

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

I. Organization and Staffing

1) Please provide a complete, up-to-date organizational chart for each division within the agency including, either attached or separately, an explanation of the roles and responsibilities for each division and subdivision.

a) Please include a list of the employees (name and title) for each subdivision and the number of vacant positions.

b) Please provide a narrative explanation of any organizational changes made during the previous year.

Please see the attached organizational chart of The Public Access Corporation of the District of Columbia. In FY16, the departments of functional expenses remain the same as in FY15.

In overview, the Public Access Corporation of the District of Columbia (DCTV) is a 501(c)(3) nonprofit organization, established by District statute (see the Cable Television Act), which allocates its initial cable channels and resources, and prescribes its mission, its responsibilities, and its basic organizational structure. In accordance with this statute, the organization's Board of Directors governs all assets assigned or committed to public access channels and activities in the District of Columbia, and creates policy and rules to ensure nondiscriminatory access to these resources.

In accordance with Generally Accepted Accounting Principles, the Corporation's functional expense areas are divided into four main areas: Programming, Production, Training, and General and Administrative. Programming is comprised of Distribution, Outreach, and Membership. Production is comprised of Member Services, Creative Services and DCTV Productions. Training is comprised of Training and Youth Training Institute. The organization structure mirrors these functional expense areas. General and Administrative functions support the integrated activities of the Programming/Outreach, Training and Production to implement outreach, training, and experience in creating programming for the communities of the District of Columbia.

These functional expense areas were updated in FY14, taking effect in FY15. There are no plans to change these areas of functional expenses in FY16.

List of Employees in Each Department FY16

DEPARTMENT SERVED	NAME	TITLE
All	Nantz Rickard	President & CEO
All	Hafeez A. Kazim, CPA	CFO & Vice President of Admin. (PT)
Programming/Production/Training	Robert Thomas	Executive Vice President
Programming/Outreach	Jo-Ann Enwezor	Manager Community Outreach and Media
Programming/Outreach	Angelica Hill	Membership Coordinator
Programming/Outreach/Production	Karen Beasley	Program Manager
Programming/Production	Jacqueline Reardon	Master Control Coordinator
Production/Training/Programming	Mark Leeke	Media Production Specialist IV
Production/Training/Programming	Jasmine White	Manager Production Services & Training
Production/Training/Programming	Jamelah Fain	Media Production Specialist II
Production/Training/Programming	Brian Barber	Media Production & Training Specialist (II)
Production/Training/Programming	Carmen Stanley	Media Operations Specialist
Production/Training	Amy Oden	Training Specialist promoted to Creative Services Manager-resigned 02/11/16
General and Administration	Robin Waley	Finance & Administration Manager

Grade levels and step levels are not applicable.

a. Explanation of the Roles and Responsibilities for Each Division and Subdivision

Operations: General for all classes and subclasses below

- Maintains and supports all production equipment and technical facilities, including remote equipment
- Maintains and supports all telecasting equipment and technical facilities, including system integration and routing
- Plans, installs, integrates and manages all technology refreshment and maintenance
- Maintains fixed asset database in accordance with CFO's procedures
- Manages, integrates, updates and maintains production/training/special needs/accounting-related IT
- Manages designated facility mechanical, equipment and software needs and maintenance
- Manages IT services
- Recommends and implements security for facilities

Programming/Outreach

Distribution

- Telecasts signals of Comcast channels 95 and 96, RCN 10 and 11, and Verizon 10, 11 and 28, 24 hours per day, 365 days per year
- Schedule programming into daily, weekly and monthly schedules
- Designs and implements “on-air” appearance and promotions to market programming and expand viewership
- Receives and traffics programming through scheduling and telecast procedures
- Creates schedules for distribution via on-air cable guides, and publications (DCTV Website)
- Manages public’s feedback on programming on website
- Assists members with program requirements and program submissions
- Recommends and implements updates for procedures for programming
- Creates Community Bulletin Board from incoming messages provided by organizations
- Solicits program underwriting (pending: planning underway to start in FY16)

