

Oakland Communications Commission

Five Year Plan 2019-2023

A Plan to Shape a Future

*Created and Compiled by the Modernization &
Planning Ad-Hoc Committee*



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Ryan Schwertfeger

OCC Vice Chairman
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Chairman's Message

Having lived in Oakland, NJ for most of my life, it has a very special place in my heart. We are a very unique community in how we are situated in this valley, where we are located in proximity to NYC and major roadways, and yet how we are still a special community “just far enough away from the city” that we could be dubbed “the last suburb of New York”.

Yet, Oakland has quite the interesting history when it comes to communicating with their residents. As I've learned, and am still learning as Chairman, there has been some communication achievements that Oakland is to be lauded for, and others that needed to be addressed. One on hand, numerous comments of praise have been given for the work of the Oakland Television Committee – with volunteers saying, and others as well – that they have the best live council meetings in the county. Oakland had a newsletter that was printed and mailed quarterly to all residents informing them of what was going on in their Borough enjoyed by many residents.

However, Oakland has been a slow adapter to new technology and communications methods. The Television Committee still accepts VHS tapes. Until recent changes in 2018, the newsletter was still printed and mailed. The Borough was late in adopting social media as an effective communication tool and finally updating their website to reflect the technology advances and the needs of residents. Still in 2018, I hear from residents that they don't know much about what happens in their Borough, and one main issue I find is that most do not even know the communication tools that are available to them, so they can connect into what is happening in Oakland.

It is my hope that this 5-Year Plan will serve as a roadmap for bringing the Oakland Communications Commission's equipment, technology, and methods into the present era, that it will be easy and user (volunteer) friendly so we do not create any barriers to entry for a potential resident wanting to get involved, that Oakland residents will be more aware that we exist and are appreciative and supportive of what we do, and that we continue to keep an eye on the future for how we can constantly be improving and better serving the residents.

Ryan Schwertfeger
*Oakland Communications Commission Chairman
Chairman of the Modernization & Planning Ad-Hoc Committee*

Mission of the Modernization & Planning Ad-Hoc Committee

The mission of the Modernization & Planning Ad-Hoc Committee is to do the following:

- ✓ Begin to follow the rules of previously established bylaws by creating and following a 5-Year Plan
- ✓ Examine the current bylaws and determine what does not reflect reality, what can be updated to better reflect the present and future needs of OCC and its various committees, and how the structure and purpose of the Commission could be improved to better serve the Borough and its residents
- ✓ Get feedback from commissioners and volunteers as to their honest opinion on the current state of affairs and what they would like to see improved over the next five years
- ✓ Lay out, in some detail, what goals, tasks, and purchases can be made in the next five years to better serve the OCC and the committees and in turn, better serve the Borough and its residents
- ✓ If money is to be spent, come up with cost estimates, money sources and/or ideas to pay for it
- ✓ List pros and cons from those involved to accurately assess the current state of the OCC and see what should try to be left unchanged and what can be done to improve the state of the commission and the committees

Ad-Committee Chairman, OCC Chairman, Bulletin Board Committee	Ryan Schwertfeger
OCC Vice Chairman, Oakland Television Committee	Fred Birks
Newsletter Committee	Elizabeth Llorente
Website & Social Media Committee	Kerry Thurston*
OCC's Borough Council Liaison	Eric Kulmala

**During the majority of time this report was created, Kerry Thurston was an OCC Commissioner and head of the Website & Social Media Committee. She resigned on September 7, 2018.*

Current Status of Oakland Communications Commission (OCC)

Current Committees & Missions

Review Committee

- ✓ Members are made up of only OCC Commissioners
- ✓ Any person, who resides in Oakland, may request a ruling from the Review Committee regarding appropriateness
- ✓ Committee reviews material and/or handles matters regarding complaints from Oakland residents regarding the Communications Commission

Newsletter Committee

- ✓ Committee is responsible for producing no less than two and no more than four issues of the Borough newsletter each year.
- ✓ All content is provided by the co-sponsors (Oakland Board of Education & Borough of Oakland) and is edited and published by the work of the Newsletter Committee.
- ✓ In the event there is a question of quality or appropriateness of submitted content, the Newsletter Committee will determine whether it will be included or not. The Committee may also seek guidance from either the Review Committee or the Commission itself to make a decision.
- ✓ The Newsletter Committee will submit a budget request to the OCC every year to cover the cost of printing and mailing.

Oakland Television Committee

- ✓ Posts announcements that are submitted onto the TV station bulletin board*
- ✓ Handles requests from residents and local organizations to record events for broadcast on the TV station
- ✓ Records the Borough Council meetings and other meetings as requested
- ✓ Films, edits, formats, broadcasts submissions from residents, local organizations, relevant and appropriate larger organizations and government entities, and local events of interest to the residents of Oakland

Website Committee

- ✓ The Website Committee shall post copies of minutes for various public meetings, such as Mayor and Council meetings, Planning Board meetings, Zoning Board meetings, and Board of Health meetings, when provided by the Borough Clerk

**The Bulletin Board Committee has been treated like its own separate committee, however, it is not established in the present bylaws in that way; and as such, is not formally included in this committee list.*

Current OCC Bylaws

Mission Statement:

The Oakland Communications Commission will provide open, unbiased, and informative communication for the Borough of Oakland.

Commission Function:

It is the function of this Commission to provide the residents of the Borough of Oakland with clear and concise information about Oakland.

Section I OCC Bylaws

- 1.1 All meetings shall be conducted according to Roberts Rules of Order.
- 1.2 There shall be at least one, but not limited to one, Commissioner assigned to each Committee.
- 1.3 The Commission shall have elections for Chairperson, Vice-Chairperson and Secretary at a reorganization meeting held each January.
- 1.4 Recommendations for appointments for expiring terms shall be made to the Mayor and Council each November.
- 1.5 The Commission shall meet at least ten (10) scheduled meetings per year. If the Commission deems necessary, they may increase the meetings scheduled provided they notify the Borough Clerk.
- 1.6 Each Commissioner must be present for at least seven (7) meetings per year to be considered in good standing by the Commission, unless that Commissioner applies for special dispensation.
- 1.7 The Commission shall vote on, but is not limited to, such issues as Committee disputes, questionable material, budget issues, amending these bylaws, etc.
- 1.8 The Committee Chairperson shall present to the Review Committee (See Section 3) any material deemed inappropriate based on the guidelines put forth by the FCC, cablevision, and or prior Commission rulings. If no prior ruling has been determined, then it is the Review Committee's responsibility to confer and make a determination regarding appropriateness. If, however, they cannot make a determination, then the RC shall submit the questionable material to the Commission for a determination.
- 1.9 There must be a majority of the appointed Commissioners present to have a quorum and to vote.
- 1.10 All decisions and votes by the Commission must be made by a majority vote, except amendments to these Guidelines.
- 1.11 Any recommendations for changes or amendments to these guidelines set by the Commission must be made by a 2/3 vote of all appointed Commissioners. These recommendations for changes will then be submitted to the Governing Body for their approval.

- I.12 All official communications from non-Commissioners to the Commissioners shall be in writing via email or correspondence placed in the OCC mailbox. All other communication shall be deemed un-official.
- I.13 All meetings conducted shall be duly posted under the “Sunshine Laws” and accordingly all minutes shall be posted with the Borough Clerk.
- I.14 An inventory of Borough equipment shall be taken every year by Committee Members and submitted to the Commission each July.
- I.15 All Commissioners shall remain non-partisan when dealing with matters for the OCC.
- I.16 All Commissioners are restricted from making statements outside OCC meetings on behalf of the entire Commission without authorization from the Commission by a majority vote. If the decision is not unanimous by the Commissioners, then that decision must also be clearly indicated in the statement.
- I.17 All work or work stemming from the use of the Borough’s equipment is the property of the Borough.
- I.18 No individual OCC member is empowered to make exceptions to these guidelines.
- I.19 The Commissioner-elected Chairperson shall provide his or her name as the Head of the Commission, i.e. email contact to reach OCC, Borough contact and signatory for forms, etc. In the event the Chairperson is unavailable, the Vice-Chairperson is empowered to assume these responsibilities.
- I.20 Any decision by the Commission supersedes any and all forms provided within this document.
- I.21 The OCC reserves the right to alter specifics of any of the above or below guidelines.

