

DC OFFICE OF CABLE TELEVISION

PERFORMANCE REPORT **2013**



moving forward together

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our mission

The mission of the Office of Cable Television (OCT) is to: (1) Regulate the provision of “cable service” in the District of Columbia; (2) Protect and advance the cable service-related interests of the District and its residents; and (3) Produce and cablecast live and recorded video and other programming by way of the District’s public, educational and government (PEG) cable channels.

our vision

To be recognized as one of the nation’s pre-eminent PEG channels. OCT is dedicated to providing quality, diverse programming and services that educate, enlighten, entertain and inform the residents of the District of Columbia.



letter from the executive director

It is with great pride that I share with you a copy of the DC Office of Cable Television (OCT) Performance Report. As you will see, the information in this report will detail the substantial advancements we have accomplished and will set the stage for even greater progressions in the coming years.

As I write this, we are close to renewing a long term franchise agreement with Comcast that will allow the company to continue to provide service to District residents. The recent growths in the second phase of the Verizon FiOS deployment and the progression of RCN subscriber in the District has been positive, but we constantly remind ourselves of an important point — our one and only purpose is to protect and advance the cable related interest of the District and its stakeholders. We don’t take this task lightly and continue to focus on efforts that will expand our capacity and assure that residents receive an excellent conscientious experience from each cable provider. While we are conscious that this does not transpire in every situation, we stand ready to assist cable subscriber to remedy any conflicts they feel have not been properly addressed by the cable companies. In fact, we answered over 644 calls in FY13 and in the coming months we hope to have new technology and consumer education events to increase our outreach efforts.

We recognize that one of our most essential offerings is the programming we feature on the District of Columbia Network (DCN), District Knowledge Network (DKN) and TV-13. Our

objective is to convey content that educates, informs and entertains. Whether you are looking for Mayor Gray’s latest press conference, a Council proceeding or information on the latest trends in Washington, DC’s people, places and things we deliver pertinent information through the PEG channels and remain steadfast to expand our reach be way of the web and other innovative technologies. We are on the cusp of great change, and will complete construction of the new OCT headquarters in June. The staff is looking forward to our move to Ward 5 and the new facility the offers us the prospect to be housed in a production environment that is ideally suited for the needs and requirements to continue our legacy of producing award-winning productions.

I’m motivated about the future of OCT and I hope you are, too. It is indeed a pleasure to serve the residents of this great city. We look forward to continuing our work in partnership with the community in order to reach our goals, maximize our performance and provide stellar programming content.

