

# Oakland Communications Commission



# Oakland Communications



TV



Newsletter



Communications



Communications

## Five Year Plan 2024-2029

*Created by the Five-Year Plan Ad-Hoc Committee*

### **Oakland Communications Commission**

Chairman Ryan Schwertfeger | Vice Chairman Jim Barry

Commissioners Mark Albala, Amy Eilert, Andrea Levy, Kerri Sirinides, William Sisti

Alternate Commissioners Patricia Carrera & Salma Shamy

Junior Commissioner Benjamin Good

Secretary Wendi Seelin | Council Liaison Kevin Slasinski

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## Chairman's Message

It is hard to believe that it has been five years since the last Five Year Plan, six years since I became Chairman of the Commission, and seven years since I joined the Communications Commission for the first time upon graduating college and coming back home to Oakland. In that time, I have met so many different volunteers and have gotten to know so many different people in the Borough that I would not have met if not for holding this position and working in this group.

When I first took over the Commission in 2018, volunteer numbers were at an all time low, the Commission barely met because it often couldn't make quorum, the newsletter was on pause because nobody was writing and assembling it anymore, and creativity and enthusiasm seemed virtually non-existent. I still remember that at the end of several OCC agendas when I first joined, it literally had an item on the agenda saying something like "What are we doing here?".

It was only upon examining the bylaws did I notice a stipulation about creating a Five Year Plan, and upon asking if that was ever done previously, it seemed unclear if that had ever happened before. I got right to work assembling the heads of each committee within the Commission to assist with the planning and creation of such a plan to guide us going forward and hopefully answering the question of "What are we doing here?" once and for all!

I remember that it was not the easiest thing to put together, and many questioned if this would be worth the time and effort being put in. However, after creating the Plan, distributing it to all Commission members and volunteers, giving a copy to our Council Liaison and the Borough Administrator, and posting it online for all to see and read for themselves, something quite astonishing happened.

Suddenly, more people started coming out of the woodwork to volunteer. While there was still volunteer turnover, it seemed like it wasn't as sudden as it previously was. Clarifying the bylaws made things easier for volunteers to understand what was expected of them and how to keep the operations of their committee running. The Borough appreciated having a blueprint of what to expect that we would be focusing on so there would be no unexpected surprises or requests for sums of money that they had not seen coming.

Volunteers had a reason to join besides meeting new people and the camaraderie that comes with it - as everyone was working towards the same goals, on the same projects; and instead of confusion, everyone seemed to know what was generally going on and was given some autonomy to pursue what they thought was best, but within the confines of the plan that the Commission agreed to.

Five years after the first Five Year Plan that was either ever produced (or at least the first we are aware of), I cannot be more proud of the time that has been put in by the Committee Chairs to draft the last plan, the general efforts across the board to make our work product and our Commission better, the Borough for mostly being cooperative with our plan, and of course all of our volunteers for the work they have done over the last five years to bring so much of that plan to fruition.

Now, I hope using the 2018 plan for the last five years, the current committee chairs have a firm foundation and example to base their visions and goals after. In doing so, it is my hope that all volunteers can emulate the same work ethic and achieve the same successes as the last plan did as we aim to serve and improve the communications of the Borough of Oakland that is within our purview. May this plan serve the Commission, the committees, and the Borough well starting in 2024 and until the year 2029!

***Ryan Schwertfeger***

*Oakland Communications Commission Chairman  
Chairman of the Five Year Plan Ad-Hoc Committee*

## Mission of the Five Year Plan Ad-Hoc Committee

**The mission of the Five Year Plan Ad-Hoc Committee is to do the following:**

- ✓ 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
- ✓ Get feedback from current and former commissioners and volunteers as to their honest opinion on the state of affairs over the last five years and see what they would like to be improved or stay the same over the next five years
- ✓ Hear from a wide swath of residents about what they know about the Communications Commission and its various committees, and receive their feedback, positive, negative, or indifferent about what we do
- ✓ If decent or repetitive sums of money is to be spent, the ad-hoc committee should come up with cost estimates, money sources and/or ideas to pay for it
- ✓ Lay out a practical and yet aspirational mission for each committee and the Commission to use as a guide for the next five years

<b>Five Year Plan Ad-Committee Chairman, OCC Chairman</b>	<b>Ryan Schwertfeger</b>
<b>Television Committee Chairman</b>	<b>Jim Barry</b>
<b>Newsletter Committee Chairwoman</b>	<b>Kerri Sirinides</b>
<b>Welcome, Website &amp; Social Media Committee Chairwoman</b>	<b>Andrea Levy</b>
<b>Bulletin Board Committee Chairman</b>	<b>Mark Albala*</b>
<b><i>OCC Borough Council Liaison</i></b>	<b><i>Kevin Slasinski**</i></b>
<b><i>OCC Secretary</i></b>	<b><i>Wendi Seelin**</i></b>
<b><i>OCC Administrative Liaison</i></b>	<b><i>Michael E. Carelli***</i></b>

\* Original Chair at time of Ad-Hoc Committee formation was Kris Pawleko before she resigned in August 2023

\*\* Italics denote a Non-Voting Committee Member

\*\*\* Non-Voting Committee Member, was the Administrative Liaison until leaving the Borough in September 2023

## Current Status of the Oakland Communications Commission (OCC)

### Current Committees & Missions

#### Review & Grants Committee

- ✓ Members can be OCC Commissioners and/or committee chairs only
- ✓ Any person, who resides in Oakland, may request a ruling from the Review Committee regarding appropriateness regarding content shared and behavior or actions of volunteers
- ✓ Committee reviews material and/or handles matters regarding complaints from Oakland residents regarding the Communications Commission
- ✓ Committee is responsible for investigating grant opportunities that would bring in additional funds to the Commission and its committees.
- ✓ Committee shall engage with community groups, non-profits, and other entities to examine ways to bring in donations that can go towards the Communication Commission and its committees.

#### Newsletter Committee

- ✓ Committee is responsible for creating, assembling, editing, and distributing a newsletter to Oakland residents no fewer than four (4) times per year.
- ✓ Original content is written and gathered by committee members to add a hometown, personal touch to the newsletter.
- ✓ Submitted content is edited for length and quality and can be added to the newsletter.
- ✓ Committee works with the Borough to add in announcements from Borough entities and other governmental entities.
- ✓ 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.

#### Oakland Television Committee

- ✓ Handles requests from residents and local organizations to record events for broadcast on the TV station
- ✓ Receives, reviews, and schedules recordings that are submitted by residents and other entities for the television channel to broadcast
- ✓ Records and broadcasts the Borough Council meetings and other public meetings as requested
- ✓ Films, edits, formats, and broadcasts original programming created by Committee members in addition to footage of local events of interest to the residents of Oakland

#### **Welcome, Website & Social Media Committee**

- ✓ The Committee is responsible for providing input, assistance, ideas, and content for the Borough of Oakland website and social media accounts.
- ✓ The Committee shall also be responsible for creating, maintaining, and researching ways for the Commission and the Borough to engage and welcome new residents of Oakland.

#### **Bulletin Board Committee**

- ✓ The committee is responsible for updating, coordinating, and communicating with all applicable parties to complete the task of posting, updating, and maintaining the Oakland Television Channel's bulletin board.
- ✓ Review music submissions sent in by the public to assess whether it is appropriate for airing on the Bulletin Board as the background music for the informational slides.

## Current 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

- I.1 All meetings shall be conducted according to Robert's Rules of Order.
- I.2 There shall be at least one, but not limited to one, Commissioner assigned to each Committee.
- I.3 The OCC shall have elections for Chairperson, Vice-Chairperson and Secretary at the organization meeting to be held each January.
- I.4 Recommendations for appointments for expiring terms shall be made to the Borough Council by the end of each November.
- I.5 The OCC shall hold at least four (4) scheduled meetings per year, preferably quarterly, and the January reorganization meeting shall not be counted as one of the four (4) meetings required to be held each year. If a majority of the OCC deems it necessary, they may increase the meetings scheduled provided they notify the Borough Clerk at least three (3) days in advance of any meeting.
- I.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, to which a majority on the OCC will need to approve.
- I.7 The OCC shall vote on and discuss, 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 an expenditure that costs over \$300, a major policy change, issues or initiatives that affect all committees, and amending the bylaws.