Section 2 Committee Formation and General Committee Guidelines

Four Committees shall be formed to facilitate the work necessary to carry out the Mission Statement. These Committees fall under the control of the OCC. All authority entitled to the committees is provided by the Commission.

TV Committee – is responsible for providing the Borough of Oakland with public access cable TV.

Website Committee – is responsible for providing the Borough of Oakland with public access to the Website.

Newsletter Committee – is responsible for providing the Borough of Oakland with a newsletter no more than four (4) times per year.

Review Committee – is responsible for settling public complaints within a reasonable time frame.

General Committee Guidelines

- 2.1 All committees are overseen by at least one Commissioner. That Commissioner is entitled “liaison” for that committee. A liaison may or may not be an active participant in the committee if he or she desires.
- 2.2 A Committee reorganization meeting must be held each January and at that meeting a Committee Chairperson shall be determined by the Committee. At the next Commission meeting, the Commission will give final approval.
- 2.3 It is the Committee Chairperson’s duty to run each Committee meeting and to oversee all equipment that is owned by the Borough but operated by that Committee.
- 2.4 If a Committee member is acting in a manner deemed inappropriate by the Committee or has performed an illegal act while acting as a Committee member, then that Committee member will get a hearing before the Committee. However, while undergoing the hearing that Committee member is not permitted to perform his or her duties. This individual has the right to appeal any Committee decision to the Commission.
- 2.5 All Committee work product does not require prior approval by the Commission.
- 2.6 Each Committee may implement its own set of guidelines or policies. However, before implementing any guidelines or policies, the Commission must approve them.
- 2.7 All committees must submit the following year’s budget to the Commission by the October Commission meeting.

Section 3 Review Committee Guidelines

- 3.1 The Review Committee (RC) may be no larger than three (3) members and those members must also be Commissioners.
- 3.2 The RC is determined by a vote of the Commission.
- 3.3 Any person, who resides in Oakland, may request a ruling from the RC regarding appropriateness. The RC will meet and make a determination promptly.

Section 4 Website Committee Guidelines

- 4.1 The website shall post copies of minutes for various public meetings, such as Mayor and Council meetings, Planning Board meetings, Zoning Board meetings, and Board of Health meetings, when provided by the Borough Clerk.
- 4.2 It is not the responsibility of the Website Committee to “chase” down the appropriate parties to obtain the minutes of each meeting. However, once the minutes are submitted to the Website Committee, it is the Committee’s responsibility to post those minutes as soon as possible.

Section 5 TV Committee Guidelines

- 5.1 Bulletin Board Submission form provides the guidelines for the submission of a bulletin board message. Please see Schedule 1 for the agreement.
- 5.2 Video Submission Agreement (VSA) form provides the guidelines for the submission of a video to be aired and may be obtained from the Borough Clerk or on the Borough website. Please see Schedule 2 for the agreement.
- 5.3 There are three ways to fill out Bulletin Board Submission form only:
 - a) Go to Borough Hall and pick up form;
 - b) Go online and print form;
 - c) Go online and fill out online submission form.
- 5.4 If there is an objection to the content of a videotape that has been aired, then three requirements must be met:
 - 1) The objection must be made by an Oakland resident;
 - 2) The objection must be made in writing and submitted to the Borough Clerk or presented to the OCC at one of the open meetings;
 - 3) The Review Committee will make a determination promptly.
- 5.5 The actual Program Schedule will be determined by the TV Committee with advisement from the Commission, when necessary.
- 5.6 No public previewing of submitted materials is permitted and no programming will be made available to the public until that videotape is aired. If necessary, The Commission is permitted to review a program at any time.
- 5.7 If a program is viewed by anyone on the Commission or the TV Committee, that person or those persons are not permitted to discuss the content of any program to any person outside the Commission or Committee prior to airing.
- 5.8 If a committee member violates this “gag order” by speaking, then that committee member shall be removed at once.
- 5.9 Admission to the control room will only be made available to the TV Committee and those that the TV Committee deems necessary. Sign in sheets for the keys will be made available.
- 5.10 The TV Committee determines the order of preference for the airing of programs.
- 5.11 Copying tapes: OCC produced programs that will be or have been aired will not be copied by the TV Committee. However, if the OCC deems it necessary to provide a copy of a tape, then a fee will be required as determined by the Borough Mayor & Council.
- 5.12 If an organization, person, or other entity submits a videotape that violates any of these terms of content or FCC regulations, that organization, person, or entity may lose the right to submit subsequent tapes.

Section 6 Newsletter Committee Guidelines

- 6.1 The Committee shall produce no less than two and no more than four issues of the CrossRoads newsletter each year.
- 6.2 CrossRoads is co-sponsored by the Oakland Board of Education and the Borough of Oakland. The costs for producing and mailing the newsletter are split evenly between the two co-sponsors.
- 6.3 All content is provided by the co-sponsors and is edited by the Newsletter Committee.
- 6.4 In the event there is a question of quality or appropriateness of submitted content, the Newsletter Committee will determine whether it will be included or not. The Committee may also seek guidance from either the Review Committee or the Commission itself to make a decision.
- 6.5 Content in the Cross Roads newsletter is evenly divided between the BOE and the Borough of Oakland. If there is not enough content from one co-sponsor, the extra space may be appropriated to the other.
- 6.6 The Newsletter Committee will submit a budget request to the OCC every year to cover the cost of printing and mailing.

Section 7 Political Programming Policy for Public Access Channel

- 7.1 The guidelines will be applied equally to ALL candidates, regardless of party affiliation, and they pertain to any declared candidate in an upcoming election.
- 7.2 These guidelines take precedence over the established OCC guidelines for regular programming on Public Access Channel. All submissions must be accompanied with a completed Videotape Submission Agreement (VSA). The VSA is available at Oakland Borough Hall or at www.Oakland-NJ.org.
- 7.3 The OCC Political Programming Guidelines take effect 30 days prior to any and all elections. We will accept tapes from political candidates under our regular programming policy prior to that time.
- 7.4 All political programming tapes must be submitted by close of business Monday to begin airing the following Monday. All new programming will follow this schedule and no exceptions will be made to expedite airing before this one-week period. In the event that a new program is not submitted on behalf of a candidate, an existing program will air for a maximum of two weeks as outlined in the standard OCC VSA. Any program may be resubmitted for continued airing.
- 7.5 One program per candidate will be aired in any given one-week period. This includes programs provided by a political party, Political Action Committee or other organization in support of a specific candidate.
- 7.6 Political programming will stop airing at 9:00 PM on Election Day.
- 7.7 Only one program is allowed on each tape that is submitted. No looping of a similar program on one tape will be allowed.

- 7.8 The OCC will determine the frequency of airing political programming based on the volume of tapes submitted. All tapes will air the same number of times.
- 7.9 The starting order of appearance of each submitted tape will be determined by random drawing done in the presence of a representative for each candidate and/or political party. The tapes will air grouped together by political party/independent. The order will change weekly depending upon the number of tapes submitted.
- 7.10 Each political program will be aired no more than 2 times per day with a maximum of 30 minutes per candidate per program.
- 7.11 The OCC will sponsor a “Candidate’s Forum” television taping for each general election. An invitation will be sent at least 30 days prior to the schedule taping to all declared candidates to participate in the Forum. The Forum will be scheduled between 30-45 days prior to the general election. The OCC will establish the rules and regulations concerning order of appearance, length of presentations and any other factors. Participation in the Candidate’s Forum does not preclude a candidate from submitting a tape pursuant to the above guidelines.

