



OFFICE OF CABLE TELEVISION

2009 ANNUAL REPORT





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Mission & Values

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 (as that term is defined by the District’s cable television laws); (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 and respected as one of the premier public, educational, or governmental (“PEG”) channels.

Our Values

- Dedicated to serving as a communications hub between the District Government and its residents
- Committed to accountability, excellence and responsive and respectful customer service
- Embrace teamwork and diversity



Message from the Director

The Office of Cable Television (OCT) continues to be at the forefront of the public, educational and governmental (PEG) technical industry. We have made significant accomplishments and remain steadfast and committed to achieving our mission. In 2009, with a focus on managing our resources, we strengthened our key customer service initiatives; added an additional cable service provided, Verizon; rebranded the District Schools Television Channel and introduced the District Knowledge Network (DKN) – all while maintaining the excellent quality of services the District and its residents have come to expect.

OCT, like other government agencies and jurisdictions across the country, continued to deliver services to the public in the midst of a challenging economic environment. Despite the economic downturn, the public demand to stay connected with the activities of the District Council, as well as, the Office of the Mayor and the city-at-large is ever present. OCT is focused on meeting the public demand.

In accordance with the signed and approved franchise agreement, Verizon is on target to offer FiOS service to District residents and will expand its FiOS service availability within 9 years to extended service areas. The addition of Verizon, alongside RCN and Comcast, as a third provider of bundled communications services, places the District of Columbia at the forefront in providing District residents and businesses with choices when selecting a communications service provider. The additional choice of cable service provider maintains the goal of serving the public interest by enabling direct cable competition.

OCT functions as the focal point of communication between the District of Columbia Government and its residents. With this in mind, OCT, in a joint effort, supported by District of Columbia Public School (DCPS) and the Office of the State Superintendent of Education (OSSE), rebranded and introduced new programming on DKN. DKN is a resource tool that will empower DCPS students and the community at-large, by refining and adding relevant instructional life skills programming that fosters and encourages learning and achievement while promoting community wellness.

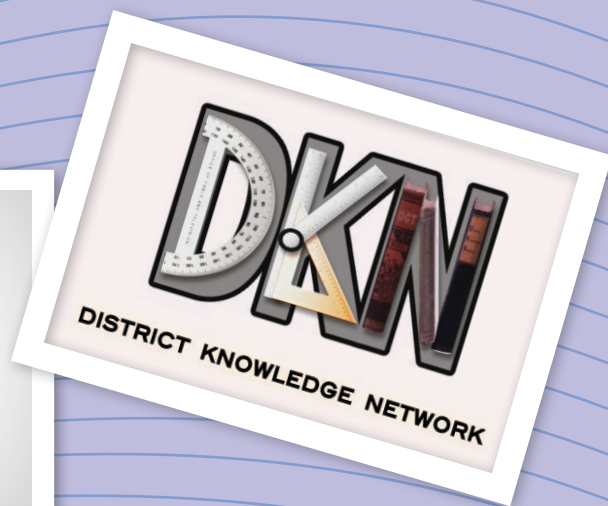
The transition of the past year has not been easy. However, we are fortunate to have an incredibly strong and talented team dedicated to accomplishing our mission. As we plan and build for the future, OCT will rely on its past and current successes as a measure for improvement upon, and expansion of, its services. Additional focus will be placed on providing young adults with access to the communications field through hands-on training. In pursuit of these objectives, OCT will continue to train and prepare our staff to respond to the additional demands, while remaining committed to the development of a workforce that embodies integrity, excellence and accountability in the delivery of the highest quality of service to the residents of the District of Columbia.