Outreach

- Markets DCTV member services and DCTV programming
- Creates and implements outreach and membership plan
- Manages website communications
- Creates and manages Social Media; develops viewer engagement
- Develops, markets and coordinates special events for members, marketing initiatives, projects, special programming and outreach events for members and the public, including volunteer and producer award events
- Designs and implements activities to educate and involve individuals and organizations throughout the District to use public access channels
- Create, reviews and monitor all DCTV (internal/external) communications membership.
- Designs and produces communications, marketing materials and initiatives
- Recommends and implements updates for procedures for communications
- Develops and conducts member orientation
- Generates annual report

Membership

- Supports management and updates to website at dctv.org and other domain names
- Processes, tracks, and maintains memberships and membership records
- Recommends and implements updates for procedures for membership
- Supports volunteer management

Training

Training

- Trains and certifies individuals and organizational representatives to effectively use production facilities, including producing in field production, studio production and editing
- Develops all training curricula and materials for training all producers, basic and advanced studio production, basic and advanced field production, and editing.

- Develops customized courses for training youth, and specialized seminars (e.g. audio, scriptwriting, lighting, new convergence technologies, etc.)
- Trains staff on all technology refreshment
- Provides and manages training and experience for Internships
- Recommends and implements updates for procedures for training

Youth Training

- Conducts all training involving youth initiatives, including curriculum development, training and managing grants.
- Manages Youth Training Institute
- Recommends and implements updates for procedures for youth training activities

Production

Member Services

- Provides member services for use of facilities and equipment to produce programming
- Initiates and manages all production projects
- Provides ongoing support, management, training and experiential opportunities for members, interns and volunteers
- Recommends and implements updates for procedures for use of facilities to protect the public's investment and for the public's use of production resources;
- Coordinates and schedules all facilities in accordance with operating rules and procedures
- Conducts production-related services and activities of special projects, special programming events, and grant funded programming (including youth initiatives), including production services and volunteer and producer awards

Creative Services

- Manages and Provides Creative Services to produce programming
- Recommends and manages updates for Creative Services procedures

DCTV Productions

- Develops plan for DCTV-produced programming based on provided goals
- Produces DCTV programming for marketing, outreach and to provide community programming (e.g. election programming, promotional spots to market programming and expand viewership)
- Recommends and implements updates for procedures for DCTV Productions

General and Administration

- Ensures organization is operating efficiently and in accordance with all administrative, financial, security, personnel, procurement, and operating policies, and legal requirements
- Executes payroll, and administers employee benefits and evaluations
- Performs all accounting and financial transactions in accordance with GAAP standards and with well-designed checks and balances
- Prepares financial statements, budgets and budget reports, cash flows, financial analyses and reconciliations
- Maintains all records, accounts, journals and general ledger
- Handles all purchasing and bids, including executing and overseeing contracts
- Cooperates with independent auditor to perform annual audit

- Oversees HR services, including all hiring, employee records and evaluations, and compliance with applicable laws
- Works with and provides support to Board of Directors
- Manages designated building structure and grounds needs and upkeep

b. Organizational Changes

Beginning in 2008 through 2014 the organization conducted a full review of all departments and organization structure. Between FY13 and FY15, the total number of regular employees remains at 13.5, shifting resources to outreach and marketing, and increasing supporting contract services in HR, programming and production/member services.

The summary of changes, with the final changes taking effect in FY16, follows:

Production, Training: 2008 - 2015

- 3 positions eliminated
 - 2 Production Coordinators
 - 1 Programming Asst.
- 2 positions added
 - Creative Services Manager
 - Training Coordinator
- 4 of 8 positions revised
 - 3 Production Coordinators *rev. to Media Production Specialists*
Media Production Specialists were revised from generalists so that for each position, in addition to providing member services and training, each position also specified a particular, specialized skill set (e.g. Producer, Editor/Graphics, Technical, Training)
 - Production Service Manager *rev. to Production and Training Manager*
- 1 Contract Support as needed
 - Training Assistance

Production & Programming

- 1 Operations Assistant added (Regular position supporting Production and Programming)

Programming: 2012-2016

- 1 Programming Assistant position eliminated
- 1 Programming Coordinator eliminated
- 1 Programming Manager added (reports to Executive VP)
- 1 Contract Programming Underwriting may be added FY16 (reports to TBD)

Finance and Administration: 2011 – 2015

- 2 positions eliminated
 - Office Manager
 - Finance Assistant
- 1 position added
 - Finance and Administration Manager (*accountant*) (reports to CFO)
- 1 Contract support added

Finance & Administration Assistant (reports to Finance & Administration Manager)
1 Contract support added in FY15:
HR Services

Outreach/Membership/Marketing/Communications: April, 2009 – February 2014

The membership position (reporting to VP Operations) was reviewed and revised in 2009 to add digital communications and in-house website capability.