Last Updated: 06/02/04, 10/17/07, 07/16/08, 3/10/13 Created: 12/12/02

Pros & Cons of OCC as Seen from Multiple Viewpoints

- **Fred Dellaiacono** – involved from 2004-2016

I joined the [Oakland Television] committee soon after we moved to Oakland in 2004 to give me something to do as I was retired and had a passing interest in TV. With that said, I can only comment [on] the TV Committee.

I resigned from active participation with the TV Committee after more than 12 years. During that period, I chaired the committee for over 8 years and was a member of the OCC for one term. My main interest was behind the scenes work. I helped Fred Birks in updating the control room and trying to document the new wiring.

The question that begs to be answered is why does someone want to join the TV committee. GETTING PEOPLE INTERESTED IN JOINING IS THE TASK AT HAND! I joined because I wanted something to keep me occupied, had the time to do it and did some interfacing with the TV industry.

In the past, we had live shows using a portable studio set up in the court room which was fun to do, although a lot of work to set up. Various organizations participated and described what they do and we asked questions. We tried going around town with a camera crew to visit various facilities and events. Of course we did just about all of the special events. We not only recorded the event, but went around and did interviews. These types of things required heavy editing with a quick turn around. We found we lost interest when the show finally aired months after the event because of editing delays.

For the most part, with a few exceptions, high school students were undependable. We went to many student fairs at IHHS and spoke to people at Ramapo HS, sometimes coming back with 10 names of which 1 or 2 showed up for an interview less showed up to join. One could try to tap into the senior community for this type of participation, realizing there may be some physical limitations involved, but certainly, they could operate the control room with proper guidance and possibly do some computer type work. Your job would be to try to convince them it would be fun to do it.

- **Liz Llorente** – involved since Spring 2018

The meetings often run long, more than an hour and even longer. This can dissuade people from attending or even continuing to serve on the OCC. Meetings should remain focused on the agenda items, and, if possible, perhaps a time limit can be assigned to each item. Any member wishing to go off-topic on an item that does not need to be discussed and voted on at the meeting could be invited to bring it up after the meeting is officially over and members who wish to stay may do so, but others would be free to leave.

The OCC has gotten a boost of energy and dedication thanks in no small part to its chairman, Ryan [Schwertfeger]. The meetings are organized for the most part thanks to the chairman's carefully thought-out planning and close attention to detail, and excellent communication with all committee heads and members.

The OCC also has shown different department officials the importance of having a presence on social media as a way to engage with the community and communicate important information and to nurture a borough-wide sense of community.

Vision for the Next Five Years

The Oakland Communications Commission is no doubt at a *CrossRoads* – and we’re not just talking about the Borough Newsletter. With technology changing, how residents want and consume media changing, and some serious topics to address in the short-term horizon; having a plan to follow and having some serious conversations within the OCC and with the Borough is simply necessary. The Modernization & Planning Ad-Hoc Committee and the Oakland Communications Commission endorse this plan to help determine the goals, direction, and topics to address over the next five years. All are fully aware that new situations may arise which may add, delete, or alter some of these goals and plans, but overall, we anticipate that the vision laid out will be relevant and should be carried out over the next five years.

OCC Overall Vision

- ✓ The OCC should have no more than one Commissioner spot empty
 - Many hands make light work and given the issues regarding holding OCC meetings, it is important that the Commission prioritizes filling openings with eager, willing, available, and knowledgeable people.
- ✓ Make sure equipment, software, forms, and processes are easy to understand
 - Learning any of the software or equipment in the possession of the Commission and all committees should be easily understood at least at a basic to moderate level by all commissioners and volunteers. The OCC should not approve concepts or purchases that would hinder this goal. Likewise, residents and those outside of the OCC wanting to communicate with the OCC should have little difficulty doing so and understanding how to deal with us.
- ✓ Make sure Commissioners and Volunteers WANT to be a part of the OCC
 - Besides doing work and getting some credit for the work you do, there is not much else of an incentive to want to be a member of OCC or a committee. The OCC should look for ways to increase the value proposition for volunteering and doing work for us in exchange for benefits/shown appreciation, discounts, learning experiences, etc. This could be done by providing discounts to conferences, additional opportunities to showcase members’ work and receive awards, access to computers with programs one normally would need to pay for, break room type amenities in the control room/outer room, etc.
- ✓ Be more relevant, open, and present to Oakland residents
 - This started with changing the format and type of news and features in the Borough newsletter but should apply elsewhere. What mediums are Oakland residents using that we aren’t? What information are residents looking for that we can provide that they can’t get anywhere else?
- ✓ Use our financial resources to the best of our ability for the greatest benefit to all committees

- OCC Funds have typically been very Oakland Television Committee heavy, which is understandable given the equipment needed; however, other committees should receive additional attention to improve and expand their capabilities as well, so all committees can be made better.
- ✓ Increase number and skill set of volunteers
 - An additional 1-2 volunteers each on Bulletin Board Committee, Newsletter Committee, and Website & Social Media Committee and another 3-6 volunteers on the Oakland Television Committee would really benefit each committee to be able to assist with all of the duties and responsibilities currently needing to be accomplished and would allow for positive growth and increased content and engagement opportunities.
- ✓ Think ahead and act smart
 - The OCC has recently acted very “in the present”, addressing needs and concerns currently in front of them, without long-term planning. Starting with this 5-Year Plan, but also going forward when making purchases or going in a new direction, OCC commissioners and volunteers should think about how this will pan out/be used/where there is room for growth 5 years after making the purchase or major decision.
- ✓ Work with Borough to find and hire a “Fred replacement”
 - Current Chairman Schwertfeger and Vice Chairman Birks, along with the Borough Liaison, Borough Administrator, and Borough Council will need to come to an agreement and plan as to how to handle the technical aspects of the control room once Fred retires and leaves the OCC.
- ✓ Update the Bylaws
 - Sections of the current bylaws are outdated and do not reflect the way the OCC has operated in the last few years, actions taken by the Borough to change the commission (i.e. only required to meet once a quarter, two alternate positions), and the changing and updated nature and roles of committees.

Oakland Television Committee Vision

- ✓ Move the Control Room and Associated Equipment to HD & Modern Technology
 - Most equipment in the Control Room is older technology that while has served the Committee and Commission well, do not reflect modern standards and the changing needs and desires of Oakland residents. Broadcasting in HD, streaming meetings online, easier-to-use but still professional quality equipment are all part of this vision.
- ✓ Make Decisions to Allow for Future Expansion and Growth if/when Possible
 - Ideas have been bantered around for years about putting cameras in the Senior Center and/or by the Rec Fields. If interest and volunteers and funds exist that makes this improvement a possibility, the Television Committee wants to make sure its new equipment is ready to support this growth.
- ✓ Work with Borough to find and hire a “Fred replacement”
 - Current Chairman Schwertfeger and Vice Chairman Birks, along with the Borough Liaison, Borough Administrator, and Borough Council will need to come to an agreement and plan

as to how to handle the technical aspects of the control room once Fred retires and leaves the OCC.

- ✓ Increase Current Number of Volunteers and Programming
 - An increase in volunteers willing to be involved in doing council meetings, other meetings, Borough events, and other programming would ease the burden on current Television Committee volunteers and allow for a better experience for both volunteers and for the public.

Website & Social Media Committee Vision

With OCC Commissioner, and former Website & Social Media Committee Chairwoman and Liaison Kerry Thurston having resigned from the Communications Commission before writing a report, the following vision has been submitted by OCC and Ad-Hoc Committee Chairman Ryan Schwertfeger. It was also seen and approved by newly minted Commissioner and new committee liaison Alex McVeigh.