Sincerely yours,

Eric E. Richardson
Executive Director



In 2013, OCT amassed an historic

15 awards

in total, with

9 representing first place achievements

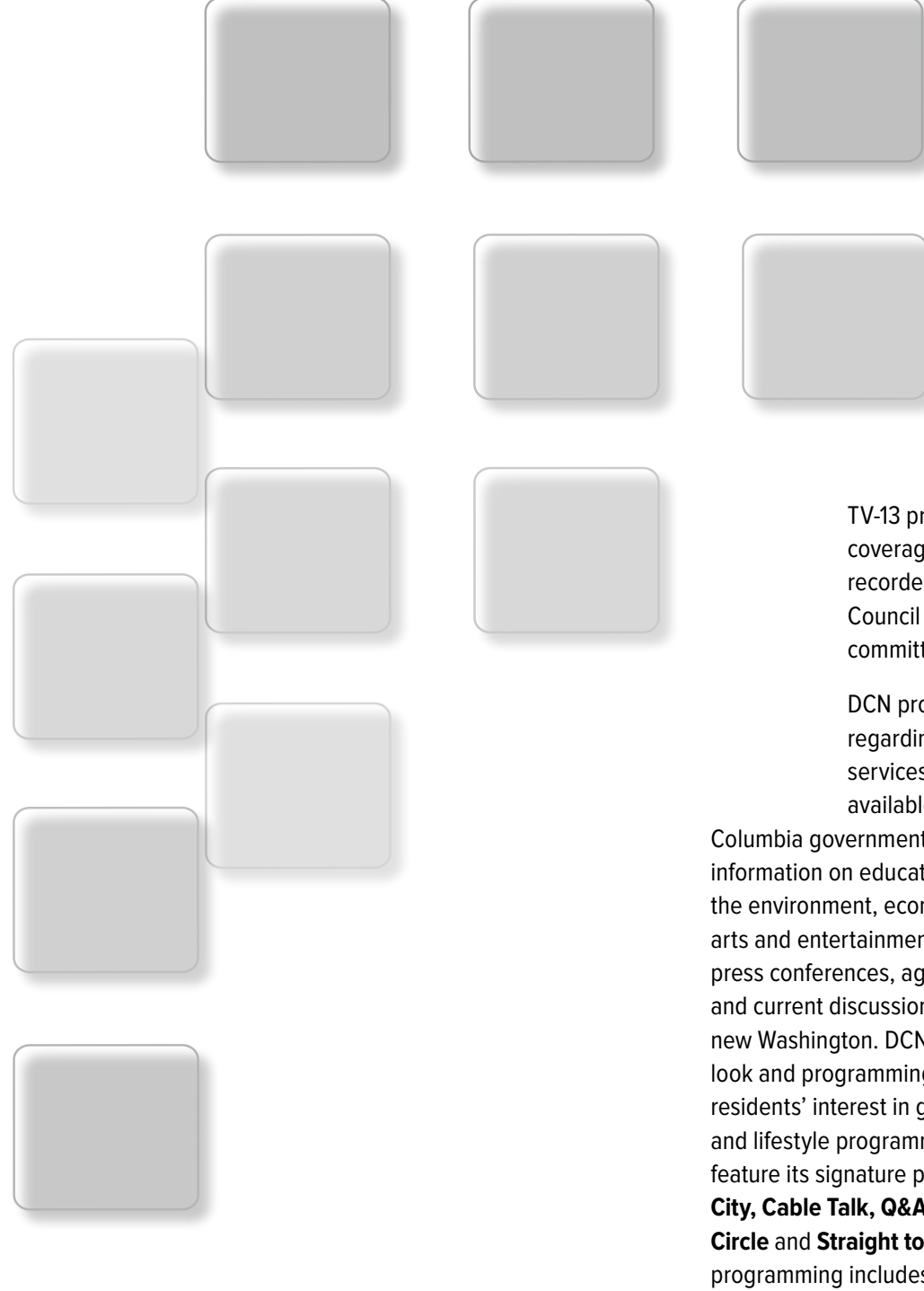
and

one Emmy® nomination.

2013 in review

- 1 OCT broke ground on its new headquarters located at 1899 9th Street, NE. This will be the agency's first permanent headquarters since its establishment on August 21, 1982.
- 2 OCT received and resolved **644** cable and infrastructure complaints in 2013.
- 3 The Washington DC metropolitan area is home to cable and broadcast channels including: BET, Centric, Discovery Channel, Travel Channel, Al Jazeera and Animal Planet. **Cable Talk**, hosted by OCT Executive Director Eric E. Richardson, featured interviews from several television executives representing these channels during the 2013 season.
- 4 From working with cable providers to expedite the process of removing cable wires from old Pepco poles to new ones, to working with landlords to provide additional cable providers in multidwelling units—OCT provided excellent District-wide customer service to the residents and DC Government agencies.
- 5 Programming highlights included: Mayor Vincent C. Gray's **Inside One City: "Consolidated Forensic Lab"**; **DCN Presents: "Operation Inauguration"**; and **Washington Full Circle, "Celebrities in the City."**
- 6 OCT cablecast **1,496** hours of programming over its three cable television channels.
- 7 OCT serves a critical role in the modernization of DCPS schools and the relocation of many government agencies. With each step of the way, OCT served as a liaison between the cable franchisees and the District entities ensuring cable wiring and installations were completed in a timely manner.
- 8 TV-16 is now **DCN**—District of Columbia Network. OCT launched the rebranding of DCN with a new look, a new feel and new programs all designed to keep DC residents in the know. Building on more than 30 years of government programming and strong audience growth, the channel's programming includes coverage of Mayoral press conferences, agency programming and local discussions of **"All DC. All the Time."**

To accomplish the agency’s mission, OCT is responsible for enforcing federal and District cable television laws and regulations; establishing cable franchise agreements between cable providers and the District of Columbia; mediating disputes and enforcing customer service regulations between cable service providers and their customers; facilitating open access to the District government through its three (3) cable channels: **TV-13, District of Columbia Network (DCN) and its educational cable channel—District Knowledge Network (DKN).**



TV-13 provides gavel-to-gavel coverage of the live and recorded activities of the DC Council and its various committees.

DCN provides information regarding the many programs, services and opportunities made available by the District of Columbia government. The programs provide information on education, housing, healthcare, the environment, economic development and arts and entertainment. DCN features Mayoral press conferences, agency policy statements, and current discussions on the future of the new Washington. DCN features a bold new look and programming slate that appeals to residents’ interest in government, public affairs and lifestyle programming. The channel will feature its signature programs like: **Inside One City, Cable Talk, Q&A Café, Washington Full Circle** and **Straight to the Point**. New programming includes: **The Sound**—a local

artists/musician showcase; **The O**—featuring lively discussions on current topics and hot topics; **Business Buzz**—Discussions and taped programming exploring business and economic development in the District; **District Dish**—a weekly talk show centered around people, places, politics, parties and philanthropies in the greater Washington area.