- I.8 There must be four (4) Commissioners and/or alternate members present to have a quorum and to vote.
- I.9 All decisions and votes by the OCC must be made by a majority vote, except amendments to these bylaws.
- I.10 The OCC reserves the right to alter specifics of any of the bylaws and guidelines. Any recommendations for changes or amendments to these bylaws must be made by a two-thirds vote of all Commissioners. These recommendations for changes will then be submitted to the Borough Governing Body for their approval before being officially adopted and implemented.
- I.11 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.
- I.12 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 Oakland Communications Commission webpage for public access and review.
- I.13 All Commissioners shall remain non-partisan when dealing with matters for the OCC.
- I.14 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.
- I.15 All work product or work stemming from the use of the Borough’s equipment and/or software shall be the property of the Borough of Oakland, unless an exemption is provided in writing by the Communications Commission.
- I.16 No individual OCC member is empowered to make exceptions to these bylaws.
- I.17 The Commissioner elected to be the OCC Chairperson shall be expected to provide his or her contact information as the point person to reach OCC, check the OCC’s physical 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 or incapacitated, the Vice-Chairperson of the OCC is empowered to assume these responsibilities.

I.18 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 in the last year of the previously existing Five-Year Plan.

I.18.1 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.

I.18.2 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 Five Year Plan by the end of March. If that does not occur, the Ad-Hoc Committee's previously approved Five Year Plan shall become the officially adopted Five-Year Plan for the OCC.

## **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 OCC Mission Statement. These committees fall under the control of the OCC. All authority entitled to the committees is provided through the OCC and these bylaws.
- 2.2 The OCC Chairperson 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 Chairperson 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 OCC Chairperson shall nominate an OCC commissioner to serve as both the OCC liaison to the ad-hoc committee and serve as the ad-hoc committee chairperson. The nomination must be approved by a majority of the OCC. 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 OCC 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 OCC.
- 2.2.3 Upon the ad-hoc committee completing their work or being dissolved by the OCC, 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 four (4) months of the ad-hoc committee dissolving.
- 2.3 **Review & Grants Committee** – is a standing committee responsible for settling public and inner-committee complaints regarding a decision by the OCC or one of the Communications Commission's committees within a reasonable time frame. They shall also be responsible to look for grant opportunities and engage with community groups, non-profits, and other entities to examine ways to bring in donations that can go towards the Communication Commission and its committees.
- 2.4 **Welcome, Website & Social Media Committee** – is a standing committee responsible for providing input, assistance, ideas, and content for the Borough of Oakland website and social media accounts. The Committee shall also be responsible for creating, maintaining, and researching ways for the Commission and the Borough to engage and welcome new residents of Oakland.

- 2.5 **Oakland Television Committee** – is a standing committee responsible for providing and upkeeping the Borough of Oakland’s public access cable television channel.
- 2.6 **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.
- 2.7 **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 Television channel bulletin board.

### **Guidelines Applicable to All Standing Committees**

- 2.8 All standing committees are overseen by at least one (1) OCC 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 unable to complete his or her duties. If a Vice Chairperson becomes Chairperson of a committee, should the Chairperson leave or is unable to complete his or her duties, that committee shall meet and take a vote within 30 days of the resignation to determine who will serve out the remainder of the calendar year as Vice Chairperson. 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. The OCC Chairperson and Vice Chairperson shall be notified of the committee’s decisions for who will serve as their committee leaders.
- 2.11 It is the Committee Chairperson’s duty to run each committee meeting following Robert’s Rules of Order 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 shall get a hearing before the Review Committee as to whether they are allowed to continue volunteering with the committee. However, while undergoing the hearing, that committee member is not permitted to perform his or her duties.
- 2.13 Each Committee's Chairperson shall present any material deemed inappropriate for dissemination based on the guidelines put forth by the FCC, the companies that carry or broadcast the Borough's content, and the Borough's own set guidelines to the Review Committee to make a determination on what action should be taken (See Section 3).
- 2.14 All Committee work product shall not require prior approval by the Communications Commission before being disseminated, unless explicitly stated by the Commission.
- 2.15 Each Committee may implement its own set of additional guidelines or policies. However, before officially implementing any guidelines or policies, the OCC must approve them.
- 2.16 Committee Chairpersons must submit their committee's proposed following year's budget to the OCC Chairperson by the third Monday of September in order to be written into the following year's proposed budget package to the Borough.
- 2.17 For an interested volunteer to join a committee, they should first fill out a Volunteer Interest Form. Such form shall then be reviewed by the committee chairperson and/or vice chairperson who should respond to the interested volunteer within two (2) weeks. If there is mutual interest from 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 an interested volunteer is approved by a majority of the committee, the volunteer should then fill out any applicable paperwork with the Borough. The interested volunteer shall then be recognized as an official volunteer member of that committee.

### **Section 3 – Review & Grants Committee Guidelines**

- 3.1 The Review & Grants Committee must contain at minimum three (3) members or alternatively, five (5) total members. Four (4) members shall not be allowed in order to ensure an odd number of committee members for voting purposes. One of the three members shall be the OCC Chairperson and the other two (2) required minimum members shall be other OCC Commissioners. The two (2) additional members may be chosen by the Commission to serve on the committee, but the members chosen must be a Commissioner, Commission alternate, and/or a Committee Chairperson. Committee members shall be chosen and approved by a majority of the OCC at the reorganization meeting at the start of every year. A Commission member must serve as Chairperson of the Review & Grants Committee.
- 3.2 Any person who resides in Oakland may request a ruling from the Review & Grants Committee regarding appropriateness of content disseminated through the OCC's channels of communication or to appeal a decision made by another committee or the OCC, if need be. The Review & Grants Committee shall only meet at least once per year and then at any other time when there is a matter brought up to the committee to address and a prompt determination must be made.
- 3.3 The Review & Grants Committee shall hear and render decisions regarding issues stemming from committee and commission volunteer actions that have been deemed inappropriate or controversial. The request for the Review & Grants Committee to hear such cases must come from a majority of the Communications Commission.
- 3.4 The Review & Grants Committee shall be in charge of determining if an OCC volunteer's remote access capability should be reinstated upon request by said volunteer. If the Review & Grants Committee grants approval for reinstated remote access, the Committee shall inform the Borough Administrator so the Borough can make a final decision to allow for remote access reinstatement.
- 3.5 The Review & Grants Committee shall render decisions regarding inquiries of appropriateness from various committees within the Communications Commission in which the committee needs assistance in making a judgment call, though a formal meeting is not needed for the Review & Grants Committee to communicate and make a decision.

- 3.6 The Review & Grants Committee shall work alongside a designated Borough employee or Borough contracted entity, designated by the Borough Administrator, to look for grant funding and engage with non-profits and other organizations to encourage donations to support the projects and goals of the Commission and its committees. They shall discuss and determine if any found grants are applicable and align with the approved goals and plans of the Commission and/or one of the Committees. If so, the committee shall bring the grant and/or donation information to the attention of the Commission and/or Committee for them to determine if they want to apply or pursue the possible funding and/or accept a donation.

#### **Section 4 – Welcome,Website & Social Media Committee Guidelines**

- 4.1 The Welcome,Website & Social Media Committee shall provide assistance, content, ideas and suggestions to the Borough administration regarding the Borough website and social media channels.
- 4.2 The Welcome,Website & Social Media Committee shall be responsible for creating, maintaining, and researching ways for the Commission and the Borough to engage and welcome new residents of Oakland to inform them about, but not limited to, key information about the Borough, the Borough's different boards, committees, and commissions, non-profit entities within the Borough, and volunteer opportunities.

#### **Section 5 – Oakland Television Committee Guidelines**

- 5.1 A Content Submittal Form shall provide guidelines for the submission of content to be aired on the Borough television channel. The form shall include parameters for submitting content, which shall include a reasonable and likely expected wait time from the time a program is submitted until a program is broadcast (due to the nature of the Commission being a volunteer operation), and the acceptable formats with which content can be submitted and broadcast.
- 5.1.1 This form shall be created and approved by the Oakland Television Committee and shall be available to be filled out in person at Borough Hall, by mailed or faxed request to the

Oakland Communications Commission, or on the Borough website – via an online form and/or by downloadable document.