Eric E. Richardson
Director

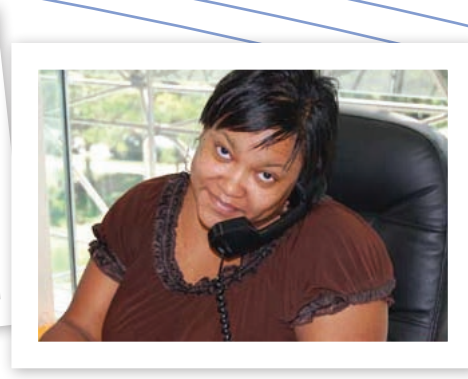
Highlighted Accomplishments

In 2009

- Washington DC becomes 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 services (both video and non-video).
 - In support of the federally mandated digital television transition (DTV), OCT developed and executed strategic communications efforts to build awareness for the target audience including: community outreach, broadcast, print and web-based strategies.
 - With the goal of securing a world class public education for both DCPS students and the community at-large, OCT launches DKN to include programming directed towards lifelong learning; i.e., G.E.D. preparation, home remodeling, language skills, financial planning and geography.
 - OCT broadcasts more than 1,400 hours of gavel-to-gavel City Council hearings.
 - On-demand expands its streaming formatting to include standard, audio only, iPhone and Windows Media Player.
 - TV-16 partners with the Office of the Secretary to produce OCT's first documentary on Emancipation Day, "Enslavement to Emancipation," chronicling the first steps of freedom in the Nation's Capital for distribution through the DC Public Library and DCPS.
 - OCT hosts a structured comprehensive Summer Youth Employment (SYEP) program. Students representing almost every ward in the city received hands-on-experience and professional and personal development training to include measurable benchmarks for the students, an assigned final project and career/personal development sessions conducted by local professionals.
- Programming went beyond the gavel-to-gavel coverage on legislative proceedings on TV-13 to include overviews on supporting offices, detailed programming on how a bill becomes a law and the intricacies of the budget process, and additional community events including, but not limited to, parades, economic summits and State of the Ward addresses.



Customer Service



At OCT, customer service is not limited to answering phone calls and resolving complaints from consumers. OCT is uniquely charged with inspecting cable infrastructures to ensure compliance with the franchise agreements within the District.

Requests are forwarded to OCT from residents, various agencies, or members of the Mayor's office and Council. OCT follows up with the cable providers to ensure compliance and reinspects the site to ensure resolution.

In addition, OCT's cable inspector responds to customer requests for outside problems such as cable lines that have fallen down and other types of structural problems that affect District residents.

In FY2009, OCT received a total of 880 customer complaints; of which 95% were responded to within 48 hours.