DKN is a joint venture supported by District of Columbia Public Schools (DCPS) and the Office of the State Superintendent of Education (OSSE) and is designed to provide innovative resources and support to students, parents, teachers and community members. Utilizing online and other leading-edge technical resources such as video-on-demand and video conferencing, DKN empowers DCPS students and the community at-large by refining and adding relevant instructional and life skills programming95e5(a)-2(m)-urc and

OFFICE OF CABLE TELEVISION'S

HIGHLIGHTS

▶ THE 1980'S

THE BEGINNING OF CABLE IN DC

1980—Early fall of 1980 was the beginning moment for the creation of cable franchising in the District of Columbia.

1982—District of Columbia Office of Cable Television was established by the DC City Council to enforce and regulate cable laws. During this time, the office started and managed as one channel that was “On the air” from 5–10pm.

1985—District Cablevision was introduced to the District of Columbia.

1988—Programming hours expanded from 4pm to 12am.

▶ THE 1990'S

TRANSFORMATION OF THE AGENCY 1991

Programming was in major demand for the agency. Master control was established in-house and OCT moved into a larger facility.

1992—During this time a second channel was added (Channel 13) TV-13. The channel aired DC City Council hearings.

1993—As technology became a major part of the agency, the agency adopted a few live shows—a morning show and a news show.

1995—The “Cable Television Franchise Amendment Act of 1995” was introduced. This Act was put into legislative to seek compensation for the use of its public rights of way to grant

additional cable television franchises in the District and promote competition and economic development.

1996—The Federal Communications Act of 1996, brought changes to the city and the “DC Cable Television Amendment Act of 1996” was born. The mission of the agency would further protect, promote and advocate the public interest in cable television in the District of Columbia.

1997—The Office of Cable Television changed its name to The Office of Cable Television and Telecommunication to reflect the technological advances in cable within the city. Programming on the two DC channels were expanded to 24 hours.

▶ THE 2000'S

REBRANDING OF A NEW MILLENNIUM

Amendments to existing laws and regulations brought major changes to the District of Columbia and its cable industry.

The Notice of Final Rulemaking was established for customer service standards. The Office of Cable Television and Telecommunications acquired a fully outfitted production truck that permits multi camera production from various venues across the city.

2003—On-demand services were made available to DC residents.

2005—Starpower was introduced to the District of Columbia. (Starpower is now known as RCN) the Office of Cable Television and

Telecommunications now had two franchised cable service providers.

2007—Eric E. Richardson becomes Executive Director of the agency and continues to serve to date. The Office of Cable Television and Telecommunications changed the name to the Office of Cable Television. OCT assumed responsibility for the programming and management of District’s School Television station (DSTV).

2009—DSTV is rebranded to District Knowledge Network (DKN). OCT acquires a third cable service provider, Verizon.

2010—OCT flagship program Washington Full Circle airs on NBC4 Washington.

2013—The rebranding of the legislative channel TV-16 to the District of Columbia Network (DCN).

Present—OCT continues to grow and is considered to be a premiere PEG channel. OCT currently regulates three franchise cable service providers: Comcast, RCN and Verizon; operates three television stations DCN, TV-13 and DKN. OCT has won over 75 awards in the fields of programming and videographers. OCT is a proud recipient of NATOA, an Emmy nomination and Telly and Hometown Video Awards. The agency is currently preparing to relocate to its first permanent facility.

2014—Stay tuned...The best is yet to come.



moving forward in legal & regulatory affairs

Franchise Updates

Through the division of Legal and Regulatory Affairs, OCT regulates and monitors the performance of the District's cable providers and supports in resolving customer service issues for cable subscribers. OCT continues to be proud of its role in ensuring that the District is among the first and few digital cities that can also claim three cable television providers and works diligently to protect the cable-related interests of District residents and stakeholders.

Technical Audit

A technical audit was conducted in 2013, pursuant to the agreement to evaluate the cable systems to ensure that technological advances met performance standards. Areas evaluated included the cable system's technological advances for performance, testing requirements on signals, upkeep of facilities, equipment, construction, rebuilds and enhancements.

Verizon

Phase one of the Verizon rollout has been completed. Phase two should be completed in 2016 and phase three in 2019. Verizon FiOS is now available in a portion of all eight wards in the city. Verizon Washington DC is leveraging its technology and resources to improve quality and access for children, women and seniors across the District. Through its unique and various partnerships with community service and education-based organization Verizon Washington DC supported educational programs at the University of the District of Columbia (UDC), DCPS, Unity Health Care, Mary's Center for Maternal and Child Care, the Boys and Girls club of Greater Washington, Asian-Pacific Islander Domestic Violence Resource Project and Latin American Youth Center.





moving forward in legal & regulatory affairs

Comcast

OCT is currently in negotiations with Comcast on a cable franchise renewal agreement. The franchise agreement is a contract between Washington, DC and Comcast that sets the terms of the provision of cable services, including service standards, PEG requirements and system requirements.