5.1.2 Unless a program for broadcast is created by the Oakland Television Committee, the Communications Commission, or comes from a governmental department or agency, all submissions for broadcast must include an accurately filled out Content Submittal Form in order for a program to air.

5.2 If there is an objection to the content of a recording that has been aired, all of these requirements and steps must take place:

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 their 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 and what course of action should be taken.

5.2.4 If the Oakland resident is still unsatisfied with the decision, the resident should bring their complaint to the Borough Council for further review and any potential action.

5.3 The weekly television programming schedule shall be determined by the Oakland Television Committee, with input from the Communications Commission, when necessary.

5.3.1 The Oakland Television Committee shall establish sensible and equitable programming and scheduling standards to ensure that the greatest variety of programming can be broadcast, while at the same time maintaining a regular and consistent schedule for recurring programs.

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.

5.4.1 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.

- 5.5 Admission to the Oakland 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.
  - 5.5.1 Admission into 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.
- 5.6 Oakland Television Committee produced programs that will be or have been aired, can be copied and provided 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 Borough and funds passed along to the OCC to cover time and materials rendered for the copying of the program.
- 5.7 The Oakland Television Committee shall have as a non-voting member of the Committee, a specified Control Room Manager/Engineer to be formally hired by the Communications Commission and the Borough to handle technical issues that may arise in the Control Room, as well as perform other tasks regarding maintenance and upkeep of the Control Room.
- 5.8 If any submission violates any of the Borough’s set terms of allowable broadcast content, violates any FCC regulations, does not have a completed and accurate Content Submittal Form, or is

submitted in a format that is unplayable with the equipment operated by the Oakland Television Committee, that submission shall not be broadcast.

- 5.9 The Chairperson and Vice Chairperson of the Oakland Television Committee, in addition to the Control Room Manager/Engineer, shall have the ability to access hardware and software that is essential to run the television station remotely, wherever that capability is feasible. Irresponsible actions taken with this remote access privilege by the volunteers shall result in suspension from the Oakland Television Committee pending further review by the Review Committee and the Borough Administrator. Irresponsible actions taken by the Control Room Manager/Engineer shall be immediately referred to the Borough Administrator for further review and action.

#### **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 submitted by others 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 published or not. The Committee may also seek guidance from either the Review Committee, the Communications Commission, or the Borough Attorney 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 The Bulletin Board shall accept announcements from departments, boards and committees of the Borough, local and regional school systems applicable to the Borough residents, regional and state agencies, as well as from Oakland nonprofit groups including civic, social, political and non-regularly scheduled events from religious organizations, and individuals not engaging in commercial

enterprises. Non-profit groups that are not located within Oakland but are holding an event in the Borough are allowed to submit an announcement for the Bulletin Board provided the event is opened to the citizens of Oakland to attend.

- 7.2 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 at Borough Hall, 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. There shall be no fee involved with submitting a bulletin board submission form.
- 7.3 The Bulletin Board Submission form shall include a reasonable and likely expected wait time from the time a request is submitted until a posting is broadcast on the Bulletin Board (due to the nature of the Commission being a volunteer operation).
- 7.4 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 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.
- 7.5 The Bulletin Board Committee shall set standards of what information and requirements are necessary for the committee to successfully complete their duties. These standards include, but are not limited to, the look of the announcements, what information about the announcement is needed to create a posting, and the length of time permitted for an announcement to remain on the air. All bulletin board postings shall at minimum contain the name of the sponsoring agency or organization.
- 7.6 All volunteer members of the Bulletin Board Committee, if a formal request is made to the Bulletin Board Committee Chairperson and/or the Communications Commission Chairperson, may receive remote access posting privileges. Before access is granted, volunteers must complete several steps.

- 7.6.1 The Chairperson or Vice Chairperson of the Bulletin Board Committee and/or the OCC Chairperson will train said volunteer/s in how to use any software related to their remote access request.
- 7.6.2 Once trained, the volunteer will need to take additional training, if specified, by the Borough. At the conclusion of such additional training, the volunteer shall receive evidence that the training was passed or completed successfully and provide such evidence to the Borough Administrator (or the Administrator's OCC Designee) and also to the OCC Chairperson for records storage.
- 7.6.3 Once the Borough Administrator (or the Administrator's OCC Designee) has the evidence that the training was successfully completed, they will contact the Borough IT representative to set up remote access for that volunteer. The OCC Chairperson and/or the Control Room Manager/Engineer shall set up an account for the volunteer on the Bulletin Board posting software with the appropriate permissions for the volunteer.
- 7.6.4 When the volunteer leaves the committee or if a volunteer performs an inappropriate action which is against the set rules and guidelines of the Bulletin Board Committee, Communications Commission, and/or the Borough, remote access privileges will be revoked immediately. If a volunteer wants to reinstate their remote access, they will need to receive approval from the Review Committee and receive approval from the Borough.

## **Section 8 – Political Programming**

- 8.1 Dissemination of all political programming shall stop airing at the time when polls close on any given Election Day.
- 8.2 The Oakland Television Committee shall determine the frequency with which political programming is broadcast based on the number of total political and non-political recordings to be aired over the course of a week.

- 8.3 All political television program submissions must also include a Content Submittal Form and all politically based bulletin board submissions must be accompanied with a Bulletin Board Submission Form.
- 8.4 Only candidates for the Oakland Board of Education, Ramapo-Indian Hills High School Board of Education, or those running for an elected position in the Borough, in addition to any established Oakland based political organizations or groups, shall be permitted to submit political programming.
- 8.5 The Oakland Television Committee and the Oakland Communications Commission find that it is in the public interest for residents to be informed about candidates running for local municipal and school board offices in the fall election. To that end, the Television Committee shall sponsor a “Candidate’s Forum” - an informative television special to allow candidates to introduce themselves to the community and share their platform.
  - 8.5.1 The candidates will be made aware of the opportunity to participate and the guidelines regarding participation in the Forum upon receiving candidate filing information from the Oakland Borough Clerk, through the Borough website, or upon request to the OCC.
  - 8.5.2 Any eligible candidate for local school board or a municipal office who wishes to participate in the Candidate’s Forum must contact the Communications Commission in writing by August 1 to express their interest in taking part and shall also express which of two dates they would like to attend in order to be recorded.
  - 8.5.3 Candidates shall choose either the Saturday following Labor Day or the second Sunday following Labor Day to attend and record their speech as part of the Forum. Recording will start promptly at noon. Exact recording times for each candidate will be determined by the Chairperson of the Oakland Television Committee, based on the information received regarding each candidate’s chosen available date and shall be done in the order of office being sought (Mayor, Council, Regional High School Board of Education, Oakland Board of Education). The Chairperson of the Television Committee shall communicate with each candidate what time he or she should show up to be recorded for the Forum at least two

weeks in advance. Only two dates shall be provided to candidates to record the Forum and no candidate shall be able to reschedule if they do not or cannot attend.

8.5.3.b If one of two recording days happens to be a religious holiday or an act of God prohibits the Forum from being recorded that day, the recording scheduled for that day will instead be held exactly one week later. If an issue/s further persists that precludes the Forum from being recorded, a rescheduled makeup date and time shall be decided solely by the Oakland Television Committee Chairperson and the candidate/s shall be promptly notified.

8.5.4 Each candidate will have no more than six (6) minutes for their Candidate's Forum segment. If during pre-recording of the segment the candidate wishes to have a do-over, only one additional take will be permitted.

8.5.5 If a candidate wishes not to air either of the two takes at the time that the Forum is being recorded, that request to opt-out shall be honored, and the candidate will forfeit their time as part of the Candidate's Forum. Candidates must express to the Oakland Television Committee Chairperson no later than one week after recording their segment that they wish to not have their segment aired, otherwise it will be included in the program as laid out in the bylaws. If a candidate drops out of the race, their video may be removed from the Forum at the discretion of the Television Committee Chairperson, however, any replacement candidate will not be permitted to be included in the Forum to take their place.

