

**Public Access Corporation of the District of Columbia**

February 29, 2016 Submission  
Committee on Business , Consumer and Regulatory Affairs  
Council of the District of Columbia  
Performance Oversight Hearing

**III. Policies and Programs**

**13) Please list all regulations for which the agency is responsible for oversight or implementation. Please list by chapter and subject heading, including the date of the most recent revision.**

NONE.

**14. Please list each new program implemented by the agency during FY15 or FY16, to date. For each initiative please provide:**

- **A description of the initiative**
- **The funding required to implement the initiative**
- **Any documented results of the initiative**

In FY15 and FY16 DCTV implemented several initiatives to expand or enhance services provided to the community, increase visibility and expand community conversations.

Election FY15 For Political Candidates-“Meet the Candidates” programs

In FY15, DCTV hosted all Board of Elections-certified candidates for DC Council, Delegate to U.S. House of Representatives, Mayor and Attorney General in the Primary and General elections, producing a total of 47 “Meet the Candidate” programs plus 6 one-hour interviews with all Mayoral candidates. The programs were telecast before the primary and general elections. The programs provided candidates the opportunity to introduce themselves to residents and provide key information about their campaign platforms in a non-debate format. DCTV is the only local television channels to provide candidates such an opportunity since 1988. The programs were available to over 450,000 viewers via cable and to 30,000 viewers online via DCTV. Campaigns were provided a copy of the program for their websites, and reached additional viewers through their individual websites. The expenses required for producing (excluding staff and operational time that are part of DCTV’s overall budget):

Primary Election Meet the Candidates – 47 programs	\$3,797
General Election Meet the Candidates, and 6 1-hour Mayoral interviews	\$4,446

Election Programming is planned to continue, including in FY16.

Other Programming

In FY15 and FY16, DCTV produced 30 original community programs, enriching our schedule of local programming. focused on DC and all that it has to offer.

In FY15 and FY16, *DC Centenarians*, programs about District residents who are 100 or more years of age. The DC Office of Aging identified and arranged interviews with the residents, and

a group of high school students conducted research, wrote and conducted the interviews and participated in producing the programs. Highlighting the importance of these oral histories, both Mr. Frank E. Braxton and Corporal Alyce Dixon passed away just before their respective programs premiered. According to the Department of Aging, there are over 400 centenarians in the District of Columbia, and DCTV hopes to find a way to continue this valuable project.

In FY16, in June 2015, DCTV began production of *Studio 901*, a weekly show that spotlights veteran and emerging artists of DC, hosted by Keanna Fairchild. The program premiered September 6, 2015, with Chelsea Greene as a guest. Artists living and creating in Washington, DC and have a message that they want to share with Washingtonians are encouraged to apply to be a guest on the show and talk about what it is like living the creative life. Studio 901 airs Sundays and Fridays at 9PM on Comcast channel 95, RCN channel 10 and Verizon FiOS channel 10.

See more at: <http://www.dctv.org/news/you-could-be-guest-studio-901#sthash.I5yvbOAH.dpuf>

In FY16, DCTV will premiere *Laugh But Not Least*, a program presenting DC comedians, hosted by local comedian Niki Moore. The program is currently in production. Brandon T. Jackson and Tony Woods are the first guest comedians.

#### Free Equipment for DC Residents

In FY15, DCTV members who are Washington, DC residents and are certified to use equipment, editing or studios were provided the opportunity to use equipment and facilities at no cost starting on February 2 through FY15 and continuing in FY16. In November 2016, the Board approved continuation of the program indefinitely. The foregone revenue of the initiative is expected to be approximately \$6,500 per year.

Feb 1, 2015 – June 30, 2015	58 Programs	Equipment Hours 634
July , 2015 —Oct 31, 2015	38 Programs	Equipment Hours 435

#### Other Education, Networking and Outreach

DCTV created “Indie in DC”, presenting guest speakers who are independent media makers in DC who share best practices and their perspectives, experiences, and conversation. In FY15 and FY16 to date, has conducted five in this series, with a total of 233 attendees.