“Comcast Cares Day” 2013 — More than 1,500 volunteers including OCT, Comcast and NBC Universal employees participated in a number of projects throughout the DC area — planting and landscaping, sprucing up schools, day care and senior centers with a fresh coat of paint. In addition, volunteers also sorted donated clothing for families in need. Efforts also included clean-up around neighborhoods and along waterways as part of Comcast’s annual, nationwide day of service.

“Comcast/DC Promise Neighborhood Initiative” — Comcast launched this innovative project is designed to provide opportunities to low-income families to bridge the digital divide by connecting broadband internet to students across Washington DC. The partnership represents new opportunities to families and partner schools to increase digital literacy throughout the District.

RCN

RCN has reported that they now have a footprint in each of the District’s 8 wards. Washington DC is one of the few markets across the country to offer the choice of three cable providers. In many markets direct competition between cable companies has led to decreased prices, a greater variety of programming choices, increased quality of service and the introduction of more advanced technology services.

Through its charitable giving and corporate sponsorships, RCN supports a broad range of non-profit organizations throughout the District. RCN is also an active sponsor of Georgetown University and George Washington University athletic programs.

Making a Difference in DC – In Support of The Washington Tennis and Education Foundation — RCN DC Metro is a proud sponsor and telecommunications provider of the Citi Open, formerly the Legg Mason Tennis Classic, which benefits the Washington Tennis and Education Foundation. The Washington Tennis & Education Foundation (WTEF) is a premier educational and tennis organization for underserved children, providing the best quality instruction, resources and mentorship to build life champions.

RCN Supports Local Salvation Army. Employees Give Back! — RCN’s employees continued their tradition of supporting the Salvation Army Angel Tree Program. Each year RCN employees donate bikes, toys, electronics and clothing for children who would not have a Christmas if not for the support of employees and the community.



moving forward in technology

Constant development of technology in the broadcasting industry makes it an ever-changing business. In 2013, OCT gained access to several new waves of technologies as well as enhanced its current technologies to compete with other markets. Modernized technology assists OCT increase its visual production. For viewers, the updated technology means more access to TV-13, DCN and DKN; improved picture quality; a wider variety of programming offerings; and mobile device capabilities.

On-Air: The look of DCN has evolved thanks to the integration of new hardware and software updates.

Server Enhancement: Viewers will experience the same viewing options whether they are tuning in from home, their mobile devices or a desktop computer.

Live Programming: OCT increased its live programming via a specialized transmission service with equipment enabling OCT to broadcast live, breaking news stories.

Social Media: You can now find and follow OCT on your favorite social media outlets such as Facebook, YouTube and Twitter. OCT's social media agenda has helped to better inform District residents and inquiring communities about the work of the city and keeps them informed of District's endless amenities.



we're moving

On April 1, 2013, Mayor Vincent C. Gray, OCT Executive Director Eric E. Richardson, and Department of General Services (DGS) Director Brian J. Hanlon held a groundbreaking ceremony to mark the beginning of the renovation of a building that is to become OCT's permanent headquarters.

From 1989-2002, the building served as the headquarters for Black Entertainment Television. The site will bring together the District's PEG television stations: TV-13, DCN and DKN under one roof.

Washington's municipal government purchased the 30,525-square-foot facility, located at 1899 9th Street, NE. Located near the New York Avenue corridor, the new location provides many attributes including proximity, cost savings and accessibility that make it conducive for the agency. The facility will feature two television production studios, editing suites, meeting spaces and administrative offices. The renovation includes replacing the roof with energy generating solar panels, renovation of exterior and interior structures, build-out of the production studios and installation of the television broadcast equipment. The project is slated for completion in summer 2014.

a new look, a new feel, a new name and new programming



DISTRICT OF COLUMBIA NETWORK

moving forward rebranding

Something big happened in cable television this past year! Viewers tuning into one of OCT's main channels encountered a brand new name, exciting new programming content and a bold new look! The cable network formerly known as TV-16 was successfully re-launched last year as **DCN — the District of Columbia Network**.

With TV-16's rebranding as DCN, OCT was able to build on its 32 years of government programming and strong audience growth in re-launching a vibrant channel that's **more informative, more educational** and **more entertaining** than ever before. Essentially, the team at OCT took everything it had done well in the past and began doing it even better.