8.5.6 Candidate's Forum recordings will remain in the Television Committee archives, but shall also remain in a format and location easily available for the public to view for three (3) years after the Forum was recorded, at which time, it will be removed from that format at that location. If a candidate wishes to have their video removed from this format and location before the three (3) years has passed, a request must be made in writing to the Television Committee Chairperson and Vice Chairperson no earlier than the day after the applicable election has

passed. The Television Committee must remove the video and notify the candidate that their request has been completed no later than two (2) weeks after receiving the request.

- 8.5.7 Recordings of each candidate for the Candidate's Forum shall not be edited by the Communications Commission or the Television Committee in any way, except for adding proper titles and credits to the program.
- 8.5.8 The Forum shall be made viewable to the public no earlier than the last Monday in September and shall be broadcast on Oakland TV through Election Day. The recorded segments shall be grouped together by office sought in the order of Mayor, Borough Council, Regional High School District School Board, and Oakland Board of Education. The order of candidate appearance in each grouping shall be by alphabetical order, based on the candidate's last name. If two or more candidates have the same last name, the order of those candidates will be determined by first name in alphabetical order.
- 8.5.9 The Forum's broadcast times shall be advertised and made available for viewing through all mediums run by the OCC, for maximum public accessibility to view the Forum.
- 8.5.10 Candidates shall be permitted to use any 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 is cited as the source of the video.
- 8.6 Politically based announcements or content shall not be posted on any Borough social media account or on the Borough website, aside from announcing/linking to where the Candidate's Forum can be viewed for ease and convenience of Borough residents.

## Pros & Cons of OCC as Seen from Multiple Viewpoints

### Current and Former Volunteers

- **Patricia Carrera** – Involved on Bulletin Board Committee, Welcome, Website & Social Media Committee, and as an OCC Alternate Commissioner from 2018-current

I enjoy what we do on the Commission and on the Bulletin Board Committee and I'm glad that we can give the public a lot of information about what goes on in town. I would appreciate somehow getting data or feedback about how many members of the public are taking advantage of what we do. It's important to me that the Bulletin Board reflects the real-time news that is going on in the municipality - it's good we have local events, but Borough news being posted and added to the Bulletin Board is slow or extremely lacking.

However, my number one complaint and issue is not easily having remote access. I have to take an hour total of my work or personal time to drive to the Police Station from home, get the keys to access the building and room, just to take a few minutes to upload a slide and leave. I used to be able to do this at home under the old system within 5 minutes, but cannot do that now as it is set up. I would love to see a new device be purchased in the near future to make it much easier for me to create, upload, and publish slides. It would also help to attract and retain new volunteers if the process was streamlined and more reasonable and less time consuming.

- **Liz Llorente** – Served on OCC from 2018-2022, also Chaired the Newsletter Committee

Basically I enjoyed the commission for the most part - town officials were very appreciative of it and I was given broad discretion to take it in whatever direction I saw fit. The biggest negatives were a lack of volunteers to split up writing articles that are the top stories each month, and sometimes the meetings would go way longer than they should have, sometimes as long as two or more hours. For me, someone with a full-time job that often involves long hours, the meetings could be a time drain. Often, it was one or two commission members who would raise points that mushroomed into excessively involved discussions that many times were not relevant to most of the other commission members.



- **Fred C. Birks** – A Founding Volunteer of Oakland TV, the Oakland Television Committee, and the Oakland Communications Commission, Control Room Engineer from launch through early 2020

After a career working for VCA Teletronics and Unitel Video for 15 years, which included helping to put MTV on the air, I saw a newspaper ad that the Borough ran around 1999 asking for assistance to run the Borough's soon-to-be-launched local access channel. I reached out to the Borough and immediately got to work with another volunteer, Greg Kelly, to establish and launch Oakland TV around 2000.

Shortly after launching Oakland TV, the Communications Commission and the Television Committee were created by the Borough around 2000-2001 to help oversee, manage, program, and grow the channel and other communications related initiatives the Borough had in mind, including a Borough website. The Commission and Committee system was set up because at the time, the Borough was in a period of being very divided between Republicans and Democrats and both sides were afraid that if one side took a majority of the Council that people the previous governing body put on would all be removed. To resolve this issue, a Commission was created to provide some autonomy to make some decisions independently without political interference and create a steady hand of sorts at the top of the leadership pyramid without the potential of volunteers being added and removed year after year. I believe the Commission could have been established as a Committee instead, with the Council's concerns being alleviated by having the right person at the helm, but it is what it is and I think the Commission structure has worked. I do think however that the Commission has never really fully exercised the power that they have because most people view it as a committee instead of a Commission. I would advise the Commission to look into the differences between the two to get a full grasp of what they can and cannot do on their own.

The best time I had in my 20 years with the OCC and Oakland TV was when we did the live broadcasts of *Exit 58 Live!* which was filmed in the early to mid 2000s. It was a fun time and a great learning experience for the volunteers as it was the closest thing to a "real life" television production. The topics and guests were also interesting, relevant, and from the community so the public wanted to tune in and see what was being discussed. The live audience also added another layer of intrigue and a feeling that it was a legitimate production.

The early years were rough because the Borough didn't give a lot of guidance to us and they only really knew what results they wanted to see, which was to create local, educational programming and to ensure the Council Meetings were recorded and aired for the residents. Myself and other volunteer Greg Kelly worked to establish rules, procedures, and processes over those early years. The biggest recurring issue for me on OCC and TV Committee was the budgeting. I highly disliked having to create the budget documents every year and attempting to receive the necessary funds from the Borough to support the TV Committee and the other Commission committees was difficult as I always felt that the Borough liked what Oakland TV brought to the community, but rarely wanted to invest in the equipment necessary to make it the best it could be.

I was the OCC Chairman for several years and the Commission was really going nowhere fast. We could hardly make quorum to do anything and without many volunteers, there wasn't much we could do. So when Ryan first took over, I loved his excitement and some of his ideas, but he had no real-life experience in the television business and didn't really know how the television station ran and why things were done a certain way. It honestly was a pain in my butt to meet and chat with Ryan over a period of time in order to train him on what was necessary to effectively run the station; but after some training, Ryan has become fairly knowledgeable and is certainly capable to understand why things are the way they are and keep the channel at least above board and functioning without major problems.

To improve the television channel, I believe that more volunteers and new leadership on the TV Committee are needed in order to boost the amount of programming and bring new volunteers in. I believe that bringing back live, recurring (series) programming of interest to residents will bring back viewers to the station and engage the Oakland public. I would say that when we did *Exit 58 Live!* that that show was the high point of Oakland TV's history and it showed the Borough government and the public what we could do and that we are worth their time, attention, and investment. Lastly, the lack of a permanent studio for setting up a set and cameras has been a big drawback and I believe it is holding the TV Committee back from creating programming, as everything has to be recorded in coordination with the Borough government to ensure the Council Chambers space is available, as opposed to setting things up in a certain way and leaving it be as is.

- **Michael Gambatese** – Served on OCC from 2021-2023, also Chaired the Welcome, Website & Social Media Committee

The cons was that we basically couldn't do anything with social media. [After taking over the Committee] I found out [posting on social media is] a job function of a Borough employee, so basically we had no power even when they did allow me to have the Facebook sign on.

From what I saw they allowed for someone to run the website but social media was basically off limits and that's why I joined. When people are volunteering their time but yet are shut down for their ideas, then it becomes discouraging.

