



OFFICE OF CABLE TELEVISION, FILM, MUSIC AND ENTERTAINMENT

FY 2024 PERFORMANCE ACCOUNTABILITY REPORT

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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: The Office of Cable Television, Film, Music and Entertainment (OCTFME) regulates cable television service providers in the District of Columbia, and broadcasts programming for the District’s public, educational and government (PEG) channels: the District Council Channel (DCC), the District of Columbia Network (DCN), and the District Knowledge Network (DKN). OCTFME also produces and distributes programming for the District of Columbia Entertainment Network (DCE) streaming channel, and the DC Radio 96.3 HD4 digital radio station. OCTFME creates content that informs, educates, and entertains viewers via the District’s PEG channels, streaming 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 developing and exhibiting 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 initiative. CAO and 202Creates 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.

2 2024 ACCOMPLISHMENTS

Accomplishment	Impact on Agency	Impact on Residents
<p>OCTFME Recognized with National Award Honors for Programming Excellence In FY2024, OCTFME's Broadcast and Programming Department received multiple awards and nominations recognizing excellence in municipal government programming. These honors included the prestigious "Overall Excellence" award at the 39th Annual Government Programming Awards, presented by the National Association of Telecommunications Officers and Advisors (NATOA). This year, NATOA evaluated over 1,000 entries from local government agencies nationwide, highlighting OCTFME's outstanding contributions. Additional NATOA awards for OCTFME included: Award of Excellence: Interview/Talk Show - "Good Things DC, Episode #302"; Ethnic Experience Award of Excellence - "March on Washington: Behind the Scenes"; Award of Honor: Arts & Entertainment - "The Holiday Spirit: Joy; Award of Honor: Profile of a City/County, Department or Employee - "2023 Agency Performance Reel"; and the Award of Honor: Live Community Event Coverage - "Emancipation Day 2023".</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 mission to provide high quality, transparent, open government information and entertainment programming to District residents with the highest possible level of quality.</p>

3 2024 OBJECTIVES

Strategic Objective

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.

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.

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

Create and maintain a highly efficient, transparent, and responsive District government.

4 2024 OPERATIONS

Operation Title	Operation Description
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: Daily Service	Management of the daily content production and broadcast of government, public affairs and educational programming
DKN Channel Production, Programming and Broadcast: Daily Service	Management and operations of the District Knowledge Network (DKN), a government channel that offers educational and informative programming to District residents.
DCN Channel Production, Programming and Broadcast: Daily Service	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.
DCC Channel Production, Programming and Broadcast: Daily Service	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.
DC Radio 96.3 HD4 Production, Programming and Broadcast: Daily Service	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.
OCTFME Broadcast Facility Management: Daily Service	Manage the broadcast operations and maintenance of the OCTFME broadcast facility, 441 Judiciary Square, and the John A. Wilson Building.
DCE Network Production, Programming and Broadcast: Daily Service	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.
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: Daily Service	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.
Develop legislation and regulatory policies in support OCTFME's mission and operations.: Daily Service	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.
Support for District Resident Cable Customers: Daily Service	Provide customer service for District resident customers of cable television services. Respond to customer questions, complaints, and service quality concerns.
Implement, administer, and support programs, education and employment initiatives that advance the District of Columbia's film, television, music, entertainment, and creative industries.	
Creative Economy Media Education and Workforce Development: Key Project	Manage, implement, support media education, creative economy workforce development, internships and training programs for youth and adults in the District of Columbia.
Creative Economy Support: Key Project	Support the growth and sustainability of the local creative economy through strategic programs, initiatives, community partnerships, and the Mayor Muriel Bowser Presents: 202Creates program.