The membership position was reviewed in 2012; the employee was promoted to Manager of Membership and Digital Communications, splitting time between website updates/digital communications and membership. (reporting to VP Operations)

Contract assistance was added (June – September 2013) to support digital communications and provide clerical support to membership. (reporting to Manager Membership Digital Communications)

Assessment of outreach/communications management capacity, including directing and supervising staff and budget development and management began in October, 2012.

Additional goals were added to outreach/communications, increasing requirements needed

New Structure resulting from Review:

Created Outreach Department under single supervisory area reporting to Executive VP in FY15

1 position eliminated

Vice President Public Relations

1 position added

Manager Community Outreach and Media (reports to Executive VP)

1 position revised and retained

Membership Coordinator (Manager Community Outreach and Media)

1 Contract Support retained for web services & digital communications in FY15, eliminated in FY16, once new website launched in October, 2015

2) Please provide a complete, up-to-date position listing for your agency, which includes the following information:

- **Title of position**
- **Name of employee or statement that the position is vacant, unfunded, or proposed.**
- **Date employee began in position**
- **Salary and fringe benefits, including the specific grade, series, and step of position**
- **Job status (continuing/term/temporary/contract)**

Please list this information by program and activity

This information is provided under a separate cover.

3) Does the agency conduct annual performance evaluations of all its employees? Who conducts such evaluations? What steps are taken to ensure that all agency employees are meeting individual job requirements?

DCTV conducts annual performance evaluations of its employees, except the CEO and CFO are evaluated ongoing. The supervisor conducts the evaluation.

Every employee has a written position description that enumerates both the basic and special requirements of the position. The position description also includes the skills and background necessary to succeed at the position. Position descriptions are updated as necessary to remain current to the actual work.

Additionally, goals are established and discussed with each employee, and updated each evaluation year or as needed during the year. The supervisor regularly (in most cases, monthly) discusses the goals and progress with the employee, providing directions, instruction, training or supporting resources as needed according to the supervisor's discretion. This communication occurs on an ongoing basis, and requires self-evaluation by the employee, along with the supervisor's assessment.

The appraisal form describes in detail the qualities of performance for each grade level, and explicitly weights particular aspects as limiting an overall grade if not achieved to the highest grade levels. The employee may use the form for self assessment of the goals during the evaluation year.

4) Please list all employees detailed to or from your agency, if any. Please provide the reason for the detail, the detailed employee's date of detail, and the detailed employee's projected date of return.

Not Applicable.

5) Please provide the Committee with:

- **A list of all employees who receive cellphones, personal digital assistants, or similar communications devices at agency expense**

President and CEO has a cell phone and an iPad
Executive Vice President has an iPad

- **A list of all vehicles owned, leased, or otherwise used by the agency and to whom the vehicle is assigned**

DCTV does not own or lease any motor vehicles.

- **A list of employee bonuses or special award pay granted in FY15 and FY16, to date**

Response is included with Question 2 under separate cover.

- **A list of travel expenses, arranged by employee**

FY15

Robert Thomas, Executive Vice President - \$2,548.53
Nantz Rickard, President & CEO – 1,432.10
Jo-Ann Enwezor, Manager of Community Outreach and Media - \$610.82
Jasmine White, Manager of Production Services & Training - \$350.38
Angelica Hill, Membership Coordinator - \$262.39
Karen Beasley, Program Manager - \$262.39

FY16

Robert Thomas, Executive Vice President - \$1,709.75
Jasmine White, Manager of Production Services and Training - \$1,389.93
Jo-Ann Enwezor, Manager of Community Outreach and Media - \$1,340.83

- **A list of the total overtime and workman's compensation payments paid in FY 15 and FY16, to date**

FY15 - None

FY16 - None