- ✓ Look forward and smartly at new technologies, methods, and mediums to communicate online
 - The committee should be proactive in looking forward to seeing how local residents use social mediums to communicate and receive information and then do research and make recommendations into whether it would make sense and be feasible for Oakland to try and adopt these new methods.
- ✓ Increase ease and security of using social media
 - Look into whether it would make sense to sign up for certain services to streamline the posting process to social media for Borough employees and/or Committee members who use the social media platforms. Also establish protocols to ensure a safe, secure, but yet not overly difficult way to ensure safety of Borough social media accounts.
- ✓ Increase amount of interaction between Borough and residents over social media accounts
 - Work with Borough and other OCC committees to increase amount of communication over social media and reach more residents who are still not connected to the Borough's and the Commission's communication avenues.
- ✓ Make recommendations and communicate with the Borough's website vendor and Borough Administration on how to improve the Borough website
 - What is confusing? What features should be added to address the needs of residents? Should anything be restructured to make access to information easier?
- ✓ Update the Communications Commission Borough webpage with the latest information and content
 - Work with the OCC and the other committees and update the Commission's webpage as needed - namely by updating information, adding minutes and agendas created by the Secretary, adding photos from events, etc.

Newsletter Committee Vision

- ✓ The Committee should have an editor, at least two contributing writers, one or two people who can take pictures of a couple of community events and provide caption information, and two people who can populate the Constant Contact email.
- ✓ The Committee will occasionally need to use equipment for shooting video and editing software that is simple to learn and use by people who are not video editing experts.
 - The OCC at present uses only Final Cut Pro, but the committee should also have software, such as Adobe Premiere, or other programs, that are increasingly used more than Final Cut Pro and that newsletter members already have – considering that it is not always feasible for members to do all video work at the OCC quarters.
- ✓ The committee should also invest in voice recorders for interviews to ensure accurate quotations in articles for the newsletter.
- ✓ Both electronic and a paper edition
 - Although the newsletter's primary form of delivery has changed to digital since it was relaunched in August 2018, availability of it in hard copy form should be retained and expanded later on if it is determined that a significant segment of the borough prefer it that way or are more likely to engage with it if it is accessible in the traditional fashion. The hard copy should always inform readers how they can access the newsletter electronically, since many are still unaware that it can be read on their mobile devices or computers. In the immediate short term, a year-end “top stories” print edition should be created and mailed to all Oakland residents.

Bulletin Board Committee Vision

- ✓ Have at least 3 people on the committee at all times
- ✓ Have someone other than Ryan (current OCC Chairman) serve as liaison/head to the Committee
- ✓ Learn the new message posting system on new recorder/player/digital video messaging equipment from Leightronix
- ✓ Work with Oakland Television Committee to come up with best layout, color scheme, logos, standards and practices on new equipment
- ✓ Reduce wait time from message requested to message posted to 3 days or less

OCC Proposed Revised Bylaws

Mission Statement

The Oakland Communications Commission (OCC) shall provide, operate and maintain open, unbiased, clear, concise, and informative channels of communication for the residents of the Borough of Oakland while continuously striving to seek new, improved and more effective methods and operations for Borough government to better communicate with residents.

Section I – Communications Commission Guidelines

- 1.1 All meetings shall be conducted according to Roberts Rules of Order.
- 1.2 There shall be at least one, but not limited to one, Commissioner assigned to each Committee.
- 1.3 The Commission shall have elections for Chairperson, Vice-Chairperson and Secretary at a reorganization meeting held each January.
- 1.4 Recommendations for appointments for expiring terms shall be made to the Borough Council by the end of each November.
- 1.5 The Commission shall hold at least four (4) scheduled meetings per year, preferably quarterly, and does not include as part of the four (4) meetings the January reorganization meeting. If the Commission deems necessary, they may increase the meetings scheduled provided they notify the Borough Clerk at least three (3) days in advance.
- 1.6 Each Commissioner must be present for at least a majority of meetings per year to be considered in good standing by the Commission and/or the Borough's Committees, Boards and Commissions Absence Policy, unless that Commissioner applies for special dispensation.
- 1.7 The Commission shall vote on, but is not limited to, such issues as Committee disputes, questionable material, budgetary issues, any new or existing expenditure that is long-term and/or expenditure that costs over \$300, a major policy change, amending these bylaws, etc.
- 1.8 Each Committee's Chairperson shall present to the Review Committee (See Section 3) any material deemed inappropriate based on the guidelines put forth by the FCC, Altice (aka Cablevision), Verizon, and or prior Commission rulings.
 - 1.8.1 If no prior ruling has been determined, then it is the Review Committee's responsibility to confer and make a determination regarding appropriateness. If, however, they cannot decide, then the Review Committee shall submit the questionable material to the Communications Commission for a determination.
- 1.9 There must be four (4) Commissioners and/or alternate members present to have a quorum and to vote.
- 1.10 All decisions and votes by the Communications Commission must be made by a majority vote, except amendments to these bylaws.

- 1.11 Any recommendations for changes or amendments to these bylaws set by the Communications Commission must be made by a 2/3 vote of all appointed Commissioners. These recommendations for changes will then be submitted to the Borough Governing Body for their approval.
- 1.12 All official communications from non-Commissioners to the Commissioners shall be in writing via email, filled out using an official online form, or written correspondence placed in the OCC mailbox. All other communication shall be deemed unofficial.
- 1.13 All OCC meetings conducted shall be duly posted under the “Sunshine Laws” and accordingly, all minutes shall be provided to the Borough Clerk and posted on the Communications Commission webpage for public access and review.
- 1.14 All Commissioners shall remain non-partisan when dealing with matters for the OCC.
- 1.15 All Commissioners are restricted from making statements outside OCC meetings that are on behalf of the Communications Commission without authorization from the Communications Commission by a majority vote. If the decision is not unanimous by the Commissioners, then that decision must also be clearly indicated in the statement.
- 1.16 All work or work stemming from the use of the Borough’s equipment and/or software is the property of the Borough of Oakland, unless an exemption is provided by the Communications Commission.
- 1.17 No individual OCC member is empowered to make exceptions to these bylaws.
- 1.18 The Commissioner elected to be Chairperson shall be expected to provide his or her contact information as the point person to reach OCC, check the Communications Commission’s mailbox and email account/s and respond or forward messages to the appropriate person accordingly, be the Borough contact and signatory for forms, etc. In the event the Chairperson is unavailable, the Vice-Chairperson is empowered to assume these responsibilities.
- 1.19 Every five (5) years, the OCC shall establish a Five-Year Plan to lay out the Communications Commission’s overall goals, assess the functionality and mission of the various committees, and examine the bylaws to assess if any potential changes are needed. The OCC Chairperson shall establish an Ad-Hoc Committee in the winter or spring of the last year of the previously existing Five-Year Plan.
 - 1.19.1 The Ad-Hoc Committee shall be made up of the OCC Chairperson, serving as head of the committee, and the Communications Commission Liaisons to each standing committee serving as the Ad-Hoc Committee members. The Ad-Hoc Committee shall create, discuss, and approve a Five-Year Plan before the end of October, with the OCC reviewing and discussing the plan once completed.
 - 1.19.2 If the OCC does not vote to approve the Ad-Hoc Committee’s approved plan before the end of the year, they must work with the Ad-Hoc Committee and approve an amended or different plan by the end of that upcoming March. If that does not occur, the Ad-Hoc Committee’s previously approved plan shall become the official Five-Year Plan.

- 1.20 Any decision by the Communications Commission supersedes any and all forms provided within these bylaws.
- 1.21 The OCC reserves the right to alter specifics of any of the bylaws and guidelines.