ENSURING CUSTOMER SATISFACTION

AND

PROTECTING THE CONSUMER

Outside Infrastructure

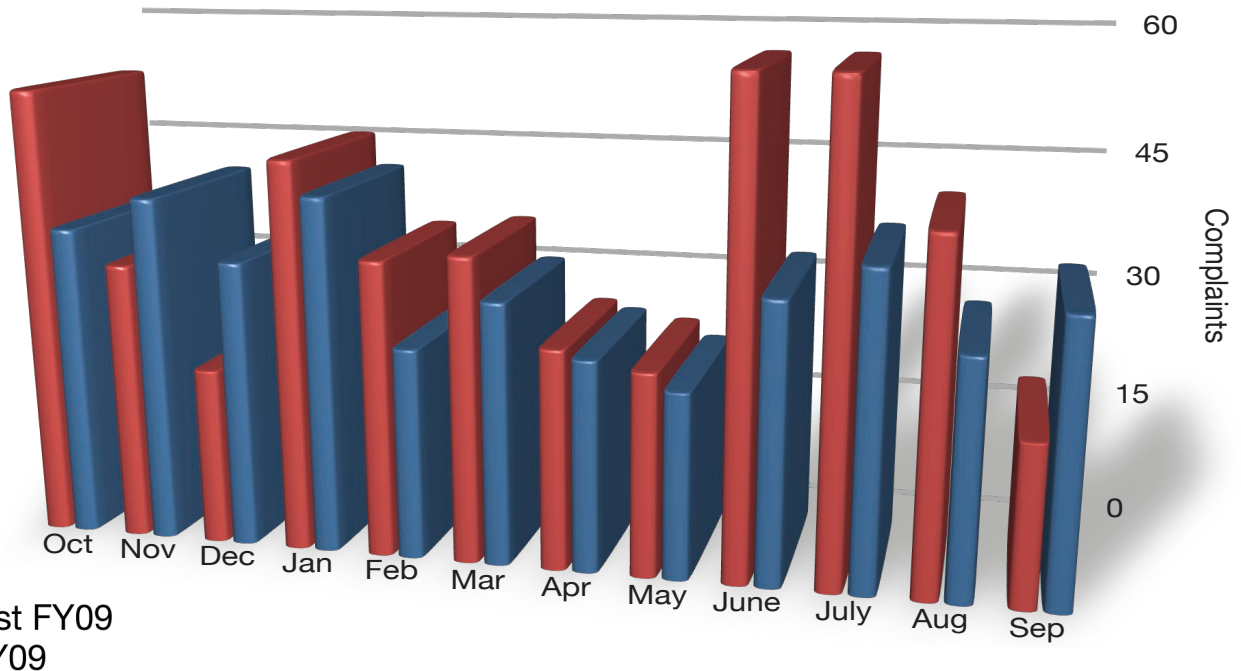
October 2008 – September 2009

Total number of inspections - 235

Total number of Comcast - 118

Total number of RCN - 72

Total number of other utilities (Pepeco, Verizon, other) - 45



■ Comcast FY09
■ RCN FY09



Consumer's Bill of Rights

As a District cable television consumer, you have the following rights:

- Consumers are entitled to receive high-quality cable television service including a clear picture and programming that meets consumer needs.
- Consumers should expect to be notified at least 48-hours in advance of any scheduled interruption of cable television service.
- Consumers have the right to receive dependable service, free of unnecessary outages. Consumers shall be credited one-day's worth of service upon request for any service outage over 4 hours and automatically for any outage over 12 hours.
- Consumers are entitled to receive at least 30 days notice, prior to any changes in programming, channel lineup, rates or terms of service.
- Consumers have the right to speak with a customer service representative by telephone within a reasonable amount of time or in person and receive courteous, professional and knowledgeable assistance from said representative.
- Consistent with applicable law, consumers are entitled to request and to receive an appointment within 7 days of ordering service for a standard installation or upgrade of services.
- Consumers are entitled to the prompt repair of service interruption or television reception problems. Total loss of picture shall be repaired within 24 hours of a consumers' notification to a cable operator. All other reception problems must be repaired within 48 hours of consumers' requests.
- Consumers are entitled to schedule service appointments to occur within a reasonable period of the day and not to exceed a 4-hour appointment window.
- Consumers have the right to an accurate monthly bill that contains all pertinent information including: payment due date, an itemized listing of all charges, fees and the late fee assessment date.
- Consumers have the right to disconnect service at no charge, except for the payment of any outstanding account balance.
- Consumers are entitled to have appointments honored by the cable operator. An appointment may not be cancelled by the cable operator after close-of-business of the day prior to the appointment without reasonable attempts to contact the consumer on location.
- Consumers are entitled to receive a copy of the work order describing all work performed during an appointment.
- Spanish-speaking consumers have the right at all times to speak to a Spanish-speaking service representative.

Regulatory Affairs



Comcast Cares Day

Every year on Comcast Cares Day, Comcast brings together tens of thousands of Comcast employees and members of the community to make a positive impact in neighborhoods across the country. In 2009, more than 60,000 volunteers participated in 600 project sites around the country.

On Saturday, April 25th in the District of Columbia, 300 Comcast volunteers and OCT employees converged on MacFarland Elementary School, in Northwest to assist with beautification efforts. To make the school more welcoming and inviting murals were painted on interior walls and a flower garden was planted.

Comcast Cares Day began in 2001, and has grown to become one of the largest single-day corporate volunteer efforts in the country. With this year's effort included, Comcast employees, families and friends have now volunteered at more than 2,300 projects since the community service partnership began and delivered nearly 1.4 million hours of service.

Comcast Cares Day is just one of the many ways Comcast works to serve the community.