The re-launch provided viewers with an array of exciting new programs focused on public affairs, current events, and arts and entertainment. The graphic was designed to fit more effectively in multi-platform campaigns promoting current events, holidays and special occasions in the District. Additionally, DCN's new tagline is, **"All DC. All the time."**

Viewers experienced all-new productions like **"The Sound"**, **"The District Dish"**, **"The O"** and **"The Kalb Report."** DCN also premiered several new programming series focused on public affairs and current events, including **"Uptown/Downtown"**, **"1350 Penn"**, **"Business Buzz"** and **"DCN Presents."**

In addition to all the great new programs, one of the channel's most popular shows, the award-winning **"Washington Full Circle,"** returned with an exciting new interview segment called "Celebrities in the City." The segment features lively and informative one-on-one interviews with major stars of film, television, stage, sports and music. The interviews conducted by show host Ferman Patterson, spotlighted such luminaries as actress Lynn Whitfield and Wendy Raquel Robinson and international singer/dancer/actress Mya.

The rebranding effort helped modify the channel's image and align it with the channel's core mission and programming. The re-launch as DCN was a collaborative process involving feedback from residents, PEG programming trends and the OCT team.

moving forward

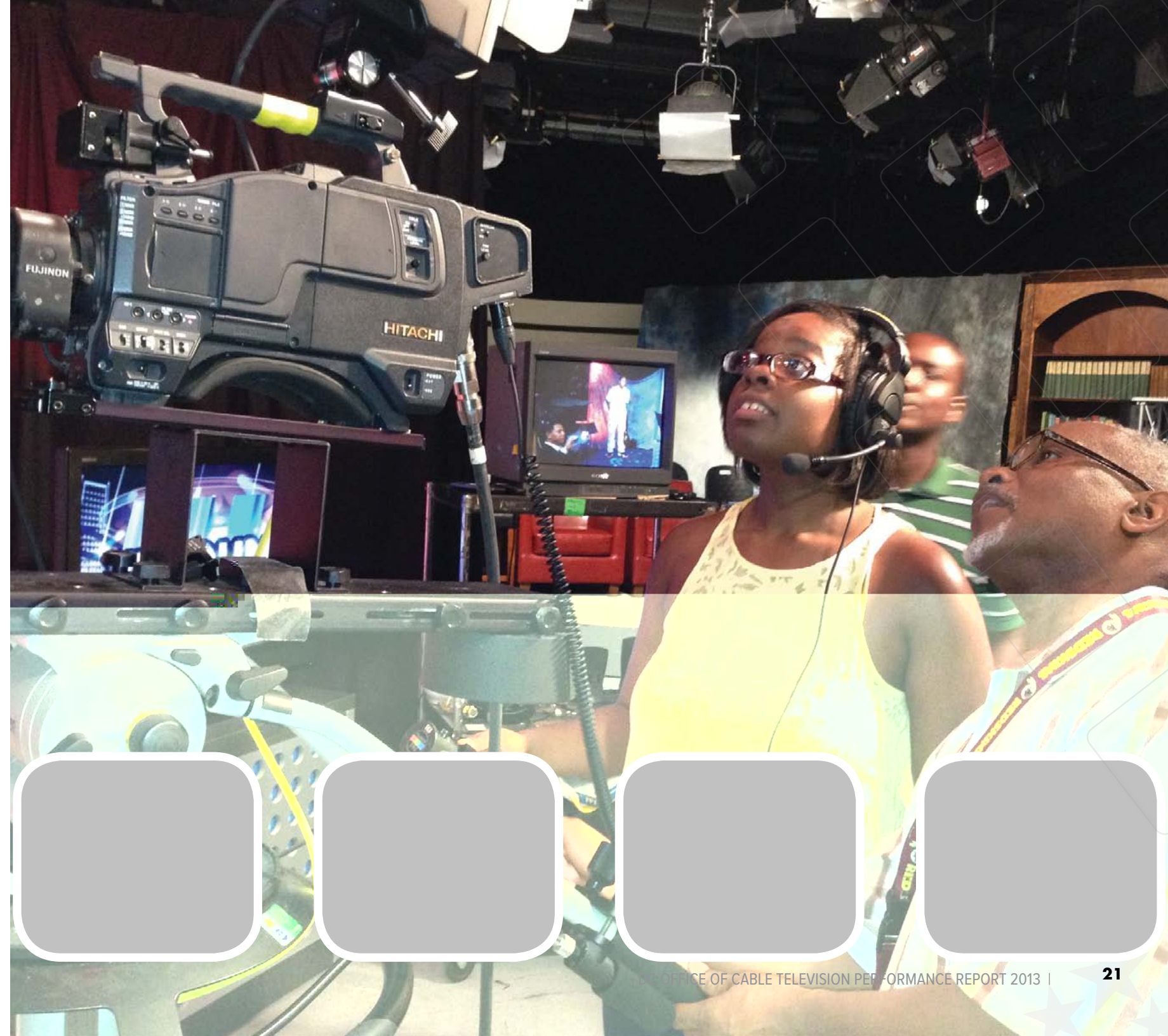
SYEP and internships

OCT is dedicated to providing quality internships to budding TV production professionals. High school and college student interns receive hands-on instruction, mentoring and job shadowing opportunities. Many former OCT interns are now employed at top media outlets such as Fox News, Maslow Media, NewsChannel 8 and Discovery Communications.

Each summer, OCT hires and trains a select group of young people from across the District as part of the Mayor's Summer Youth Employment Program (SYEP). As TV production interns, these young residents receive technical training in the use of video cameras, studio and editing equipment and even exercises in how to work as a team. Since television is all about communications, the youth employees' training also focuses on how to develop and express their ideas more effectively. For one particular assignment, OCT's SYEP supervisors challenged the interns with a project that combined all of the skills honed during their tenure at the agency. Their task was to develop research, write and participate in the actual production of their own commentaries for broadcast. The result was an insightful, candid and eclectic series of one-minute, thirty-second commentaries on education, politics, history sports and social conflict, all independently researched, written and presented by SYEP participants and aptly titled, "**Buck Thirty.**"

Another notable achievement by our young staff during the year was by college-bound DC native Dakota Goforth, who dreams of becoming a professional sportscaster at ESPN. He independently wrote, produced and appeared in his own short video called "**Intern Diaries,**" which chronicled his own experiences at OCT training and preparing for the world of professional television production.

