

**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

**V. Infrastructure**

**21) Please identify all electronic databases maintained by your agency, including the following:**

- **A detailed description of the information tracked within each system**
- **The age of the system and any discussion of substantial upgrades that have been made or are planned to the system**
- **Whether the public can be granted access to all or part of each system**

**1. Tightrope Systems (FY14, retired Feb 2, 2015):**

- a.** Tightrope Systems was a file database used to schedule and playback DCTV Producers / Members' Programs on DCTV three (3) cable providers. (Comcast, RCN & Verizon. The Tightrope System tracked all programs, promos, psa's and community announcements that are broadcast on the three channels. In addition, it provided a program schedule for public information.
- b.** The Tightrope System was approximately 6 1/2 years old when retired. Due to DCTV's current programming schedule, increase in programs submitted by member / producers and functionality required by DCTV, the system no longer had the capacity and/or capabilities to meet DCTV's needs, even with all upgrades that are available for the system. DCTV extensively researched and scheduled several demonstrations of telecasting automation systems that would meet our current and future capacity and capabilities requirements. The new system was installed and activated on February 2, 2015; see below.)
- c.** The system was for Internal use only, and is not accessible to the public or members.

**2. ProTrack**

- a.** ProTracks is a television program scheduling system. ProTrack is utilized by DCTV to:
  - Schedule, track and report on programs for telecast
  - As the front end for automated playout of programming via Harmonics and Crispin Systems
- b.** The system is new, having gone online February 2, 2015.
- c.** The database is for Internal use only, with varying permission levels, and is not accessible to the public or members.

**2. Crispin**

- a.** Crispin provides quality control of scheduled programs. Crispin is utilized by DCTV to:
  - Receive playlists from schedules created in Pro Track
  - Ensure optimum playback quality of programs for telecast

- b. The system is new, having gone online February 2, 2015.
- c. The system is for internal use only, with varying permission levels, and is not accessible to the public or members.

3. Harmonics

- a. Harmonic is an automated playout system of programming. Harmonic is utilized by DCTV to:
  - Play on air the program playlists which are identified by the Crispin system
- b. The system is new, having gone online February 2, 2015.
- c. The database is for internal use only, with varying permission levels, and is not accessible to the public or members.

4. AlterMedia “Studio Suite 10” (SSX):

- a. SSX is a television production management software. SSX is utilized by DCTV to:
  - Schedule, track and report on track facilities/equipment usage
  - Provide cost estimates & invoices
  - Manage DCTV’s Fixed Assets and Depreciation
  - Manage projects
  - Confirm Certifications and permission to utilize production equipment and facilities.
- b. The system is four years old, and was upgraded in FY12 to allow financial reports and selected data to integrate with JL Systems Noah.
- c. The database is for Internal use only, with varying permission levels, and is not accessible to the public or members.

5. SQL Server

- a. SQL Server is a server system, and is utilized by DCTV as the backhand membership information for Studio Suite 10. In addition, as of February 2016, a Shared Server has been designed and installed as a central documents server. Most enterprise documents have been transferred.
- b. The system is 30 days old (having replaced its five year-old predecessor), and is upgraded as each upgrade is made available.
- c. The database is for Internal use only, with varying permission levels, and is not accessible to the public or members.

6. J&L Systems “Noah”:

- a. Noah is a membership record and member activity management software. It will be utilized by DCTV to:
  - Maintain member records, including training certifications and volunteering
  - Create and track course and workshop enrollments
  - Create, manage and track program proposals and other documents related to a

particular member's use of DCTV resources and facilities

- b.** The system is five years old, and full integration was completed in FY12 to allow financial reports and selected data to integrate with AlterMedia Studio Suite 10 and to provide reports to DCTV's accounting. The integration was completed in FY14.
- c.** DCTV has completed the integration to permit members of DCTV to access the membership database. Members can now:
  - Update their profile
  - Enroll and pay for classes and workshops
  - Submit requests and search for volunteer crew to work on their productions

7. Bluewater – CMS Website at DCTV.org, launched October 2015.

(Predecessor was Savvior Technology CMS Website at DCTV.org, *active until March 20, 2011 to October, 2015, then replaced*)

- a.** DCTV's website, launched October, 2015, is a content management system (CMS)-type website, which includes database backhand for content management, and is integrated with JL Systems "Noah". It is a communication tool used to provide information to and receive information from the public.
- b.** The website is about five months old. The website connects to the automated telecast system program schedules, and allows the public to access DCTV's programming streamed over the Internet
- c.** Since launching the new website in October 2015, we received more 2250 visitors on average each month, with an estimated visits for the year of over 27,000. Our communications strategy is to drive traffic in two ways: from programming to the website and vice versa.
- d.** The public is granted access as follows:
  - The general public have access to all information provided via the website, that has not been segregated to the member's only sections. They are able to obtain DCTV's channels streamed over the Internet, and submit membership applications and other editable documents
  - Effective in FY12, the public can access all programming streamed over the internet, including on tablets and mobile devices.
  - The public can also access DCTV's Video Bulletin to electronically submit community activities, events and workshops. Such requests are posted on the channels within 48 hours upon receipt.
  - DCTV members are able to submit editable documents to DCTV (e.g. program submissions, program proposals, membership renewals and training classes and workshops). In FY15, members were able to submit program submission forms online via the website and submit their programs via FTP site.