RCN and TiVo Partnership

In August 2009, Cable Operator RCN reached a new deal with TiVo Inc., the creator of television services for digital video recorders (DVRs). The agreement enables RCN to offer co-branded, uniquely configured TiVo High Definition DVRs to its residential and small business customers. The TiVo DVR boxes from RCN will fully integrate RCN's digital programming and Video on Demand (VOD) library with an extensive variety of broadband delivered video programming and permit customers to access the internet through their television. Consequently, RCN customers will have access to a vast library of programming that is not available through traditional cable or satellite services. RCN customers will be able to experience traditional television programming with the rapidly growing universe of internet delivered content in a consumer friendly manner.

The TiVo DVR from RCN will provide users with access to a number of features by using a single remote control:

- **Recording**—record episodes of favorite shows using Season Pass™ records; control show playback, automatically find and record anything with Wishlist® searches; receive personalized suggestions; and schedule records on the web or with TiVoMobile.
- **Video on Demand**—allows users to access and order all RCN VOD programming, including network and premium channel shows, movies, sports, international programs and broadband videos through a single TiVo search function.
- **Broadband Programming**—users can download movies from Amazon Video on Demand, watch music videos and stream free radio stations.
- **Interactive Applications**—View pictures and listen to music stored on your home PC, view your photos from web albums, order pizza and movie tickets, play games, and receive weather and traffic reports.

RCN and Comcast's Digital Migration

In 2009, RCN and Comcast, like many cable providers across the country, began their digital transition from analog to digital, freeing up up more bandwidth space for high-definition content, faster broadband speeds and other services such as video on demand.

Although RCN's transition offered many new features and improved programming opportunities, the timing of their transition coincided with the federally mandated over-the-air broadcast digital conversion (DTV). Many District consumers were confused because DTV commercials and collateral materials specifically stated that only consumers relying on rabbit ears needed to change their TV setup and purchase a converter box. Later in the year, Comcast began their digital transition and customers were once again perplexed regarding the necessity of a converter box.

As mandated by their customer service regulations, prior to the digital migration, RCN and Comcast sent advance notices to their customers explaining the initiative and the process for receiving the digital converter boxes. Although adequate notice was provided, OCT received numerous calls and e-mails from cable subscribers who did not fully understand that the companies were referring to a separate, unrelated digital migration, which affected only customers who received cable service by plugging their cable directly into the back of their TV.

OCT customer service and regulatory staff assisted customers and helped navigate the process by providing information through its daily interaction with the public and through OCT's DTV community outreach campaign.

FAQs

What are the benefits? Comcast and RCN are moving customers to digital service to free up network space. The migration will allow for more high-definition channels, faster internet speeds and increased offerings of special services like video-on-demand and interactive TV.

Who is affected? The changeover affects District cable subscribers who subscribe to analog service by plugging their cable cord directly into their TVs instead of using a converter box. After the switch they would be required to use a separate converter and remote in addition to the remote they were accustomed to using.

When will the conversion take place? Both RCN and Comcast began the switchover in 2009, RCN completed their digital migration in 2009; Comcast expects to complete their process in early 2010.

How do I find out more? Comcast – 202-635-5100 on the web at www.comcast.com RCN – 1-800-746-4726 or www.rcn.com





Franchise Agreement and Negotiation

Residents and businesses in the nation's capital now have more choice for their TV service with the awarding of a cable television franchise to Verizon in FY 2009. OCT and Verizon Washington, DC negotiated a cable television franchise agreement in FY 2008. OCT spent much of FY 2009 shepherding the cable television franchise agreement through the approval process.

In the beginning of FY 2009, the proposed cable television franchise agreement between the District and Verizon (Proposed Agreement) along with proposed implementing legislation was forwarded by OCT to the Attorney General's Legal Counsel Division (OAG) for legal sufficiency review and to the Office of the Chief Financial Officer (OCFO) for fiscal impact review. The Mayor, Council Chairperson, and Verizon signed the franchise agreement, which became effective April 30, 2009 and authorized Verizon to provide cable television service in the District.

Verizon's deployment will touch on each of the District's 8 wards over the next 6 years. The agreement also includes support for PEG access channels and strong customer-service standards.