In addition, our SYEP staff participated in a public-private partnership training program called "**Street Law,**" in which some of District's most prestigious law firms provide weekly instruction in employment law, advocacy, and conflict resolution. For four consecutive weeks, the youth engaged with twenty four other summer youth employees hired at other participating DC government agencies. Their training culminated in the program's annual **Street Law Negotiation Showcase.** The negotiation competition provided an opportunity to demonstrate and refine their conflict management and negotiation skills at the UDC Law School's Moot Court Room. One of our own youth employees Donniscea Goddard, received the 3rd highest score for the Negotiation Showcase and her colleague Karey Eyo, won the prize for Best Brainstormer award.



moving forward awards and recognition

The past year was an award-winning season of excellence for OCT with its 9 national and international television awards. OCT was awarded an agency record of four simultaneous “First Place” honors by the National Association of Telecommunications Officers and Advisors (NATOA). NATOA’s Government Programming Awards (GPAs) recognize excellence in broadcast, cable, multimedia and electronic programming produced by local government agencies. The contest is considered the most prestigious competition in which only PEG channels participate.

OCT received first place NATOA honors in the Public Affairs category for Mayor Vincent C. Gray’s **Inside One City: “Consolidated Forensic Lab”** episode. Also, **DCN Presents: “Operation Inauguration”** placed first in the Community Awareness category for its special coverage of President Barack Obama’s historic second inauguration. The episode provided viewers with a behind the scenes look at how the Nation’s Capital prepares to host hundreds of thousands of visitors to the city. DCN host Ferman Patterson and TV personality Omarosa talk with tourism experts, event organizers, fashion mavens and Hollywood celebrities about navigating some of the inaugural weekend’s main events. From parties to parades, “Operation Inauguration”

provided one of the best guides to events throughout the city during this historic weekend. **Washington Full Circle “All the Buzz”** won First Place for Promotion of a City/County and the “DCN Sizzle Reel” took home First Place for Municipal Channel Promotion.

Additionally, OCT collected two Awards of Excellence and three Awards of Distinction from the Videographer Awards (VA), an international awards competition that recognizes outstanding achievement in video productions. The awards included “**Cable Talk**”, “**Washington Full Circle**”, “**DCN Sizzle Reel**,” and two episodes of “**The Sound**.” The Videographer Awards is designed to identify communication professionals who are raising the standards of the industry and to give winners and their clients the recognition that the work they are producing is outstanding and highly regarded by their peers.

The National Capital Chesapeake Bay Chapter of the National Academy of Television Arts and Sciences (NATAS-NCCB) recognized OCT with an Emmy® nomination for **The Sound ‘Tribute to Chuck Brown’** in the category of Arts/Entertainment Program/Special.