Section 2 – Committee Formation and General Committee Guidelines

- 2.1 Five (5) Standing Committees shall exist to facilitate the work necessary to carry out the Mission Statement. These Committees fall under the control of the OCC. All authority entitled to the committees is provided by the Communications Commission.
- 2.2 The Chairman shall also have the authority to create Ad-Hoc Committees if he/she sees fit and must announce the purpose and goals of the committee at an OCC meeting. The Chairman can set the total number of people to serve on the ad-hoc committee, but membership cannot include more than five (5) OCC commissioners and more than four (4) OCC volunteers total.
 - 2.2.1 The Chairman shall nominate an OCC commissioner to serve as both the OCC liaison and ad-hoc committee chairperson member and the nomination must be approved by a majority of the Communications Commission. If an individual cannot be approved to serve as Chairperson of said ad-hoc committee, then no ad-hoc committee shall be formed.
 - 2.2.2 Ad-hoc committees shall last for no more than six months, but if further time is requested by the ad-hoc committee to be in existence, a majority vote of Communications Commission is required to extend the subcommittee's length of existence for up to an additional six additional months. If additional time is requested by the ad-hoc committee after the first allowed extension by the OCC, another vote shall be required to reauthorize the ad-hoc committee for an additional to be determined length of time by the Communications Commission.
 - 2.2.3 Upon the ad-hoc committee completing their work or being dissolved, the ad-hoc committee members shall write a summary of their work completed, suggestions and recommendations, and any applicable facts and figures related to their work (i.e. costs, discussions held, next steps, etc.). This summary shall be presented at an OCC meeting within three (3) months of the ad-hoc committee dissolving.
- 2.3 **Oakland Television Committee** – is a standing committee responsible for providing the Borough of Oakland with public access cable television.
- 2.4 **Website & Social Media Committee** – is a standing committee responsible for providing input, assistance, and content for the Borough of Oakland website and social media accounts.
- 2.5 **Newsletter Committee** – is a standing committee responsible for creating, assembling and distributing a newsletter to Oakland residents no fewer than four (4) times per year.
- 2.6 **Bulletin Board Committee** – is a standing committee responsible for updating, coordinating, and communicating with all applicable parties to complete the task of posting, updating, and maintaining the Oakland TV bulletin board.
- 2.7 **Review Committee** – is a standing committee responsible for settling public complaints regarding a decision by the Oakland Communications Commission or one of the Communications Commission's committees within a reasonable time frame.

Guidelines Applicable to All Standing Committees

- 2.8 All standing committees are overseen by at least one Commissioner. That Commissioner is to serve as the liaison for that committee to the OCC but may also in addition serve as the Chairperson of that committee.
- 2.9 Each standing committee shall have a Chairperson and a Vice Chairperson, with the Vice Chairperson assuming the duties of the Chairperson should the Chairperson leave or is not able to complete his or her duties. Vice Chairpersons may also assume other duties that can be determined by each individual standing committee.
- 2.10 A Committee reorganization meeting must be held each January and at that meeting a Committee Chairperson and Vice Chairperson shall be determined by a vote of the Committee members.
- 2.11 It is the Committee Chairperson's duty to run each committee meeting and to oversee all equipment and software that is owned by the Borough but operated by that committee.
- 2.12 If a committee member is acting in a manner deemed inappropriate by the committee or has performed an illegal act while acting as a committee member, then that committee member will get a hearing before the Review Committee. However, while undergoing the hearing that committee member is not permitted to perform his or her duties.
- 2.13 All Committee work product does not require prior approval by the Communications Commission.
- 2.14 Each Committee may implement its own set of guidelines or policies. However, before officially implementing any guidelines or policies, the Communications Commission must approve them.
- 2.15 All committees must submit their committee's proposed following year's budget to the Communications Commission Chairman by the third Monday of September to be written into the following year's proposed budget package to the Borough.
- 2.16 For an interested volunteer to join a committee, they should first fill out a Volunteer Interest Form. Such form will then be reviewed by the committee chairperson and/or vice chairperson who should respond to the interested volunteer within one (1) week. If there is interest from both the committee head/s and the interested volunteer, the interested volunteer shall attend at least one committee and/or OCC meeting to observe, meet fellow members, and ask questions. If still interested, the committee shall take a vote whether to accept the interested volunteer as part of the committee. If interested volunteer is approved by the committee, the volunteer should then fill out any applicable paperwork with the Borough. Once paperwork is filled out and committee approval is given, the interested volunteer shall be recognized as a volunteer member of the committee.

Section 3 – Review Committee Guidelines

- 3.1 The Review Committee must contain three (3) members and those members must also be Commissioners.

- 3.2 The Review Committee membership is determined by a vote of the OCC at the reorganization meeting at the start of every year.
- 3.3 Any person who resides in Oakland may request a ruling from the Review Committee regarding appropriateness of content and actions or to appeal a decision made by another committee or the Communications Commission, if need be. The Review Committee shall meet and make a determination promptly when there is a matter for the committee to address.

Section 4 – Website & Social Media Committee Guidelines

- 4.1 The Website & Social Media Committee shall maintain and update the OCC webpage on the Borough website and assist the Borough Clerk with updating the Borough website when needed.
- 4.2 The Website & Social Media Committee shall also operate and maintain the Borough's social media and web accounts and shall coordinate with Borough officials the posting and disseminating of information to residents and appropriate parties.

Section 5 – Oakland Television Committee Guidelines

- 5.1 A Content Submittal Form shall provide the guidelines for the submission of content to be aired on the Borough television channel. This form shall be created and approved by the Oakland Television Committee and shall be available to be filled out from the Borough Clerk, by mailed or faxed request to the Oakland Communications Commission, or on the Borough website – via an online form and/or by downloadable document.
- 5.2 If there is an objection to the content of a recording that has been aired, then all of these requirements must be met:
 - 5.2.1 The objection must be made by an Oakland resident;
 - 5.2.2 The objection must be made in writing and submitted to the Borough Clerk and/or presented to the OCC at one of the open meetings, and/or given to the OCC Chairperson and the members of the Review Committee;
 - 5.2.3 The Review Committee shall meet and render a decision promptly on the objection.
- 5.3 The actual Program Schedule shall be determined by the Oakland Television Committee with advisement from the Communications Commission, when necessary.
- 5.4 No public previewing of submitted materials is permitted and no programming shall be made available to the public until the recording has been aired. If necessary, the OCC and Review Committee members are permitted to review a program at any time.
- 5.5 If a program is viewed by anyone on the OCC, Review Committee, or the Oakland Television Committee, that person or those persons are not permitted to discuss the content of any program to any person outside the Communications Commission, Review Committee or Oakland Television Committee prior to airing. If a committee member violates this "gag order" by speaking, then that committee member shall be removed immediately.

- 5.6 Admission to the Television Control Room will only be made available to the Oakland Television Committee Chairperson and Vice Chairperson, the liaison to the Oakland Television Committee on the OCC, the OCC Chairperson, and whomever else the Oakland Television Committee determines is necessary to have access.
- 5.6.1 Admission to the "Outer Room", off of the Television Control Room, shall be limited to Oakland Communications Commission Commissioners and members of any Oakland Communications Commission committee. Names of individuals permitted to access the Television Control Room and/or the "Outer Room" should be kept up-to-date and provided to the Oakland Police Department so approved individuals can be let into the areas permissible with the Police Department's set of keys.
- 5.7 Oakland Television Committee produced programs, that will be or have been aired, can be copied by the Oakland Television Committee upon written request to the Communications Commission and/or the Oakland Television Committee. A fee shall be paid to the OCC for services and materials rendered for the copying of the program, with the Oakland Television Committee proposing the cost to perform such services, which then shall be approved by the OCC and the Borough Mayor & Council.
- 5.8 An inventory of Borough equipment shall be updated at least every odd numbered year by Oakland Television Committee members and submitted to the Communications Commission and the Borough Administrator.
- 5.9 If an organization, person, or other entity submits a recording that violates any of Borough set terms of content or any FCC regulations, that organization, person, or entity may lose the right to submit subsequent recordings.

Section 6 – Newsletter Committee Guidelines

- 6.1 The Committee shall produce no fewer than four issues of the Borough Newsletter each year.
- 6.2 The costs for producing and distributing the newsletter shall be paid for by the Borough of Oakland to the Oakland Communications Commission's Newsletter Committee budget each year.
- 6.3 All content written by and for the Borough Newsletter can be edited and is reviewed by the Newsletter Committee for clarity, accurateness, space, grammar, and spelling.
- 6.4 In the event there is a question of quality or appropriateness of submitted content, the Newsletter Committee will determine whether it will be included or not. The Committee may also seek guidance from either the Review Committee or the Communications Commission to render a decision.
- 6.5 The Newsletter Committee shall submit a budget request to the OCC every year to cover the cost of producing the newsletter.