According to the franchise agreement finalized, Verizon will offer FiOS service within three years of the franchise's effective date to all residents in an initial service area that includes parts of the Barry Farm, Brightwood, Columbia Heights, Crestwood, Fort Stanton, Friendship Heights, Historic Anacostia, Petworth, Shepherd Park, Sheridan, Tenleytown, Van Ness and Woodley Park neighborhoods.

Verizon will expand its FiOS service availability within 6 years to an extended service area that will include parts of the Adams Morgan, Benning Heights, Buzzard Point, Deanwood, Dupont Circle, Eastland Gardens, Ft. McNair, Lincoln Heights, Logan Circle, Shaw and Southwest Waterfront neighborhoods.

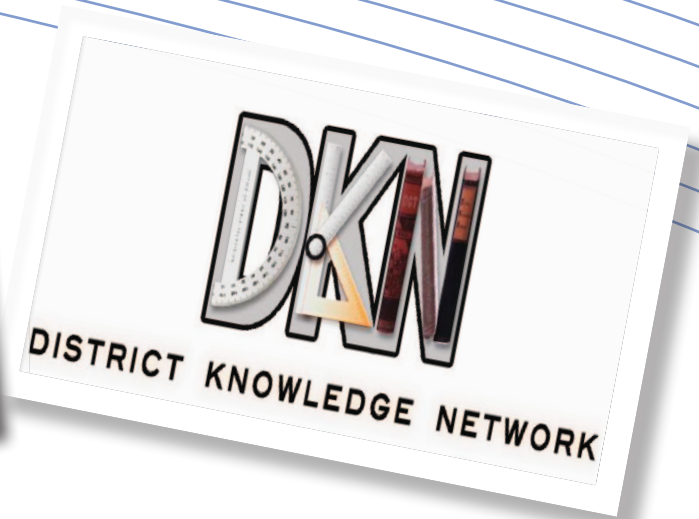
Verizon will make its services available throughout the rest of the District within 9 years of the franchise effective date, subject to a possible extension of one year based on certain success-based criteria.

Other franchise agreement highlights include:

- Nine initial PEG access channels, with a provision for up to five additional PEG channels;
- Payment of franchise fees equivalent to five percent of gross revenues on cable TV service;
- Financial support for the District's PEG channels and institutional network (known as an INET) equivalent initially to three percent of gross revenues on cable TV service; and
- An extensive and appropriate set of customer service provisions.



Programming



To coincide with kick-off of the DCPS 2009-10 school year, OCT launched DKN. The renaming of the District's education cable access television channel is part of a rebranding campaign that expands its scope, capacity and potential. DKN broadcasts 24-hours a day and can be viewed on Comcast Ch 99 and RCN Ch 18.

With a refreshed logo and on-air look, DKN utilizes online and other leading-edge technical resources such as video on demand and video conferencing to empower DCPS students and the community at-large by refining and adding relevant instructional and life skills programming that fosters and encourages student learning and achievement, as well as, promoting community wellness.

DKN staff will continue to develop, shoot and edit pertinent education programs in conjunction with DCPS and the community at-large and highlight programming produced by DCPS students. The network will also continue to air monthly State Board of Education (SBOE) board meetings and monthly OSSE policy forums.

New Programming on DKN includes:

TV-411: This award-winning series focuses on increasing adult literacy through reading comprehension, writing and math. The program also offers useful tips on parenting, health and personal finance.

CRAFTS FOR KIDS: Based on the philosophy that all children are creative, this program focuses on crafts projects for pre-school and kindergarten children.

GED CONNECTION: This comprehensive multimedia series is designed to help learners prepare for the GED exam. Areas of concentration include reading, writing, social studies, science and math.

WORKPLACE ESSENTIAL SKILLS: Designed to help adults navigate through the workplace, this award-winning series employs companion workbooks and concentrates on employment, communication and writing, reading and math.

GREEN MATTERS: According to this program, it's easy being green. By exploring examples from across the world on what measures are being taken to create a healthier planet, viewers learn what they can do to reduce their own carbon footprint.