(continued)

Operation Title	Operation Description
Support District Creative Economy Festivals, Special Events and Media Professional Organizatons: Daily Service	Support creative economy festivals, special events, and support the programing and initiatives of media professional organizations, schools, youth organizations, and non-profits.
Permitting and Production Support Services: Daily Service	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.
Manage and Administrate the District of Columbia Film, Television and Entertainment Rebate Fund: Daily Service	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.
Special Event Logistics and Production Support: Daily Service	Provide logistics, production, and broadcasting support for local creative economy, cultural, and public service events and festivals.
Support Go-Go Music as Official Music of the District of Columbia: Key Project	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.
Create and maintain a highly efficient, transparent, and responsive District government.	
Provide Government Public Service Programming for District Residents: Daily Service	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.
Maintain a Transparent Agency Website and Social Media Strategy: Daily Service	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.

5 2024 STRATEGIC INITIATIVES

In FY 2024, Office of Cable Television, Film, Music and Entertainment had 5 Strategic Initiatives and completed 60%.

Title	Description	Update
Redesign and update the OCTFME and 202Creates websites to more effectively present and inform District residents of the agency's broadcast programming, creative economy activations, and stakeholder support initiatives.	In the Fiscal Year 2024, the Office of Cable Television, Film, Music, and Entertainment (OCTFME) will update, redesign, and re-launch the OCTFME and 202Creates websites. Collaborating closely with the Office of the Chief Technology Officer (OCTO) OCTFME will develop an engaging, informative, dynamic online platform that amplifies OCTFME's mission to support a diverse and equitable local creative economy and the District as an entertainment destination.	Completed to date: 0-24% After an internal OCTFME strategic planning assessment (based on meetings with OCTO in FY2024 Q2 that assigned an estimated cost to complete the project) it was determined the budget required to implement a full "overhaul" of the OCTFME and 202Creates websites were currently "cost prohibitive" given OCTFME's FY2024 budgetary resources. However, the required funding to complete the project has been identified in OCTFME's FY2025 budget, and the project is scheduled to be completed in FY2025. After getting a cost estimate for the website redesign from OCTO it was determined that OCTFME did not have the required budgetary resources to complete the project in FY2024.
Submit Recommendation for New Legislation to Increase District Cable Franchise and PEG Fees	In FY2024, the Office of Cable Television, Film, Music and Entertainment will submit a proposed legislation draft for EOM consideration designed to: (1) impose new fees for use of the District's rights-of-way by video streaming services; and/or (2) impose taxes on broadcast satellite services and video streaming services. This legislation will be designed to address and offset the impact of the loss of over 50% of the District of Columbia cables subscribers since FY2016, and the resulting decline in the franchise fee and PEG fee revenues to the District.	Completed to date: 50-74% By the end of Q4 in FY2024, OCTFME's Legislative and Regulatory Department determined that, although the financial impact of streaming on franchise revenue losses and the diminishing authority of local franchising bodies over rights-of-way have drawn increased attention from the FCC and media, federal support and case law backing remain insufficient for advancing a new legislative proposal for the District. Additionally, advancing such a proposal may require substantial updates to the DC Cable Act. Given the ongoing franchise renewal negotiations with Verizon and current budget constraints, these efforts are likely to extend into FY2025. OCTFME will reassess the legislative, regulatory, and judicial presidents as they evolve in FY2025 to determine if a formal Recommendation for new legislation to increase District cable franchise and PEG fees is indicated and justified. Federal regulatory support and case law backing remain insufficient for advancing a new legislative proposal for the District. Additionally, advancing such a proposal may require updates to the DC Cable Act, as well as the ongoing franchise renewal negotiations with Verizon.

Produce and broadcast DC government PEG channel and DC Radio programing showcasing local professional sports as well as the economic impact of sports-related business activity in the District.

In FY2024 the Office of Cable Television, Film, Music, and Entertainment will produce special programs for our television and radio platforms, that support the District of Champions. The programming will be aligned with the District's sports business attraction and economic development mayoral priority, in coordination with the DMPED Sports Team. Programming will be hosted by former and current professional athletes, as well as experts in sports and entertainment and business development. The programming will highlight game day activities, the District's efforts to attract and retain sports entertainment activity, as well as interviews with athletes and front office executives. The programming will air on the District Knowledge Network ("DKN") and the District of Columbia Network, (DCN); Public, Educational and Government ("PEG") channels, as well as DC Radio 96.3 HD4.