## Vision for the Next Five Years

*Below is the thought process of what each committee and the commission want to do over the next five years, regardless of whether funds are required or not.*

### Oakland Communication Commission Overall Vision

- ✓ **The OCC Should Continue to Have No More than One Commissioner Spot Empty**
  - Much progress has been made since the last 5 Year Plan to make this topic a reality. However, the Commission winds up having to deal with at least 2 vacancies/resignations each year, so it is important to ensure empty seats get filled and a light bench of potential Commissioners are created to ensure openings aren't open for too long.
- ✓ **Make Sure Equipment, Software, Forms, and Processes are Easy to Understand**
  - Instruction manuals and step-by-step instructions have been created or edited for different committees, which has helped volunteers to some degree. Additional streamlining and simplification of some processes and instructions still need to be done, while at the same time ensuring that no important steps are skimmed over or simplified too much that problems and confusion can arise. The Commission should encourage each standing committee to re-examine their procedures and processes to make sure verbiage and steps are easily understood and up-to-date.
- ✓ **Be More Relevant, Open, and Present to Oakland Residents**
  - The Commission has shown up to more events like the Oakland Carnival and Chopper Russo's "Choptoberfest", but additional engagement with residents is still needed. The Commission should think of interactive activities, promotional items, and multimedia/visual methods to get the public interested, engaged, and to become more knowledgeable with what the OCC does and how we need help.
- ✓ **Investigate Creating a "Friends of" Organization to Support the OCC and Its Committees, In Addition to Being an Avenue to Receive Discounts and Grants**
  - Spurred by an idea from both the Television Committee and the Bulletin Board Committee, the Commission would like to discuss with the Borough the possibility of and the logistics of creating a non-profit organization to support the Commission and its committees as an avenue to try and obtain grant funding and receive discounts for

services and products we use, in addition to being able to hold fundraisers and events to support the projects and initiatives of the Commission that are costly. The idea is that this group will support the activities of the Commission, like the Friends of the Library support the Oakland Public Library and the Sports Association of Oakland support the Recreation Commission.

✓ **Increase Number and Skill Set of Volunteers**

- Each committee (except for the TV Committee) should have at least four (4) members on it in order to ensure some level of efficiency. The Television Committee should have at least six (6) members on its committee in order to ensure a level of efficiency. Increasing the number of volunteers for most committees to eight (8) and the TV Committee to fifteen (15) should result in a reduced workload and a more enjoyable experience for all volunteers and increase the amount of work product being produced.
- Attempts to have higher level training classes or courses, or attending of conferences and conventions, have mainly fallen flat, but should be refocused upon. Volunteers should be knowledgeable on how to use different software and computer programs, in addition to meeting others like them, in order to improve their skill set and improve our work product.

✓ **Continue to Think Ahead and Act Smart**

- The OCC did a great job in the last Five Year Plan to think about future needs and desires and to ensure groundwork was laid to accomplish those tasks one step at a time and not throwing good money after bad. The Commission and all of its committees should continue to think smart, think frugally, but make smart investments of time and capital over the next five years to accomplish their goals and build off of successes and past purchases.

✓ **Increase Communication and Coordination Between Committees**

- While each committee has distinct roles, there are several different tasks that crossover between different committees. For example, the Television Committee winning an award is something that can be included and celebrated in the monthly newsletter, the TV bulletin board, and on the Borough's social media channels. If the committees could do a better job of communicating with each other, efforts could be streamlined and volunteer time could be better used.

## Proposed Additions, Clarifications, Deletions to Current OCC Bylaws

*Words written in Italics reflect the proposed changes in verbiage.*

*Words in underline reflect the current verbiage in the adopted bylaws.*

- ✓ Section 1.6 shall have a subsection (1.6.1) created that specifically allows for Commissioners, Alternates, and the OCC Junior Member to phone or video call into Commission meetings, when Commission meetings are held in-person, provided that it doesn't occur for more than half of the Commission meetings held for the calendar year.
  - 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, to which a majority on the OCC will need to approve.
    - *1.6.1 Commissioners, Commissioner Alternates, and the Junior Member shall be permitted to participate in a Communications Commission meeting via phone or video call and be counted as present for the meeting when such meeting occurs in-person. However, this shall only be permitted for no more than half of the Commission's meetings for the calendar year, as Commission members should meet in-person to conduct official business. Additional instances of joining by phone or video call beyond the allowed number shall be counted as absences in the official attendance record.*
- ✓ Update Section 1.7 where it says "any new or existing expenditure that is long-term and/or an expenditure that costs over \$300", and change it to *\$400* to adjust for inflation.
- ✓ Section 2.2 about Ad-Hoc Committees belongs under Section 1 instead of Section 2. Section 2.2 should become Section 1.19, with subsections beneath it also being updated with the correct numbering.
- ✓ The header "Guidelines Applicable to All Standing Committees" seen after Section 2.7 shall be removed.
- ✓ Section 2.9 shall have a subsection (2.9.1) created to note that committees may create other leadership roles, besides the mandatory Chairperson and Vice Chairperson positions. A proposal

would be voted out of the committee, then reviewed by the Commission, and then if approved, should be adopted into that committee's section of the OCC Bylaws.

- 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 unable to complete his or her duties. If a Vice Chairperson becomes Chairperson of a committee, should the Chairperson leave or is unable to complete his or her duties, that committee shall meet and take a vote within 30 days of the resignation to determine who will serve out the remainder of the calendar year as Vice Chairperson. Vice Chairpersons may also assume other duties that can be determined by each individual standing committee.
  - *2.9.1 Standing committees shall have the ability to create additional leadership roles in their committee, in addition to the mandatory Chairperson and Vice Chairperson roles. A proposal to add a leadership role shall be agreed to by a majority of committee members in a vote, reviewed by the Communications Commission, and then if approved, shall be adopted into that committee's section of the Communications Commission bylaws.*
- ✓ Section 2.10 shall have added that one person cannot chair more than one standing committee (though that person could be the Vice Chair of other standing committees) and that committees must meet at least once per quarter, with meeting dates decided by each Committee Chairperson with input from committee members. A subsection, 2.10.1, shall also be created stating that standing committee chairs shall meet at least once per quarter with each other as communication with the other committee chairs shall ensure the ability to address any issues that may arise and see if any collaboration could occur between the committees to make better use of time and efforts.
- 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. The OCC Chairperson and Vice Chairperson shall be notified of the committee's decisions for who will serve as their committee leaders. No one person shall chair more than one standing committee of the Commission, though someone could serve as Chairperson of one committee and Vice Chair of another/others and/or lead an Ad-Hoc Committee, as that is not a standing committee within the Commission. Every standing committee shall conduct a meeting at least once per quarter and shall use that time to discuss committee business, to admit and/or remove committee members, plan upcoming projects, share problems and ideas, or to hold a training session. Failure to meet this requirement may result in the removal of that Committee's Chairperson by the Review & Grants Committee or the Communications Commission.

- *2.10.1 The elected Chairpeople of each standing committee shall also be required to meet at least once per quarter to facilitate ideas between the committees, inform each other of news and committee initiatives that the other committees may assist with or promote, and to address any issues that could arise which affect multiple committees.*

- ✓ Sections 2.12 onwards shall be shifted down (Section 2.12 becomes Section 2.13, the old Section 2.13 becomes Section 2.14, etc.) with the new Section 2.12 detailing how volunteers who do not attend a certain number of committee meetings and/or actively contribute to the committee they are on can be removed as a member of that committee.
  - *All Ad-Hoc and Standing Committee members shall abide by the Borough of Oakland's Attendance Policy, which states, consistent with state statute, that "any person appointed to any...committee...shall be deemed vacant if such individual fails to attend and participate at meetings of such body for a period of eight (8) consecutive weeks or for four (4) consecutive regular meetings, whichever shall be of longer duration without being excused by a majority of the authorized members of such body."*
- ✓ A subsection should be created under the current Section 2.17, creating Section 2.17.1, in order to denote and clarify who can volunteer and vote on a committee of the Oakland Communications Commission.
  - *Oakland and non-Oakland residents may serve on any Communications Commission standing committee, unless otherwise specified in these bylaws, provided they are approved to join the committee by the committee membership. Non-Oakland residents must be a permanent resident in the municipalities of Franklin Lakes, NJ, Wyckoff, NJ, Mahwah, NJ, Pompton Lakes, NJ, Wanaque, NJ, Ringwood, NJ or Wayne, NJ. Non-residents shall not be permitted to serve in a leadership position on these committees, as that shall be reserved for Oakland residents only.*
- ✓ Creation of Section 4.3 to include text in the Welcome, Website, and Social Media Committee section about the Welcome Packet Initiative referencing how the program works, the role and duties of the committee, and the tiers and prices which were approved by the Borough Council relating to the bags themselves and the content within the bags.
  - *The Welcome, Website, and Social Media Committee shall have the ability to establish an Oakland Welcome Packet Program, whereas Oakland organizations and businesses for an approved fee(s), can pay to have information included with a Welcome Packet and other information for new residents and/or be included on a bag or similar holder which will hold all of the information to be given to the new resident. Exact rules, regulations, and fees shall be*