ITS PROGRAMMING: From biographies of prominent African Americans, to social studies, professional development, history, literature and art, this series explores critical social and economic issues affecting the world today.

REMODELING TODAY: Nationally syndicated home improvement expert, Danny Lipford, offers the most realistic, practical, and useful home improvement information for the novice or the seasoned do-it-yourselfer.





Summer of Learning

In today's struggling economy, preparing District youth with valuable job skills for the future is more crucial than ever. In gearing up for this year's Summer Youth Employment Program (SYEP), OCT's site supervisors developed a rigorous and comprehensive nine-week agenda for the participants.

Beyond simply imparting skills, OCT specifically designed the job training program to teach leadership, responsibility, and self-confidence. OCT's program also provided flexible training, close attention to individual goals, and rigorous follow-up on assignments. To help familiarize the young employees with the requirements of formal communication and deadlines, they were tasked with filing weekly electronic journals detailing their progress on assigned projects, training and personal goals.

From June through August, 2009, the youth learned the technical and editorial skills required to produce and air quality television programming; in addition to gaining hands-on experience in studio production, field producing, shooting and editing. Through a series of seminars, interns also learned valuable skills such as resume preparation and writing, employment search techniques and interview skills as well as invaluable information on obtaining financial aid. OCT interns came from nearly every ward in the city and brought with them the curiosity, interest and responsibility needed to learn and to be good employees. To put their developing technical skills to the test, the interns were tasked with producing a short documentary on their experience in the program. With day-to-day guidance from the OCT staff, the final video entitled, "63 Days in 5 Minutes", was successfully completed and aired on TV-16 and DKN cable channels.



Programming Highlights



Washington Full Circle

TV-16's award-winning program *Washington Full Circle* has been one of the channels most effective vehicles in promoting the city's neighborhoods and local economy. In addition to highlighting DC's cultural tourism scene including the National Museum of Crime & Punishment and Madame Toussaud's, this colorful and lively magazine-style show routinely spotlights local restaurants, hotels, shopping venues and nightlife. To help inform local residents and visitors to the city about the historic inauguration of the nation's first African American president, Washington Full Circle produced a half-hour special program entitled: "Operation Inauguration." The show provided viewers with practical information on dates, times, locations and logistics for the official swearing-in ceremony, inaugural parade and balls, and all the details from transportation to lodging.

CapStat – This performance-based accountability program uniquely identifies opportunities to make District government run more efficiently, while providing a higher quality of service to its residents. This program is modeled after Baltimore's CitiStat Accountability sessions. For one hour, all executives responsible for implementing specific actions gather in one room to discuss performance data, explore ways to improve government services and make commitments for follow-up actions.

Straight to the Point – Tune in for no hold barred discussions providing teens with a tool to exercise their voice. This program tackles everyday teen issues including peer pressure, safe sex, self-esteem, school stress and other hot topics. The in-studio teen audience discusses fresh and realistic solutions to common issues. "Straight to the Point" is always engaging, always real and always...Straight to the Point!





Reporters Roundtable

During an historic year of political milestones, TV-16's award-winning Reporters Roundtable program offered viewers thoughtful, in-depth and informative discussions and debates on timely topics including:

- "Wall Street to Main Street: Bailouts"
- "Same-sex Marriage Debate"
- "Census 2010: Counting the Undercounted"
- "Epidemic: The HIV-AIDS Crisis in DC"
- "Rescue Me: Trouble in the Auto and Mortgage Industries"
- "White House Council on Women and Girls"

The popular and long-running show has been one of the city's most important venues for residents to learn about how local and national issues of the day affect them and their families.

DC People – This short feature program heralds individuals who help improve neighborhoods throughout DC and encourage others to do the same. The individuals featured on DC PEOPLE do not have to be famous. They just have to be special and share an emotional attachment to the District and a commitment to its future.