Completed to date: Complete
In Q4 of FY2024, OCTFME produced an additional six episodes of "Game Time", a 30-minute weekly radio show covering professional, college, scholastic, and amateur sports and their impact on the District of Columbia, bringing the annual total to 24 episodes. OCTFME also produced six more episodes of "Inside the MFL", a 30-minute weekly program focused on the DMV-based professional minor football league, totaling 26 episodes for the fiscal year. Additionally, seven episodes of "A Diva's Life", a weekly show offering a behind-the-scenes look at DC's women's professional football team, the DC Divas, were produced, including the broadcast of one (1) DC Diva's game in its entirety. Lastly, OCTFME produced three (3) episodes of Monumental Moments, an interstitial series featuring the Washington Mystics.

Produce and broadcast DC government PEG channel and DC Radio programming focused on issues impacting public safety, racial equity, and youth/young adult residents of Wards 7 and 8.

In FY2024 the Office of Cable Television, Film, Music, and Entertainment will produce special programs for our television and radio platforms, including the newly launched program "Speak Out DC," led by DC Youth Mayor Addison Rose. The programming will include in-depth conversations with youth, thought leaders, and experts on youth violence and topics that impact the everyday lives of the city's youth. Additional original programming will include conversations with various public safety offices and community conversations that include economic development, crime, racial equity, and issues impacting the residents of Wards 7 and 8. The programs will air on the District Knowledge Network ("DKN") and the District of Columbia Network, (DCN); Public, Educational and Government ("PEG") channels, as well as WHUR 96.3 HD4.

Completed to date: Complete
In the fourth quarter of FY2024, OCTFME met its fiscal year target by continuing the production and broadcast of the "Speak Out DC" program, with current youth mayor Lourdes Robinson. The program featured conversations relevant to youth and young adults thought a racial equity lens, with particular focus on subjects and issues facing youth that live, work and play East of the River in wards 7 and 8. Additionally, OCTFME met its FY2024 objectives by producing and broadcasting 12 recruitment and promotional programs for the Metropolitan Police Department (MPD).

Expand 202Creates Residency Program Offerings for District Creatives

In FY2024, OCTFME's Creative Affairs office (CAO) will expand the 202Creates residency program offerings to include more hands-on music industry, podcasting, and other creative industry skill set training opportunities to facilitate the enhancement of the 202Creates Residency Program participants' knowledge and experience in areas that will lead to sustainable careers in the creative economy and a pathway to the middle class. The goal is for creatives to obtain access to hands on experience and opportunities to get to the next level of their business goals.

Completed to date: Complete
The 202Creates Residency Program in the winter/spring implemented new offerings for the residents in the identified areas of: more hands-on music industry, podcasting, and other creative industries. The Cohort that ended in the spring of 2024 will be the only cohort for FY24 and OCTFME & the Creative Affairs Office (CAO) look forward to adding additional offerings to residents in the first cohort of FY25.

6 2024 KEY PERFORMANCE INDICATORS AND WORKLOAD MEASURES

Key Performance Indicators

Measure	Directionality	FY 2022	FY 2023	FY 2024 Q1	FY 2024 Q2	FY 2024 Q3	FY 2024 Q4	FY 2024	FY 2024 Target	Was 2024 KPI Met?
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.										
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	125%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	126.7%	100%	Met
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	98.7%	99.6%	100%	100%	100%	100%	100%	95%	Met
Percent of customer service requests not requiring on site investigation responded to within 48 hours	Up is Better	100%	100%	100%	100%	100%	100%	100%	95%	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	99.4%	98.6%	100%	97.2%	100%	100%	99.4%	95%	Met
Percent of permit applications processed or issued within 5 business days of final application submission	Up is Better	100%	100%	100%	100%	100%	100%	100%	95%	Met
Percent of Rebate Fund balance committed to Program Awardees by the close of the fiscal year.	Up is Better	100%	100%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	99.7%	90%	Met
Create and maintain a highly efficient, transparent, and responsive District government.										
Percent of new hires that are District residents	Up is Better	New in 2023	66.7%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	50%	-	-