The most recent Indie in DC: “Hosting 101”, included guests Karen Hudes, host of *Network of Global Corporate Control* (live on DCTV), along with Markette Sheppard, host of *Great Day Washington* airs (live on WUSA –CBS), and Guy Lambert, radio journalist at WPGC-95.5. All of the guests gained experience at DCTV. Over 60 people attended the standing room only event.

In FY15 and FY16 DCTV also hosted four Media Mixer networking events, where DCTV members can meet each other and support each other in creating community programs. The Media Mixers have been attended by approximately 151 participants.

In August 2015, DCTV held Community Day on the grounds of Brooks Mansion, a 5 hour event where attendees listened to local music, toured DCTV’s facilities and enjoyed family fun

(caricature artist, face-painting, moonbounce, food) with their neighbors. The event was attended by over 1200 people, most of whom were new to DCTV. In 2016, Community Day will be held on August 27, 2016.

In FY15 DCTV held its second annual Voice Awards, launched the previous year as the culminating event of DCTV's 25<sup>th</sup> Anniversary celebration. DCTV volunteers and members were honored for their good work, including for programs they create or participate in producing. The event was held at the DC Office of Cable Television, Film, Music and Entertainment's studios. At this event, DCTV also honored its first inductees into DCTV's Hall of Fame: William P. Lightfoot for his work of over 30 years founding and then advocating for and supporting DCTV; Bunnie Riedel, for her many years providing invaluable information and support beginning with her role in the national advocacy organization for PEG channels, and subsequently as an industry leader tracking and advocating for PEG issues on Capitol Hill; and Lewis Taylor, a DCTV member since July 1990, who produced and submitted an original weekly program, continuously and without repeats, totaling over 1,300 episodes, and who was one of DCTV's first and earliest volunteers, manually operating DCTV's telecasting system, and providing valuable volunteer support in many other ways as well. The event is planned as an annual event, and will continue in FY16. There were 212 participants at the Voice Awards in FY15 and FY16.

DCTV also launched regular tours in FY15, continuing in FY16, and held other events, such as DCTV's FY15 Annual Meeting, with total 86 participants in these other events.

The total cost of these events in FY15 was \$16,649, and in FY16 to date, \$34,768.

### Streamlined Member Services

Effective in FY15, DCTV members were able to reduce the amount of time it takes to submit programs. Rather than coming in person to DCTV, capability was established for members to fill out and send program submission forms online. Effective October 2015 (in FY16), DCTV established an FTP (File Transfer Protocol) site connected to the new automated telecasting system for members to submit programs digitally, rather than delivering them in person.

Establishment of the FTP site and related IT services cost approximately \$3,750. Ongoing, there will be a limited amount of IT maintenance costs (amount to be determined), but otherwise there is a cost savings resulting from the initiative; it will result in savings to DCTV (saving staff time and paper) and to DCTV members (saving 1 to 1.5 hours at DCTV and travel time and expenses). To date, 187 programs have been uploaded to DCTV via the FTP site.

Also effective in FY15, DCTV capability was established for members to be able to register and pay for classes online, eliminating the need to come into the office. The initiative is to improve customer service and continue to increase DCTV's accessibility. The cost of the IT services was approximately \$4,320. Ongoing, there will be a limited amount of IT maintenance costs (amount to be determined), but otherwise there is a cost savings resulting from the initiative; it will result in savings to DCTV (saving staff time and paper) and to DCTV members (saving 1 to 1.5 hours at DCTV and travel time and expenses).

### Youth Training Institute

Created in 2004, the Youth Training Institute (YTI) at DCTV built on 20 years of experience to give young people in the DC metropolitan area the opportunity and space to learn, understand and create media to make positive changes in their communities.

In FY14 – FY15 through a grant received from Events DC, DCTV's Youth Training Institute worked with high school students to produce "Sport Without Boundaries," a show focusing on nontraditional sports. Students worked with our instructors, investing 6-months into honing their media productions skills. The grant was \$25,000, excluding in-kind provided by DCTV.