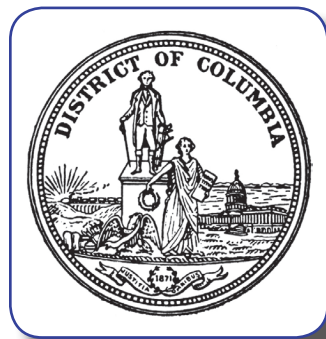
Ask the Chief – This call-in talk show features the District's Police Chief addressing the concerns of DC residents regarding crime and public safety. Episodes include discussions about crime, relations between police and the community and solutions to traffic headaches in the District. "Ask the Chief" is televised exclusively on TV-16.

The Q&A Café with Carol Joynt – A free-flowing interview program videotaped during lunch at Nathans Restaurant in Georgetown, offers TV-16 viewers an intimate and illuminating visit with an array of guests that includes elected and appointed officials, community leaders, journalists, writers, celebrities and entrepreneurs. From emergency preparedness to crime prevention, health and nutrition, sports, politics, foreign policy and the local economy, "The Q&A Café with Carol Joynt" presents forthright and candid conversation.



The Power of Partnerships

Office of the Secretary



To help commemorate the District's annual celebration of DC Emancipation Day, TV-16 partnered with the Office of the Secretary to produce OCT's first television documentary, "Enslavement to Emancipation", tracing freedom's first steps in the Nation's Capital. This informative and compelling television program documents the history of the Compensated Emancipation Act of April 16, 1862, freeing the enslaved people of Washington, DC, the creation of the city's annual Emancipation Day celebration and the continuing struggle for full democracy in DC.

The joint-production is part of the Office of the Secretary's ongoing mission to preserve history through educational and community outreach initiatives. In addition to airing on TV-16, the documentary is being offered for review and discussion to schools, libraries and other educational entities.

Motion Pictures and Television Development



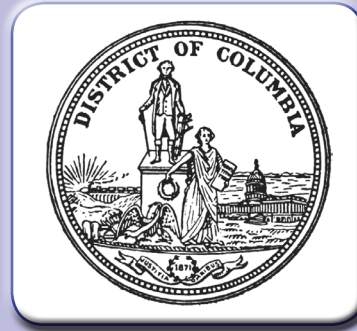
In helping the DC Office of Motion Pictures and Television Development position the city as a venue of choice for film and television production both nationally and internationally, OCT worked closely with the agency in covering a number of events aimed at promoting the economic benefits of production in the city. TV-16's coverage included Hollywood on-location film shoots, red carpet movie premieres and a joint press conference announcing a unique job training partnership between a Hollywood studio and the District.

Historic Preservation Office



OCT partnered with the Historic Preservation Office (HPO) to help the agency promote a city grant program aimed at helping qualified residents preserve and protect homes in historic neighborhoods. The new financial incentive program helps low and moderate income homeowners in 12 historic districts pay for certified rehabilitation work. HPO believes the restoration of these historic homes helps improve not only the streetscape and the neighborhood, but also the spirit of the neighborhood, because it engages the entire community.

Council of the District of Columbia



In an effort to help communicate the inner workings and policies of the District of Columbia; OCT working closely with the Council of the District of Columbia produced a series of special programs explaining “How a Bill Becomes a Law,” the District’s budget process and a behind the scenes look at various offices of the Council. OCT also assisted the Council in promoting its regularly monthly youth hearings by producing and airing creative promotional videos on TV-13.

Department of Health



OCT’s continuing partnership with the Department of Health has generated a number of important public awareness programs that help disseminate some of the agency’s most important services. Some of the joint projects include updates on influenza, a dramatic video on the District’s efforts to control a bed bug epidemic and a food safety video aimed at residents and local food establishment owners.

District Department of the Environment



In promoting the District Department of the Environment’s mission of conserving natural resources and adopting sustainable practices, TV-16 produced a series of “Green DC” public service announcements, which offered tips on energy efficiency and renewable energy programs, products and services. In addition, the channel produced promotions for the city’s annual Energy Expo.

Mission of the OCT

(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 governmental (PEG) cable channels.



Adrian M. Fenty
Mayor



Eric E. Richardson
Director

Office of Cable Television

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