*proposed by the Committee, with approvals needed from the Communications Commission and the Borough Council to enact. Proceeds from this program shall be made available to the Committee to use towards the cost of creating the Welcome Packet and bag or similar holder. If additional funds remain available, the Committee may request the funds to be spent on an applicable item or project of the Committee's choosing, with approval from the Borough.*

- ✓ Amend Section 5.3, which currently reads, "The weekly television programming schedule shall be determined by the Oakland Television Committee, with input from the Communications Commission, when necessary" to instead read, *"The weekly television programming schedule shall be determined by the Oakland Television Committee's Director of Programming with input from the Television Committee, with input from the Communications Commission only when necessary."*
- ✓ Amend Section 5.5 to also allow the Director of Programming access to the Control Room.
- ✓ Creation of Section 5.10 to detail the roles of the Chair, Vice Chair, and include the creation of the position of Director of Programming.
  - *The Television Committee Chairperson shall be responsible for organizing committee members to attend publicity and awareness events for the committee, serve as the committee's liaison to different organizations of which the committee is a member, check the committee's email account regularly and reply to all inquiries in a timely manner, in addition to all other duties and responsibilities described in these bylaws applicable to committee chairpersons.*
  - *The Television Committee Vice Chairperson shall be the committee's alternate liaison to different organizations of which the committee is a member, shall be responsible for creating the volunteer schedule for recording and broadcasting public and community events and programs, in addition to all other duties and responsibilities described in these bylaws applicable to committee vice chairpersons.*
  - *The Television Committee Director of Programming shall be responsible for reviewing the content that is submitted by the public to determine appropriateness and suitability for broadcast, scheduling the programming for the television channel and communicating that schedule with the appropriate persons, communicate and coordinate with established groups and entities who have programming consistently on the channel when necessary, seek original or non-copyrighted programming from outside sources that can be added to the channel's schedule which would be of interest to Oakland residents, and share original Oakland Television programming with other municipalities when topic is of interest to a wider audience than just Oakland residents.*

- ✓ Creation of Section 5.11 to include text in the Television Committee section about Sponsorship Program referencing how the program works, the role and duties of the committee, and the sponsorship tiers and costs which were approved by the Borough Council.
  - *The Television Committee shall have the ability to operate a Television Sponsorship Program, whereas residents and businesses for an approved fee(s), can pay to sponsor select programming on Oakland TV. Exact rules, regulations, and fees shall be proposed by the Television Committee, with approvals needed from the Communications Commission and the Borough Council to enact. Proceeds from this program shall be made available to the Television Committee to use towards an applicable item or project of the Committee's choosing with approval from the Borough.*
- ✓ Creation of Section 6.4.1 to codify in writing the already practiced policy of the Borough and the Newsletter Committee that any submissions that are political, religious, inappropriate, or overtly promotional for personal or business gain which could be misconstrued by the public as being Borough-supported and endorsed shall not allowed for inclusion in the newsletter.
  - *Content submitted from any political, religious, addictive substance, malicious, obscene, illegal, or other similar businesses and organizations shall not be permitted in the newsletter; as it could be construed by the public as being an event or topic that has the support of the Borough government, the Communications Commission, and the Newsletter Committee. Submissions that are intended to be for personal or business gain are also not permitted for inclusion in the newsletter.*
- ✓ Creation of Section 7.7 to include text in the Bulletin Board Committee section regarding Community Advertisements on the Bulletin Board, referencing how the program works, the role and duties of the committee, and the sponsorship tiers and costs which were approved by the Borough Council.
  - *The Bulletin Board Committee shall have the ability to operate a Community Television Advertisement Program, whereas residents, businesses, and non-Oakland based non-profits, for an approved fee(s), can pay to have information posted on the Bulletin Board that is otherwise not permissible for posting for free, under existing guidelines. Exact rules, regulations, and fees shall be proposed by the Bulletin Board Committee, with approvals needed from the Communications Commission and the Borough Council to enact. Proceeds from this program shall be made available to the Bulletin Board Committee to use towards an applicable item or project of the Committee's choosing with approval from the Borough.*

- ✓ Update Section 8.5.2 from “Any eligible candidate for local school board or a municipal office who wishes to participate in the Candidate’s Forum must contact the Communications Commission in writing by August 1 to express their interest in taking part and shall also express which of two dates they would like to attend in order to be recorded” and change it to “*Any eligible candidate for the Oakland school board, the regional high school’s school board, or any elected municipal position who wishes to participate in the Candidate’s Forum must contact the Communications Commission and the Television Committee in writing by July 31 at 11:59pm to express their interest in taking part. Candidates shall also indicate which of two bylaws-adopted dates they would like to attend in order to be recorded, or if they will await to hear from the Television Committee about selecting an alternate date, should there be a conflict with a religious holiday or other non-negotiable commitments falling on one of the two dates.*”
- ✓ Update 8.5.3 and remove the sentence, “Recording will start promptly at noon.” as doing this will allow for greater flexibility for volunteers who may be free earlier in the day, in addition to candidates who would want to come in earlier in the day, if so desired.
- ✓ Update 8.5.4 to stipulate that if a candidate’s speech goes over the six (6) minute mark, the Television Committee will cut off the recording of the speech beyond the allowed six (6) minutes when it goes to be broadcast and published. Add on a sentence at the end of the section to read, “*Candidates who exceed the established six (6) minute time limit will have their speech featured in the Candidates Forum, but they will have their recording truncated at exactly the six (6) minute mark.*”

## Oakland Television Committee Vision

### ✓ Further Modernize the Control Room

- While there has been much effort to improve the video quality of what is broadcast from standard definition to High Definition, and while no communities currently broadcasts in 4K, it is envisioned that over the next five years, 4K will be deemed as the norm and will be considered minimally acceptable.

More importantly however, is the fact that the equipment used to broadcast is an end-of-life product, and that we are currently in a position demanding the displacement of Leightronix equipment used in the TV studio environment. Leightronix has decided not to support the needs of the municipal community.

Our intent is to replace the current Leightronix video server with hardware sourced from an alternative vendor while ensuring that the replacement equipment has an eye on enabling the envisioned future trajectory, namely replacing the Leightronix video server with equipment capable of 4K recording quality and participating in a broadband network anticipated to be available in the Borough of Oakland during the 4 year horizon, thereby enabling the anticipated lifespan of the acquired equipment to remain relevant throughout the planning horizon.

### ✓ Extend and Replace the Infrastructure of the Committee

- Many events requiring participation from the Oakland TV Committee occur at the Oakland Senior Center, the Oakland Public Library, the recreational fields and other venues (municipal plaza, etc.), and it would be beneficial to improve the capabilities of recording these events from the Oakland TV studio. This would be enabled once the Borough of Oakland implements a broadband loop interconnecting multiple borough facilities participating in the loop.

Our vision is to enable easily recording events anywhere in town, especially once a broadband capability exists within the main campus of Oakland, New Jersey. The vision is to provide for easily relocatable cameras to be used at locations other than the council chambers and to provide for 4K video cameras capable of easily integrating into this environment.

The new versions of intelligent portable autonomous PTZ (Pan / Tilt / Zoom) cameras, currently in the earlier phases of their maturity, are currently being introduced as second generation products and will continue to be enhanced and become more affordable during the next year to a year and a half. While the current investment for this technology is in line for

early adoption, it is anticipated that the cost of these devices will fall in line with what will be deemed acceptable during the next calendar year.

Our intent is to closely monitor the marketplace and acquire relocatable intelligent PTZ technology cameras once the early adoption pricing has lost its appeal.

✓ **Develop a plan to cross pollinate the current and future volunteer pool with the necessary technical hardware and software skills**

- It is incumbent upon the TV Committee to offer to the community of Oakland broadcasts of information that will enhance the capabilities of the community to participate in decisions to be undertaken by Oakland leadership. As networking capabilities within the borough of Oakland become more extensive, it is the intent of this vision to enhance the capabilities and reach of Oakland TV in order to improve the engagement of the Oakland community.