Inside One City: “Consolidated Forensic Lab”

Cable Talk

DCN Sizzle Reel

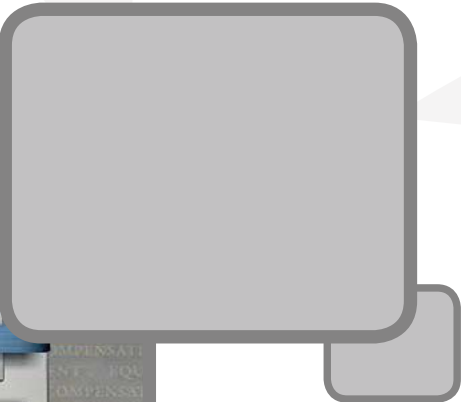
The Sound ‘Tribute to Chuck Brown’

The Sound

DCN Presents: Operation Inauguration

Washington Full Circle “All the Buzz”

Washington Full Circle



moving forward partnerships

This year, OCT partnered with the **District Department of the Environment** and the **Broccoli City “Smile Project”**, an entity that helps promote green, sustainable living at a carnival-style Saturday event. The “Smile Project” was created to celebrate DC and be reminded what it is like to have fun, and smile freely. In line with DC’s Sustainability Plan, “Smile Project”, placed an emphasis on keeping a low carbon footprint by implementing recycling programs, solar generators, reusable items, offsetting energy costs with renewable energy credits. At the carnival, kids and adults alike were encouraged to play, have fun and most importantly, smile.

Last year, in commemorating DC Emancipation Day, OCT partnered with BET Centric to produce a special live program at the historic Lincoln Theatre called, **“The Great Debate 2013.”** The event was a riveting and informative 90-minute program

addressing key matters affecting today’s African American community. The debate addressed timely issues like the economy, unemployment, poverty, health care, education, gun violence and gay marriage. Guest panelists included **Reverend Al Sharpton** (Minister, Civil Rights Activist, Radio and MSNBC Television Host), **Dr. Julianne Malveaux**, (Author, Economist and President Emerita of Bennett College for Women) **Niger Innis** (National Spokesman, Congress of Racial Equality and National Outreach Director, TheTeaParty.net) and **Star Parker** (Founder and President, Center for Urban Renewal and Education; Syndicated Columnist, Author, and Political Activist). Television personality **Ed Gordon** moderated the event. **“The Great Debate”** aired live on DCN, and was subsequently broadcast on BET Centric.

moving forward new programs

THE O

DCN's "The O" is a show all about opinions! That means everything is on the table as a visiting panel of local pundits and personalities serve up their own candid opinions on a wide range of topics. A rotating panel of guests mix it up on the roundtable in some of the freshest, funniest and most reverent conversations on cable TV. When it comes to "The O", there's no right or wrong answer, there are only opinions!

THE SOUND

"The Sound" of music is in the air as DCN's arts program profiles some of the city's most talented music artists. From homegrown stars to visiting chart toppers, the exciting series explores the rich tapestry of music genres that exist in the District of Columbia. With a music selection and a studio interview, "The Sound" provides a little music and a little insight into lives of the artists. So grab a seat and listen in as DCN learns something new about the singers and musicians who are capturing the hearts and minds of Washingtonians.

THE DISTRICT DISH

"The District Dish" is a lifestyle talk show hosted by Kate Michael, a former Miss D.C. and author of the "K Street Kate" blog. The show features lively interviews with guests in restaurants and bars all around DC. As panelists and guests sample delicious dishes, DCN's viewers learn more about the rich culture of the Nation's Capital and why the District isn't just a political power spot, but a place where people actually live, work and play.

BUSINESS BUZZ

The District's dynamic business scene is creating a buzz on DCN! DCN's "Business Buzz" programming block covers events and developments in the District of Columbia that illustrates the city's continuing progress on the economic front. This daily collection of business-related programs help demonstrate why DC is: the #1 retail market in the country; the #1 place for young professionals to move; #1 in foreign real estate investment; and #1 for the number of fast-growing private companies.

THE KALB REPORT

"The Kalb Report" is the highly acclaimed public affairs series hosted by distinguished journalist/scholar Marvin Kalb. Through one-on-one interviews and panel discussions originating from the main ballroom of the National Press Club before audiences comprising several hundred students and professionals, Kalb explores topics at the intersection of press, politics, and public policy. The George Washington University, Harvard University, and the National Press Club have produced more than 70 forums in the "The Kalb Report" series since 1994.