Key Performance Indicators (continued)

Measure	Directionality	FY 2022	FY 2023	FY 2024 Q1	FY 2024 Q2	FY 2024 Q3	FY 2024 Q4	FY 2024	FY 2024 Target	Was 2024 KPI Met?
Percent of new hires that are current District residents and received a high school diploma from a DCPS or a District Public Charter School, or received an equivalent credential from the District of Columbia	Up is Better	New in 2023	0%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	16.7%	-	-
Percent of employees that are District residents	Up is Better	New in 2023	46.4%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	46.2%	-	-
Percent of required contractor evaluations submitted to the Office of Contracting and Procurement on time.	Up is Better	New in 2023	57.1%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	20%	-	-
Percent of agency staff who were employed as Management Supervisory Service (MSS) employees prior to 4/1 of the fiscal year that had completed an Advancing Racial Equity (AE204) training facilitated by ORE within the past two years.	Up is Better	New in 2023	New in 2023	Annual Measure	Annual Measure	Annual Measure	Annual Measure	11.1%	-	-

Workload Measures

Measure	FY 2022	FY 2023	FY 2024 Q1	FY 2024 Q2	FY 2024 Q3	FY 2024 Q4	FY 2024
DC Radio 96.3 HD4 Production, Programming and Broadcast							
Number of hours new/original programming produced and broadcast on DC Radio 96.3 HD4	485	613	138	152	170	174	634
DCC Channel Production, Programming and Broadcast							
Number of hours of Council hearings, council events, and new programming broadcast on DCC.	900	981	235	419	372	74	1,100
DCE Network Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DCE	New in 2023	93	5	8	13	3	29
DCN Channel Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DCN	215	175	23	28	29	23	103
DKN Channel Production, Programming and Broadcast							
Number of hours of new/original programming broadcast on DKN	95	63	15	20	22	14	71
Support for District Resident Cable Customers							
Number of cable subscriber service requests received not requiring on-site investigation (calls, emails, or via website)	252	288	64	33	27	52	176
Number of cable subscriber technical service requests received requiring on-site investigation (calls, emails, or via website)	781	480	114	142	152	159	567
Creative Economy Media Education and Workforce Development							
Number of District residents participating in the Creative Economy Career Access Program (CECAP).	New in 2023	7	Annual Measure	Annual Measure	Annual Measure	Annual Measure	0
Creative Economy Support							
Number of District resident creatives participating in the Mayor Muriel Bowser Presents: 202Creates Residency Program	41	52	0	27	0	0	27
Number of Creative Economy Activation Events facilitated in the District of Columbia.	New in 2023	45	0	0	0	0	0
Manage and Adminstrate the District of Columbia Film, Television and Entertainment Rebate Fund							

Workload Measures (continued)

Measure	FY 2022	FY 2023	FY 2024 Q1	FY 2024 Q2	FY 2024 Q3	FY 2024 Q4	FY 2024
Total rebate awards committed to certified program participants (dollar amount)	\$841,826.00	\$1,263,652.00	Annual Measure	Annual Measure	Annual Measure	Annual Measure	\$1,931,971
Number of Rebate Fund program applicants pre-certified (number of pre-qualification letters issued)	7	7	5	0	3	7	15
Permitting and Production Support Services							
Revenue from Permits Issued	\$93,003.00	\$74,490.00	\$16,480.00	\$12,650.00	\$19,660.00	\$23,350.00	\$72,140
Number of Permits Issued	198	164	31	47	56	49	183
Support District Creative Economy Festivals, Special Events and Media Professional Organizatons							
Total number of sponsored industry events, programs or initiatives (number of sponsorship agreements executed)	61	46	11	7	14	14	46
Support Go-Go Music as Official Music of the District of Columbia							
Number of sponsored events, programs, activities, or initiatives that support Go-Go Music.	61	76	0	26	22	18	66