Oakland TV is staffed by a team of dedicated volunteers, and it is the intent of the committee to maintain this dedication to volunteerism. It is incumbent upon the TV committee to train the team to enable a highly skilled team capable of using equipment and software used to capture and disseminate information in video format pertinent to the community of Oakland.

It is the intent of the TV committee to purposefully automate portions of the broadcasting process in ways that does not negatively impact the consistent quality enjoyed by Oakland while at the same time, have a team capable of taking the lead in areas that are not automated.

It is the intent of the TV committee to sponsor video production working sessions using facilities available within the Borough of Oakland (possible venues are the Oakland TV Control Room located in Council Chambers, the Oakland Public Library, the Oakland Senior Center, and other venues capable of handling such a group setting.

✓ **Develop a Contingency and Continuity Plan for Technical and Operational Support**

- There is a sizable amount of technology augmented for the capture and dissemination of video centric information to the community of Oakland. This technical prowess is encapsulated in specific pockets through contracted organizations (OutreachFX) and individuals within the TV committee. It is the intent of the TV Committee to mitigate risks associated with a limited pool of equipment and software support capabilities by developing and implementing a contingency and continuity plan

over the next 12 months and to continually refine the plan. Given that Oakland, New Jersey has invested in the ability for Oakland TV to broadcast information pertinent to the community at large, it is the intent of this committee to report back to town council at least annually the adherence and maturation of this contingency and continuity plan. Aside from the technical and operational support ensuring continuity and functionality of the TV committee, it is important that the care and maintenance of the equipment used to broadcast Oakland TV is kept in an operational state. Part of this operational state initiative is replacement of the power conditioning equipment (UPS) to be replaced every two to three years. Funds are planned to replace the battery and power conditioning equipment twice in the 5-year horizon.

## Welcome, Website & Social Media Committee Vision

- ✓ **Look forward and smartly at new technologies, methods, and mediums to communicate online**
  - The committee should be proactive in finding which social media platforms local residents are currently using to communicate and make recommendations based on information and options relevant to Oakland and how best to 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 not only increase the amount of communication, but ensure timeliness over social media. Additionally, find ways to reach more residents who are still not connected to the Borough's and the Commission's communication avenues. Create a Social Media Campaign plan for each year, incorporating town events, meetings, updated information, local and special interests' information.
  - Collaborate with local committees and 501c3's (Arts in Oakland, Mother's Club, Father's Club, Chamber of Commerce etc..) for special interest posts. Additionally, engage with residents via contests and calls for photos, artwork, stories and more to be shared on Social Media. (Example:

Picture of the Month- submissions would be via social media hashtag and/or submitted via upload on the Borough website. The public can vote on their favorite, which would be featured online and on the Newsletter etc...) The call for photos could be themed, such as October-Halloween/Fall, September-School, April- Spring etc...

- The “Welcome” aspect of this committee will be devoted to creating a Welcome packet, to include a town handbook, featuring everything a resident could know about the borough and give direction on where to go for information or help needed. Additionally the Chamber of Commerce would be given the opportunity to collaborate, by creating a sponsorship/advertising opportunity where Sponsors would be noted in the handbook and welcome bag and include their promo items to be distributed by the committee to new Oakland residents. The borough will need to create the means to update the committee on a monthly basis with any new residents.

✓ **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.

✓ **Increase the Welcome Website & Social Media team**

- Create an ongoing relationship with local schools to encourage participation for community service hours.

## Newsletter Committee Vision

✓ **The Newsletter 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 membership is still an issue as volunteers are difficult to find. Having some extra people on the committee would make it more fun and much easier for all involved. The committee

should make a full throated effort to reach out to the local eligible colleges (William Paterson University and Ramapo College) and see what is necessary to advertise or connect with staff to promote and advertise for some student volunteers.

✓ **The committee should ensure its equipment is up to date and up to current technology standards**

- Voice recorders are imperative to the Newsletter Committee. This will allow us to concentrate on the interview rather than writing notes, which can act as a distraction to both the interviewee and the person(s) asking the questions. Having a digital camera is also imperative, so that we may gather pictures and video to post with the articles. The Newsletter Committee tries to obtain a minimum of 2-3 pictures per story to allow the readers to get fully immersed in the article.

✓ **Offer a Year-End Mailed, Paper Edition of the Newsletter**

- Although the newsletter's primary form of delivery has changed to digital since it was relaunched in August 2018, an attempt to make hard copies also available was a popular idea, but impractical and time consuming to do. If more volunteers were to come on board, this could be reexamined, but is not an idea going forward. However, printing a year-end “top stories” edition that would be created and mailed to all residents was never fully investigated in the last five years (this was an idea included in the last Five Year Plan) but is still of interest to pursue, should there be enough volunteers to pull this off. It could also be used as a tool to promote the newsletter and get additional sign-ups for the digital newsletter.

## Bulletin Board Committee Vision

✓ **Extend the Reach and Infrastructure of the Bulletin Board**

- The Bulletin Board is currently a service of the Borough of Oakland which is displayed at limited times over the television channel when no programming is playing. The plan is to extend the reach of the Bulletin Board to allow it to be seen beyond the television coverage at limited times. Platforms such as StoryPrompt or Hootboard that will allow publication of the Bulletin Board full time, extend the Bulletin Board with extended community involvement, and provide a means for potentially remote maintenance of the Bulletin Board content) will be reviewed for fit without compromising the current reach of the Bulletin Board. Further, the intent to extend the coverage of the Bulletin Board with full-time displays in the senior center, library and other venues will be explored, with some triggered during the five-year horizon. As the expectation for a more 360 degree experience of services like the



Bulletin Board are demanded, the intent is for the Bulletin Board committee to meet this expectation with a foray of new platforms and services that augment the Bulletin Board reach.

✓ **Replace the Leightronix Programming Box**

- The current platform used for the Bulletin Board, the Leightronix UltraNexus X2, has an operational risk associated with it. This is because the vendor, Leightronix, has switched all their support to email only and has become less responsive than they have been in the past. The Bulletin Board currently utilizes the Leightronix platform for publishing content to be displayed on Oakland TV. The plan is to replace the Leightronix bulletin board broadcast server to the Telvue Bulletin Board broadcast server earlier in the planning horizon.

✓ **Better Support and Modernize the Hardware and Software Utilized by the Bulletin Board Committee**

- There is a need for the committees utilizing the television, social media and web services utilized within the Borough of Oakland to have a first line of support for all installed software and hardware. For some hardware and software, training planned for the TV Committee could also be attended by Bulletin Board Committee members.

Although a bigger initiative, another important measure is to ensure that all Committee Chairs and Vice Chairs under the Communications Commission are knowledgeable in the equipment, software, and procedures that relate to their committee so they can better serve as the first line of support for all hardware and software inquiries that may arise from their fellow volunteers. If the Chairs cannot resolve the issue at hand, then they could alert the Borough's I.T. professional, the Control Room Engineer, and/or the leadership of the Commission to ask for assistance.

It will also be important to ensure that all products utilized by the Communications Commission have training videos and instructions readily available so that new members of each committee can pick up the basics of each utilized product as necessary. It is strongly recommended that the approach be resolved prior to the 2024 calendar year and be in full swing before the very knowledgeable Junior Commission Member, Benjamin Good, heads off to college.

Lastly, options for how to create slides should be examined as each member is taking matters into their own hands to create their slides. There are a variety of tools available to the committee to create content intended to be displayed on the Bulletin Board, and this collection of tools is intended to remain in force but augmented by other tools, such as Microsoft PowerPoint, which is a more user friendly WYSIWYG (What you see is what you get) platform capable of creating graphic pages compatible with the bulletin board.

✓ **Community Outreach to Expand the Volunteer Pool**

- Our intent is to increase the community participation in the Bulletin Board Committee to improve the experience of both volunteers and the community benefiting from the activities of the Bulletin Board Committee. This will require a proactive campaign specifically devised to increase the level of community participation in the Bulletin Board Committee and increase the number of dedicated volunteers participating in the operations of the Bulletin Board Committee. Our intent is to join other committees in opening training to the community at large and perform a community outreach to educational institutions in town and in surrounding towns as a means of attracting volunteers.