Section 7 – Bulletin Board Committee Guidelines

- 7.1 A Bulletin Board Submission Form shall provide the guidelines for the submission of a bulletin board message to be aired on the Borough television channel. This form shall be created and approved by the Bulletin Board Committee and shall be available to be filled out from the Borough Clerk, by mailed or faxed request to the *Oakland Communications Commission ATTN: Bulletin Board Committee*, or on the Borough website – via an online form and/or by downloadable document.
- 7.2 The Bulletin Board Committee shall receive, process, create, and put on the air all appropriate messages that can be aired on the Borough's television channel's bulletin board. They shall set standards of what information and requirements are necessary for the committee to complete their duties. They shall also communicate with all other persons and entities that have access to post announcements on the bulletin board that have been approved by the Bulletin Board Committee and/or the Communications Commission.
- 7.3 For any type of political, election, or activist related message request, the guidelines set forth in Section 8 of the OCC Bylaws shall be applied equally to all candidates, parties, PACs, etc., regardless of affiliation.

Section 8 – Political Programming & Content Policy

- 8.1 The guidelines will be applied equally to all candidates, regardless of party affiliation, and they pertain to any declared candidate in an upcoming election.
- 8.2 These guidelines take precedence over the established OCC guidelines for submitting and sharing information under the authority of the Communications Commission. All submissions must be accompanied with the correct form pertaining to the content to be submitted and/or shared.
- 8.3 The OCC Political Programming Policies shall take effect 90 days before the election. We will accept media and content for dissemination from political candidates and groups under our regular programming policy prior to that time.
- 8.4 All political related submissions must be received by five (5) P.M. on Monday to begin broadcasting on the following Monday. All political submissions will follow this rule and no exceptions will be made to expedite this one-week wait/review/broadcast period. In the event that new media is not submitted, the existing content will air for a maximum of two weeks. Any content may be resubmitted for continued broadcast.
- 8.5 Dissemination of political material shall stop airing at the time when polls close on Election Day.
- 8.6 If submitting a recording, only one program is allowed at a time per candidate or party. No looping of a similar program on one recording will be allowed.
- 8.7 The Oakland Television Committee shall determine the frequency of airing political programming based on the volume of recordings submitted. All recordings will air the same number of times.

- 8.8 The Bulletin Board Committee shall determine the frequency of airing political messages on the bulletin board based on the volume of messages submitted. All recordings will air the same number of times.
- 8.9 The starting order of appearance of each submitted recording will be determined by random drawing done in the presence of a representative for each candidate and/or political party. The recordings will air grouped together by political party/independent. The order will change weekly depending upon the number of recordings submitted.
- 8.10 Each political program will be aired no more than three (3) times per day with a maximum of 30 minutes per candidate per program.
- 8.11 The Oakland Television Committee, working with the Oakland Communications Commission when necessary, shall sponsor a "Candidate's Forum" informative television special for each general election for the Mayor & Borough Council. An invitation will be sent at least thirty (30) days prior to the scheduled taping to all declared candidates to participate in the Candidate's Forum. The recording of the Forum will be scheduled between 40-50 days prior to the general election. The Oakland Television Committee will establish the rules and regulations concerning order of appearance, length of presentations and any other relevant factors.
 - 8.11.1 The Forum shall also be made available to be watched through other mediums run by the OCC, besides television, for maximum public accessibility to view the Forum. Participation in the Candidate's Forum does not preclude a candidate from submitting a tape pursuant to the above guidelines.
 - 8.11.2 Candidates shall be allowed to be allowed to use their own portion of the Candidate's Forum for their own campaign purposes, provided it is not misconstrued from the aired version of the Forum and that the Oakland Communications Commission and Oakland Television Committee are cited as the source of the video.
- 8.12 Politically based announcements or content shall not be posted on any Borough social media account or the Borough website, aside from announcing/linking to where the Candidate's Forum can be viewed for ease and convenience of Borough residents.

Opinions and Thoughts of Future Goals and Improving OCC

- **Fred Dellaiacono** – involved from 2004-2016

The [most] important issue is that there is nothing of interest going on in the committee to attract people to join. I think you have to tell people exactly what you are doing and why you need them. Would you tell people we have a rec. field, so come out and play, or would you describe the activities both present and future that you could participate in?

I think you have to advertise, not only on our channels, but also in town, with specific a specific agenda to do and the need for help to do it. You need a plan for future productions, with training.

When I first joined, we had one person who showed us how to use the portable cameras, not only the technical side but the composition of the shot. We had videos of how to do this. That information now applies to my water color paintings I do today. The control room is important in getting the show on the air, but going out and using the other cameras and equipment is where it becomes most interesting and rewarding.

I think you would have a better recruitment program if you had a studio permanently wired to the control room to make shows. This would eliminate editing.

The other thing is to be directly connected to the library. The new library has been putting on some pretty good events that I am sure would be well received by Oakland residents in their homes. This would be a good way to increase the venues thus the audience on our Cablevision and Verizon channels.

- **Don Burns** – involved from 2011-present

The following are recommendations from Don Burns, the current Oakland Television Committee Chairman, as to what should be addressed and done in the next five years:

- Plan to replace some, if not all, the cameras in the Council Chambers
- Try to get newer DVD recorders/players to operate remotely, i.e. by command
- Upgrade monitors [in the control room] for better quality
- Upgrade other equipment as necessary
- Somehow attract new volunteer to do special events and other non-standard events
- Somehow get the general public to submit programs, such as sporting events
- Look for new leadership to keep the OTC [Oakland Television Committee] functioning

- **Liz Llorente** – involved since Spring 2018

The OCC should examine ways to raise awareness borough-wide about its services, through paid advertising and flyers around town. Many residents are unaware of the local [television] channel that delivers Oakland information, the social media accounts and the newsletter. Perhaps other borough department newsletters can carry a notice about the Oakland newsletter. Flyers could be posted in such places as the police department, recreation department, school bulletin boards, etc.

Implementation of Vision

Please note that for committees, the projected funding/spending table at the end of each section does not include regular, yearly expenditures (i.e. JAG membership, Constant Contact yearly payments, etc.) and set aside monies for needs that arise (i.e. Miscellaneous and Equipment lines in the budget). These are new items that are a one-time or recurring cost that is new for the OCC budget.

Oakland Communications Commission

- ✓ Work with Borough to find a “Fred replacement”
 - With Fred Birks leaving/retiring from the OCC in a short period of time, not only the OCC, but the Borough as a whole, will need someone to handle technology and engineering matters either part-time or full-time. Chairman Schwertfeger and Vice Chairman Birks have already discussed the need to find someone in the near-term and Schwertfeger has also mentioned this to Borough Administrator Kunze in Summer 2018, so he is aware this issue will need to be addressed soon.
 - It is the opinion of the Commission by the approving of this plan that the Borough of Oakland should work with the advice and consent of the OCC to find and hire either an assistant to the soon-to-be-hired I.T. Technician (being hired for the Police Department) that can proficiently handle matters pertaining to the Control Room, or instead hire a separate person that is part-time or full-time, to be the point person to handle technical matters and questions related not just to the TV Control Room and other OCC related areas, but also to the other technological aspects throughout the entire Borough – from Borough Hall, to the Library, to assisting or replacing work of DPW per setting up for events that require technical skill and knowledge, etc.
 - Person should be found and hired by the end of **2020**
- ✓ Continue plan to purchase new chairs for the Outer Room and Control Room to improve the comfort and usability
 - **2018 (current year)**
 - Purchased **3** “Mezzo Task Chairs” at **\$196.95** each from Office Concepts Group/Maco – move all of these chairs to Outer Room
 - Actual Chairs Cost: **\$590.85**
 - **2019**