8. Quickbooks:

- a. Quickbooks is an accounting and financial database system used to track and record in the general ledger and journals all transactions, to create checks, to create financial reports, and to calculate and disburse payroll.
- b. The software is fourteen years old and is upgraded every year, including a substantial upgrade by Quickbooks that DCTV implemented for FY13.
- c. The system is for Internal use only, with varying permission levels, and is not accessible to the public or members.

**22) What has the agency done in the past year to make the activities of the agency more transparent to the public? In addition, please identify ways in which the activities of the agency and information retained by the agency could be made more transparent.**

DCTV Programming

DCTV's activities result in programming which is available to all cable subscribers in the District. Additionally, in FY12, the website was upgraded to connect to the program schedules for all channels, and all programming is made available streamed over the internet to any person anywhere with an internet connection. As of FY12, this also includes tablets and mobile devices.

In addition to being available on DCTV's website, DCTV's program schedule is provided to cable operators, Comcast and RCN. The schedule is provided via the on-air channel guides to cable subscribers by Comcast and RCN.

DCTV promotes its services on DCTV channels and via ad insertion spots on other cable channels as those spots become available. In FY14 and FY15 these promotions included substantial notices of DCTV's 25<sup>th</sup> Anniversary Celebration events, and programs about DCTV's history, programming and services.

DCTV's Public Reporting

DCTV makes extensive information about its mission, activities, finances, and governance publicly available.

- DCTV annually files IRS Form 990, providing a "snapshot" of the organization's key financial and operating information for the current and prior year, including information about their program service accomplishments, as well as information about governance practices and procedures and financial information. DCTV also makes available for public inspection within three business days after a written request is submitted its IRS exemption application, supporting documents and letters sent from the IRS available.
- DCTV is audited each year, and makes the information available along with an annual report of its activities to the D.C. Council. The annual report is available to the public via DCTV's website. DCTV furnishes to members upon written request a copy of its audited annual financial statements for the most recent fiscal year, including the balance sheet and a statement of activities.
- DCTV also furnishes to members upon written request a copy of its articles of incorporation,

bylaws, minute books for the most recent three years, formal notices or other communications to members for the most recent three years, a current list of the names and business addresses of the corporation's directors and officers, or a copy of the corporation's most recent biennial report.

- DCTV continues to hold an Annual Meeting of Associate Members each year, during which it reports on its activities for the year in the Chair's Report, and offers a Treasurer's report on audited financial statements.
- DCTV reports thoroughly and extensively on its finances and activities during D.C. Council hearings each year. Those hearings are available publicly on Channel 13, and via video on demand.
- The meeting notices and agenda for board meetings are posted to the website prior to the meeting, and after approval of the minutes, they are posted to the website.

#### DCTV's Web Site, Digital Communications & Social Media Outlets

DCTV's web site was redesigned and upgraded in FY16 to expand the capacity to help the public learn about DCTV's mission, resources and activities, and to promote programming, spotlight DCTV partners and members, and to publish the channel schedule— including a feature that displays “What's Playing Now”.

In FY16, DCTV's website design tested and integrated results of optimization for user/viewer-responsiveness and utility. The website was also optimized for access by mobile devices.

DCTV has continued to build its social media presence (Facebook, Twitter, Instagram) to increase awareness of programming, promote community dialogue and as the first steps of increasing viewer engagement with DCTV's programming.

DCTV is taking maximum advantage of its social media presence to also increase the ability of members to:

- **network** with each other,
- **learn** about DCTV's activities
- **learn** about production opportunities, and
- **promote** their programs.

DCTV provides notice to its members, or its entire list of members and former members as appropriate on all events, activities, services and opportunities with DCTV through e-blasts, newsletters and other communications.

In FY16, DCTV has 3,840 Facebook connections, 702 Instagram followers, and 1,250 Twitter followers, and growing. IN FY16, DCTV's social media engagement increased by 25% from FY15.

In addition, the public is granted access as follows:

- The general public have access to all information provided via the website that has not been segregated to the member's only sections, and are be able to obtain DCTV's channels streamed over the Internet, and submit membership applications and other editable documents

- DCTV members are able to submit editable documents to DCTV (e.g. program submissions, program proposals, membership renewals and training classes and workshops). As of June 30, 2012, DCTV members were able to pay for services and membership online, update their member profiles, and request and search for volunteer crew to work on their productions. In FY15, these services are being upgraded to be more streamlined and easier for members to use.
- All services are on the website, along with Operating Rules and Procedures covering how to use DCTV.
- The public can also access DCTV's Video Bulletin to electronically submit community activities, events and workshops. Such requests will be posted on the air within 8 hours upon receipt.
- The public can access DCTV's Public calendar of events (this was via Google in FY15 and through January of FY16; the service is now driven by Microsoft Office 365).

**23) Please identify any statutory or regulatory impediments to your agency's operations.**

NONE.