UPTOWN/DOWNTOWN

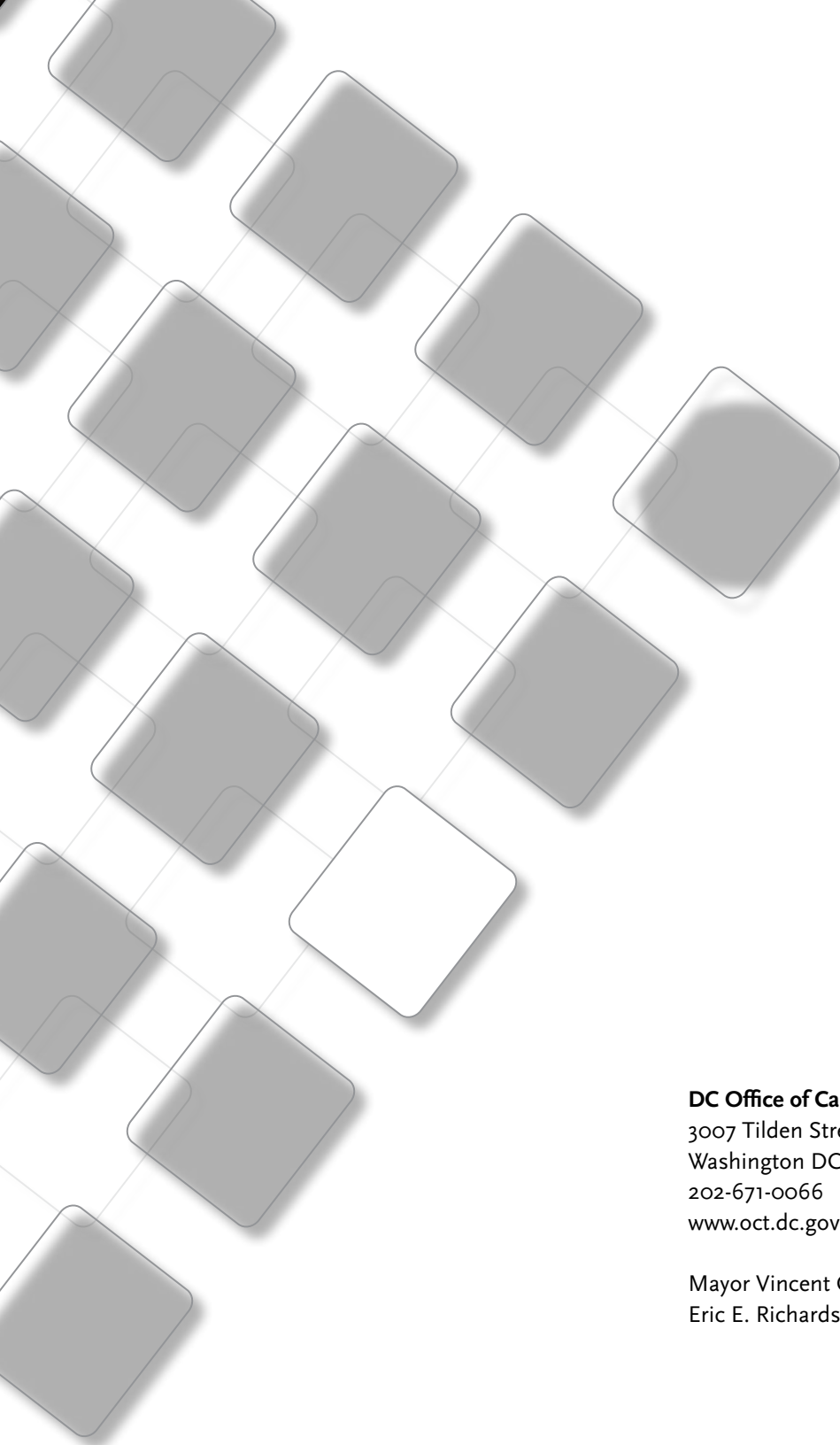
"Uptown/Downtown" is a DCN series featuring positive stories about people, communities and businesses in the District that are the life blood of our city — yet they often flourish behind the headlines. The series gives citizens a chance to discover these many diverse stories that thrive along our Great Streets and main streets — from small businesses to grand openings — from Little League sports to Major League games — from cultural events to community affairs — and even the latest "green" or "sustainable" projects within our city. In short, "Uptown/Downtown" is another opportunity for DCN to share more good news about the District of Columbia — whether it's happening uptown, downtown — eastside or westside!

1350 PENN

"1350 Penn" series provides viewers with direct access to the daily happenings in the District government, by offering condensed coverage, highlights and news clips of Mayor Gray's press conferences, announcements, ribbon cuttings, town hall meetings, bill signings and important keynote speeches. DCN's "1350 Penn" derives its name from the street address of DC's own city hall, the historic John A. Wilson Building at 1350 Pennsylvania Avenue.

DCN PRESENTS

"DCN Presents" is the network's home for all of its special programming features. From documentaries and tributes, to concerts and ceremonies, to holiday specials and performance events, "DCN Presents" plays host to them all.



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Mayor Vincent C. Gray, Washington DC

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