- Purchase **1** “Mezzo Task Chair” from Office Concepts Group/Maco to match 2018 purchase for Outer Room
 - Cost: **\$196.95**
- Choose and Purchase **2** ergonomic task chairs with lumbar support and adjustable options from Staples for Control Room at no more than **\$175** per chair
 - Projected Total Combined Maximum Cost: **\$546.95**
- **2020**
 - Purchase **2** of the already agreed upon chairs from 2019 from Staples for Control Room
 - Projected Maximum Cost: **\$350.00**
- **2021**
 - Purchase **2** of the already agreed upon chairs from 2019 from Staples for Control Room
 - Projected Maximum Cost: **\$350.00**
- ✓ Make sure OCC spaces are in good condition
 - When Council Chambers/Municipal Court has carpet replaced, likely in the next 5 years, Borough should be sure to include Outer Room and Control Room in that replacement
 - DPW should repaint walls and doors/repair problems in Outer Room and Control Room
- ✓ Purchase New PC or Upgrade Windows Vista Computer for Outer Room
 - In **2019**, upgrade Windows Vista PC or purchase new PC that is Windows 10 Pro to match capabilities of the new PC purchased in 2018 located in the Control Room
 - Projected Maximum Cost: **\$1,500**
- ✓ Purchase/Obtain 32” to 42” Television and Television Wall Bracket for Outer Room
 - By the end of **2019**, purchase TV to be connected to Oakland TV feed for Program Feed watching, live over-the-air feed watching, and for HDMI connection to Mac and PC in outer room for large screen video/photo editing, media consumption, presentations, and teleconferences (using camera on computer). Aim to have television discounted or donated to save costs – goal is to spend less than **\$275** on a television and to also buy an articulating wall bracket to mount the TV (Office Concepts quote at approx. **\$120**).
 - Projected Maximum Cost: **\$395**
- ✓ Work with Borough and Create OCC Logo by the End of **2020**

- When completed, create shirts, a banner for events, etc. to promote, advertise, and build team comradery and identity. Spend no more than **\$500** on items in 2020, new/additional materials may be needed in 2023, spend no more than **\$300**.
 - Projected Maximum Cost: **\$800**
- ✓ Create a rotating schedule for OCC Commissioners and Volunteers to show up at town events, organization fairs, volunteering fairs, etc. to spread word about our work and to attempt to attract interested volunteers
- ✓ Encourage each OCC Committee to do research and explore software programs their committees could use to further enhance their operations
- ✓ Encourage each OCC Committee to do research and explore if larger organizations and committees exist that they could join to obtain resources, information, equipment training, and support – similar to how Oakland Television Committee is part of JAG (Jersey Access Group)
- ✓ Upgrade the occ@oakland-nj.org Google account to be able to hold 2 TB, mainly so a Google Form can be used to accept video submissions online to the Oakland Television Committee but also other committees to store documents. Can add “family members” – so can add the Borough Newsletter Gmail to the plan as well.
 - Cost from Google each year for a 2 TB plan: **\$100**
 - *Will need to work with Borough to pay for this – Borough P-card?*
- ✓ Work with CFO to better structure (rename, eliminate, create new) OCC budget codes and lines and adjust amount of funding that is allocated into each budget line to better reflect current and future use and plans
- ✓ Set funds aside each year for committee members to go to a conference or training class as a way to better our volunteer knowledge base and as a value proposition for being a volunteer/member of OCC. Committee heads can present conference/training ideas to the OCC for approval. OCC should only pay for the travel expense to get there (gas cost) and for any entry to event/cost to participate.
 - Suggested Funds Allocated to “Professional Development” each year: **\$350**
- ✓ Volunteer Appreciation
 - In an effort to show more appreciation to OCC members and our volunteers to thank them for their time and assistance, look into spending some light funds on small things to show they are valued. The Control Room already has a mini-fridge, a microwave, and a Keurig coffee maker that have been on long-term loan by Fred Birks and Oakland

Television Committee member Don Burns. Assess the state of appliances currently there and then see if Fred and Don are willing to donate the appliances to the OCC. If not in good shape or are not willing to donate, purchase replacement:

- Microwave (1.1 CF): Lowe’s cost at approx. **\$99**, Office Concepts quote at approx. **\$220**
- Refrigerator (2DR 3.1 CF): Lowe’s cost at approx. **\$250**, Office Concepts quote at approx. **\$460**
- Keurig (K145): Office Concepts quote at approx. **\$130**

Then, set a small amount aside in the budget for snacks, waters, K-cups, cups, etc. for the year for OCC and volunteer only consumption. Aim to complete in **2019** but look for cheaper vendors to lower funds needed to complete.

- Potential Maximum One-time Cost for Replacement Appliances: **\$810**
- Approximate Yearly Cost for “Breakroom Items”: **\$75**

Communications Commission – Maximum Projected Total Cost Breakdown:

2019	2020	2021	2022	2023	Average Per Year
\$3,776.95	\$1,375.00	\$875.00	\$875.00	\$1,175.00	\$1,615.39

Oakland Television Committee

The major expenses for the Committee will be to upgrade the equipment in the Control Room/Council Chambers. Council Liaison Eric Kulmala suggested that instead of trying to piecemeal upgrades which would cause some problems and require temporary equipment to support a slow transition, that instead funds be allocated in the Borough 2019 or 2019 & 2020 budget for a full upgrade. Below is an approximate estimation of the cost of just equipment that will be needed according to OCC Commissioner and Television Committee Liaison Fred Birks. A request for quotes from several outside vendors will also be taken by the end of 2018 to receive a better approximate cost estimate for purchase of equipment and also for installation.

- ✓ 4 HD Pan-Tilt-Zoom Cameras
 - Approximate Cost: \$3,000 each, **\$12,000 total**
- ✓ 2 HD Fixed Cameras
 - Approximate Cost: \$300 each, **\$600 total**
- ✓ Pan-Tilt-Zoom Controller with Memories

- Approximate Cost: **\$600**
- ✓ 2 Channel Character Generator w/Storage
 - Approximate Cost: **\$7,000**
- ✓ HD Production Switcher – 8 input minimum, at least 1 M/E, Multiview output
 - Approximate Cost: **\$5,000**
- ✓ Monitor for MultiView
 - Approximate Cost: **\$300**
- ✓ Monitors for Character Generator
 - Approximate Cost: **\$400**
- ✓ Audio & HD Video Distribution Amplifier
 - Approximate Cost: **\$300**
- ✓ Routing Switcher
 - Approximate Cost: **\$5,000**
- ✓ HD Waveform Monitor
 - Approximate Cost: **\$800**
- ✓ HD Distribution Amplifier (for Verizon and Cablevision feeds)
 - Approximate Cost: **\$300**
- ✓ HD Test Signal Generator
 - Approximate Cost: **\$1,300**
- ✓ HyperDeck Studio Pro
 - Approximate Cost: **\$2,000**
- ✓ Cabling
 - Approximate Cost: unsure because depends on equipment chosen, approx **\$1,000**

COMMITTEE'S TOTAL UPGRADE COST ESTIMATE (equipment only) = **\$35,000-\$40,000**

Other Costs:

- ✓ New Portable Video Cameras and Equipment
 - By the end of 2020, purchase 3 new video cameras to replace the cameras currently owned by the committee that are HD, user friendly but professional for broadcast, and will work well with the new equipment installed. Also look into other accessories and other types of cameras and tools that could be beneficial for broadcasts and programming.
 - Projected Maximum Cost: **\$10,000**

- ✓ Purchase Premiere Pro for Windows PC in Outer Room
 - After the PC in the outer room is replaced/upgraded, purchase only Adobe Premiere Pro – not the entire Adobe cloud – on it for editing purposes.
 - Projected Approximate Yearly Cost: **\$250**
- ✓ Senior Center Cameras
 - In **2020/2021**, the Oakland Television Committee, Communications Commission, and the Borough Council should discuss whether they would like to install cameras in the Senior Center for other meetings and events to be broadcasted to the community on a regular or special basis. Earlier estimates peg the cost to be around **\$30,000** to do this, so with inflation, cost is now likely around **\$35,000** to do this. If all parties involved are on board to doing this, work should be done by the end of **2021**.
 - Potential Approximate Cost: **\$35,000**
- ✓ Rec Field Cameras
 - In **2022/2023**, the Oakland Television Committee, Communications Commission, Recreation Commission, and Borough Council should discuss whether they would like to install cameras on select fields at the Recreation complex to broadcast sporting events on local TV. If all parties involved are interested, quotes would need to be obtained to complete the work. This would be an item to be addressed and done in **2023/2024** and with no information or input, no approximate cost will be provided.
- ✓ Find a Local Studio to Partner With
 - A problem for the Television Committee is the lack of a studio to easily produce programs for broadcast. By the end of **2021**, the committee should find a willing and nearby partner in order to complete this goal. Explore working with VMS, IHHS and/or RHS. Unknown if a fee will be imposed on the Committee/Commission in order to use a facility.
- ✓ Select Television Committee equipment in the Outer Room – work with DPW
 - By the end of **2020**, work with DPW to reconfigure the cabinets in the outer room so that all equipment TV Committee volunteers would need to access can be accessed from that room without having to go into the Control Room, which should be reserved for select Commission and TV Committee members, except for when a live broadcast or a need to program for a broadcast is going to take place.

