the District of Columbia (1 Measure)			
Number of sponsored events, programs, activities, or initiatives that support Go-Go Music.	New in 2023	New in 2023	New in 2023

Strategic Initiatives

Strategic Initiative Title	Strategic Initiative Description	Proposed Completion Date
Creative Economy Support (1 Strategic Initiative)		
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 organizations serving historically underrepresented communities and highlight creative economy stakeholders from underrepresented populations.	09-30-2023
Develop legislation and regulatory policies in support OCTFME's mission and operations. (1 Strategic Initiative)		
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.	09-30-2023
DKN Channel Production, Programming and Broadcast (1 Strategic Initiative)		
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).	09-30-2023
Maintain a Transparent Agency Website and Social Media Strategy (1 Strategic Initiative)		
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.	12-31-2022
Management of Government Broadcast Channels (1 Strategic Initiative)		
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.	09-30-2023