In FY15, we also continued our work with the DC Department of Employment Services and for another year employed young people through the Summer Youth Employment Program.

In FY15 and FY16, youth participated in production of DC Centenarians, where they interviewed D.C. residents who are 100 or more years old about their lives.

In FY15 and FY16, DCTV also continues to offer DCTV's college internship program as one of the most robust, hands-on, experience based production internships available anywhere. In FY15, expenses for the internship program (excluding staff and training time which is integrated within DCTV's operating budget) was \$423. Expenses for internships in FY16 (excluding staff and training time which is integrated within DCTV's operating budget) is \$0.00 to date.

In FY15, youth participated in almost 1500 hours of media education.

### Training Courses

In FY15 and FY16, DCTV again improved and upgraded its curricula for courses and implemented the improvements to the wide spectrum of classes in media production that were held throughout the year. DCTV's training areas include: Studio Tech, Field Tech and Editing. DCTV also conducts training in television production (the Producer's Class) that focuses on the nontechnical skills required for producing television programs.

The Producer's Class is a unique course developed by DCTV in 2010 and the only one of its type in the DC metropolitan area.

All of DCTV's courses are offered in cycles, organized specifically to allow students from each course to work together to hone newly acquired skills. Students from each of the Producer's Classes develop concepts for segments that they produce working with students from the Studio Tech, Field Tech and Editing courses. The completed programs are aired on the DCTV's series, *Student Exposure*.

In FY16, DCTV is adding an advanced class in field production, shooting using a DSLR camera.

In FY15 and FY16, a new Summer Workshops series was developed and held on various topics.

June 2015

Registrants: 25

Registrants training hours received: 575

July 2016

Registrants: 32

Registrants training hours received: 640

In FY16, the Summer Workshop Series will feature training in Adobe Creative Suite.

In FY15, students received 41,414 hours of training. DCTV continues to subsidize 75% to 85% of the cost of training for DC residents. Funding for all training (including Youth Training and internships) in FY15 was an estimated \$223,472.

#### Facilities & Equipment Upgrades

DCTV continues to strive to maintain a state-of-the-art facility in an environment that is constantly changing. In FY15 and FY16, DCTV completed Phase V of its upgrade and technology refreshment, continuing to ensure equipment and studios meet the needs and demands of the community. For cost, see Capital Expenditures, Question 10 above.

- Upgrades resulted in the entire facility—from production to post-production to transmission—being HD-ready. The technology upgrades allow DCTV to provide a state-of-the-art production facility to the community and increases the quality of programs produced for the channels. A few highlights of the upgrades include:
  - Adding a full-building generator so Studio A and transmission continue to operate during power failures (automatically came online during a candidate’s live program to allow candidate to complete the program)
  - Adding a full green screen to Studio B , expanding the studio capability as a full virtual set environment (greatly expanded use of Studio B, and results in high quality programming)
  - Adding HD DSLR field cameras; all field shoots are now directly to digital drives and not videotape (not fully implemented yet; results pending)
  - Phase V: replacement of the automated telecasting Tightrope system with a Meyers/Crispin/Harmonic scheduling and playout system for all channels, including replacement and upgrades of Master Control equipment. The new system significantly expands DCTV’s capabilities for how we present programming and information on our all-DC-all-the-time channels. (Initial new capabilities went online February 2015, with additional capabilities added later in FY15 and FY16.)

**15) Please provide a list of all studies, research papers, and analyses (“studies”) the agency requested, prepared, or contracted for during FY15 or FY16 to date. Please state the status and purpose of each study.**

In FY15, a benchmarking study was conducted assessing DCTV in relation to other community media centers nationwide, and recommendations to support strategic planning. The study was conducted pro bono by a volunteer team of 8 MBA business professionals provided through a grant from Compass, a nonprofit that assesses applications and selects nonprofit organizations to benefit from their volunteer teams’ business expertise. The value of the services provided was \$138,000.

**16) Please explain the impact on your agency of any legislation passed at the federal level during FY14 and FY15, to date that significantly affect agency operations. If regulations the shared responsibility of multiple agencies, please note.**

NONE