- Unknown if additional furniture or payment for work/materials will be needed. Will approximate a maximum of **\$2,000** to be spent towards this means for **2020**.
- ✓ Identification Badges for TV Committee Volunteers
 - Work with the Borough to reinstate badges for Television Committee volunteers as a matter of easy identification for fellow volunteers, officials, and for security personnel.
- ✓ Work with Oakland Public Library – Public Use Computer for Video & Photo Editing
 - Towards the end of **2018** and into **2019**, work with the Oakland Public Library to help them purchase and designate a computer that can be used for editing by Television Committee members and Oakland residents who wish to learn video and photo editing, namely with the hope and purpose that they will then submit content to the station for airing. Work with library for them to purchase Adobe product with a license that would enable use of the same software in the Control Room/Outer Room area.
- ✓ Work with Cablevision/Altice to try and convince them to accept HD footage on their local cable access channel

Oakland Television Committee – Maximum Projected Total Cost Breakdown:

2019*	2020	2021*	2022	2023	Average Per Year
\$30,250	\$12,250	\$35,250	\$250	\$250	\$15,650.00

* : year includes likely/potential capital expenditures not part of the yearly OCC operating budget

Website & Social Media Committee

- ✓ HootSuite or similar technology to easily manage all social media accounts
 - Having a program/service like Hootsuite where all social media accounts can easily be accessed together, and posts can be scheduled for the ease and convenience of committee members and for Borough Hall alike should be a priority. Research should be done in **2019** with a decision made by the end of the year. As an example (and used in approx. cost figure), the HootSuite “Team Plan” seems to be a good fit with up to 3 users being authorized – one user could be the OCC, another user assigned to Borough Hall, last user could be assigned for emergency personnel.
 - <https://hootsuite.com/industries/government#>
 - Approximate yearly cost: **\$1,548**

- ✓ Add features to better incorporate and utilize Borough social media accounts and Oakland TV programming on the Borough website
 - Unknown what potential features could be or if they would cost anything. Committee members will need to have a conversation with the Borough’s web vendor. Ideas should be examined by the end of 2020.
 - Potential Maximum Cost Allocated for Potential Changes: **\$500**

Website & Social Media Committee – Maximum Projected Total Cost Breakdown:

2019	2020	2021	2022	2023	Average Per Year
\$1,548	\$2,048	\$1,548	\$1,548	\$1,548	\$1,648.00

Newsletter Committee

- ✓ Identification Badges for Newsletter Committee Volunteers
 - Work with the Borough to reinstate badges for Newsletter Committee volunteers as a matter of easy identification for fellow volunteers, officials, and for security personnel.
- ✓ Purchase 2 Voice Recorders
 - Purchase 2 voice recorders for volunteers to use when recording audio from interviews they conduct. Recorders should be signed out from the Outer Room and then returned back when done so other volunteers could use it when needed.
 - https://smile.amazon.com/Olympus-Digital-Voice-Recorder-WV-853/dp/B0176P8VJI/ref=sr_1_1?s=electronics&ie=UTF8&qid=1538267775&sr=1-1&refinements=p_n_feature_keywords_two_browse-bin%3A5877192011%7C5877193011%2Cp_n_feature_keywords_three_browse-bin%3A6159457011&th=1
 - Projected Maximum Cost: **\$175.00**
- ✓ Get Microsoft Office for OCC Computers
 - The Borough may have the Microsoft Suite already, in which case, we should gain access to that on all OCC computers as we presently do not. If the Borough does not have it or cannot provide the service to us, Office should be available for word processing and other

Microsoft Office features, basic software in most workplaces today. A basic plan is available via Microsoft for Office 365 Business, with one license covering 5 Pcs or Macs.

- Annual Cost: **\$99.00**

Newsletter Committee – Maximum Projected Total Cost Breakdown:

2019	2020	2021	2022	2023	Average Per Year
\$274	\$99	\$99	\$99	\$99	\$134.00

Bulletin Board Committee

- ✓ Have at least 3 people on the committee at all times
 - Bulletin Board Committee does not need many members, but it needs several to act as checks and balances and to help each other out. Having three people that are able to keep tabs on posting requests and then putting them up in a timely manner will accomplish what the committee exists for.
- ✓ Have someone other than Ryan (current OCC Chairman) serve as liaison/head to the Committee
 - Especially as there are other commissioners that do not chair a committee or are a head liaison to a committee, other OCC commissioners should step up first and fill committee head and/or liaison role.
- ✓ Learn the new message posting system on new recorder/player/digital video messaging equipment from Leightronix
 - Set up an online class with people from Leightronix so volunteers can learn the new system. Also see if step by step instructions are available for other entities that have posting privileges on the current Bulletin Board (Police, Library, etc.). If necessary, pay for that class/information.
- ✓ Leightronix Total Info Replaces TelVue WEBUS
 - With very comparable costs (hence why not included as it is trading like for like), the approximate amount spent on WEBUS services for the bulletin board through TelVue will now go to Leightronix to pay for their service Total Info.
- ✓ Work with Oakland Television Committee to come up with best layout, color scheme, logos, standards and practices on new equipment

- Oakland TV needs a fresh new look and also some continuity to the station. What colors to use? Fonts to use? Layouts and bugs? The Bulletin Board Committee should work closely with the Oakland Television Committee to come to agreement on these issues and then create a style guide and brand standards guide.
- ✓ Reduce wait time from message requested to message posted to 3 days or less
 - With new online form and new automatically email forwarding on Bulletin Board requests, the wait time from request submitted to seen on TV should be no more than 3 days. If need be, make improvements to see this is the case.

Conclusion

As far as I have been made aware, the Communications Commission never actually created a 5-Year Plan before, though it has been mentioned as something that is a requirement in past bylaws of the Commission. However, with this first ever 5-Year Plan being created, discussed, debated, and voted upon, I am proud to say we are taking the right efforts to think into the future, have something to guide the process, and to show that we care about the work we do and the impact we do have, and can have on our community.

I appreciate the time and efforts put into this by the Modernization & Planning Ad-Hoc Committee members – Fred Birks and Liz Llorente – and also the support and advice from our Council Liaison Eric Kulmala. I also appreciate the countless other individuals and entities that assisting in providing quotes, legal information, and additional other facts, figures, and tidbits to make this report as accurate and informative as possible.

Lastly, I appreciate the feedback received from OCC commissioners and committee volunteers past and present and I hope that those who did not submit anything at least appreciate our efforts to want to consider them as individuals with valuable information and opinions that should be listened to and respected. The Communications Commission and its various committees have many important roles and duties, but none of that is possible without the tireless dedication, drive, and work of the volunteers that make it all a reality. I hope what happens over the next five years can make things better for both the volunteers that get involved and for the residents that should benefit from their work and care about the community we all call home – Oakland, New Jersey.

Ryan Schwertfeger

*Oakland Communications Commission Chairman
Chairman of the Modernization & Planning Ad-Hoc Committee*