✓ **Develop a Plan to Cross Pollinate the Current and Future Volunteer Pool with Necessary Technical Skills**

- It is incumbent upon the Bulletin Board Committee to offer to the community of Oakland broadcasts of information that will enhance the capabilities of the community to participate in decisions to be undertaken by Oakland leadership. As networking capabilities within the Borough of Oakland become more extensive, it is the intent of this vision to enhance the capabilities and reach of Oakland Bulletin Board in order to improve the engagement of the Oakland community.

The Oakland Bulletin Board Committee is staffed by a team of dedicated volunteers, and it is the intent of the committee to maintain this dedication to volunteerism. It is incumbent upon the Bulletin Board Committee to train the team to enable a highly skilled team capable of using equipment and software used to capture and disseminate information in video format pertinent to the community of Oakland. It is the intent of the Bulletin Board Committee to purposefully automate portions of the broadcasting process in ways that does not negatively impact the consistent quality enjoyed by Oakland while at the same time having a team capable of taking the lead in areas that are not automated.

## Implementation of Vision

*Below is the breakdown of how each committee and the commission plan to implement their aforementioned vision, regardless of whether funds are required or not. The total cost amount that would be requested to fulfill each entity's vision is at the end of each section. These totals are what would be **in addition** to the operating budget required to keep current each commission or committee operational practices running (i.e. Newsletter software provider, Bulletin Board renewal fees, etc.) and **includes** capital purchases.*

### Oakland Communications Commission

- ✓ **The OCC Should Continue to Have No More than One Commissioner Spot Empty**
  - Much progress has been made since the last 5 Year Plan to make this topic a reality. However, the Commission winds up having to deal with at least 2 vacancies/resignations each year, so it is important to ensure empty seats get filled and a light bench of potential Commissioners are created to ensure openings aren't open for too long. Continue to seek volunteers and get them involved in at least one committee to start learning the ropes and meeting other volunteers. Then if an opening on the Commission comes up, the Commission has a bench of possible candidates at the ready.
- ✓ **Make Sure Equipment, Software, Forms, and Processes are Easy to Understand**
  - Instruction manuals and step-by-step instructions have been created or edited for different committees, which has helped volunteers learn how to do their part to some degree. Additional streamlining and simplification of some processes and instructions still need to be done, while at the same time ensuring that no important steps are skimmed over or simplified too much that problems and confusion can arise.
- ✓ **Be More Relevant, Open, and Present to Oakland Residents**
  - Expand efforts to attend more community events to be a visual presence, to give away promotional and informational items, and to create relationships and partnerships to improve content coming into the various committees so our reach increases and word gets out about the various aspects of the Commission and the Committees.
    - Budgeting a cost of **\$200 per year** that the Commission can decide how it can best be spent to enhance our presence, engage with residents, and hopefully in turn, help to create a greater knowledge of, appreciation for, and use of the services and programming we provide.

- ✓ **Investigate Creating a “Friends of” Organization to Support the OCC and Its Committees, In Addition to Being an Avenue to Receive Discounts and Grants**
  - The Television Committee has already been authorized to solicit sponsorships, with other Committees exploring doing similar programs to make an attempt to bring in revenue and support their projects and initiatives without having to ask the Borough for additional funding. This proposal to create a separate entity is intended to enable a new non-profit group that members of the Oakland Communications Commission could also serve on and be called either “Friends of Oakland Communications” or “Communications For Oakland (CFO)” or “Support Oakland Communications (SOC)”. This non-profit would specifically be organized to support the activities of the committees under the Oakland Communications Commission umbrella and perform fundraising activities that the Commission cannot do as a governmental entity, similar to how the Sports Association of Oakland works with the Recreation Commission and how Friends of the Oakland Public Library supports the Library. This idea calls for a discussion with Oakland officials to see what is required to be done to set something up like this and what the rules and limitations are. Unknown what the costs would be and what the process would be to formally initiate and pay for any expenses that arise.
- ✓ **Increase Number and Skill Set of Volunteers**
  - Work with the Ramapo-Indian Hills High School District in addition to Ramapo College and/or William Paterson University officials and teachers so students and/or teachers have a way to receive volunteer hours and provide or receive real world experience.
- ✓ **Continue to Think Ahead and Act Smart**
  - Before the end of the 5 Year Plan, all computers used by the OCC will likely need to be upgraded. Additional research will need to be done to find the best specifications for each computer, but am budgeting **\$1,750 per year starting in 2025** towards updating each computer. Instead of coming out of the operating budget for the Commission, we are hoping to discuss with the Borough if funds can come out of a different Borough account for these computer purchases as was done previously when computers needed to be replaced.
    - **2025** → Outer Room Mac Computer
    - **2026** → Control Room Programming Windows Computer
    - **2027** → Outer Room Windows Computer
    - **2028** → Character Generator Windows Computer

✓ **Increase Communication and Coordination Between Committees and Borough Committees and Groups**

- While each committee has distinct roles, there are several different tasks that crossover between different committees. For example, the Television Committee winning an award is something that can be included and celebrated in the monthly newsletter, the TV bulletin board, and on the Borough's social media channels. If the committees could do a better job of communicating with each other, efforts could be streamlined and volunteer time could be better used. The official recommendation is to either hold quarterly meetings of just the committee chairs and/or keep an active message chain of the committee chairs so activities can be easily shared, known across committees, and requests for assistance or mentions of potential partnerships can be made.
- Establish a better rapport with the various committees, commissions, boards, and groups that fall under the auspices of the Borough, in addition to non-profits and community groups in the Borough to inform them about our existence, our services, our platforms, and how they can benefit by working and assisting us.

**Communications Commission – Projected Proposed Budget Amounts Per Year:**

2024	2025	2026	2027	2028	Average Per Year
\$200.00	\$1,950.00	\$1,950.00	\$1,950.00	\$1,950.00	\$1,600.00

**Oakland Television Committee**

✓ **Further Modernize the Control Room**

- Oakland currently utilizes a Leightronix video server to control the scheduling and augment the capture of information broadcasted to the Oakland community at large. One of the components is the Ultra-Nexus digital video server manufactured by Leightronix. This equipment is at end of life and no longer being marketed nor supported by the vendor and needs replacement. Several solutions, including one marketed by the Telvue have been reviewed, and it is the intent to augment the functionality delivered through the Leightronix hardware with complimentary equipment marketed by TelVue. The capital expenditure of this change is anticipated to cost \$25,000-\$30,000 and is anticipated to be expended in 2024 or in 2025 through the Capital Budget. This change will afford the TV Committee to extend the reach of

the committee by offering the delivery of TV broadcasts to new venues, such as mobile devices (Apple and Android centric devices) as well as streaming platforms (Amazon, Roku, Apple TV, etc.). We anticipate a conversion window of eight to ten weeks to implement the new television server platform. We envision some of the infrastructure used in the TV booth will be augmented as a consequence of the capabilities of the Leightronix server, which are envisioned to be more capable with the newer platform.

- Projected Maximum Cost: **\$30,000**

- ✓ Our intent is to acquire the necessary tools used managing video files to be published through Oakland TV. This includes the necessary software licenses required for use within the confines of the TV studio environment. It is our intent to acquire as much of this software (and hardware where necessary) through TechSoup and similar organizations that provide these tools for an administrative fee (normally \$5). The team intends to monitor the availability of software and hardware available through TechSoup and execute our plans to obtain these tools as available. Of course, this plan is dependent on our registering the fundraising arm of Oakland TV as a non-profit. The cost of this software and hardware will be greatly increased should we not pursue registration of the non-profit arm of the organization. We further intend to implement software used to edit and publish video files, many of which are offered without an annual license fee (including DaVinci Resolve) on all computing equipment having the minimal configuration necessary to support this software.

- Projected Maximum Cost: **\$5 per year**

- ✓ It is additionally our intent to use a software solution that can be made available to a large portion of the Oakland community interested in video production without requiring a sizable investment by either the TV Committee or members of the Oakland community. Our intent, covered in this plan, is to purposefully afford training to the community in the tools used for video production as a means of encouraging participation in the TV Committee, and this goal requires removal of the acquisition cost as a hurdle to participation starting in 2025.

- ✓ Projected Maximum Cost: **\$2,000**

- ✓ **Extend and Replace the Infrastructure of the Committee**

- In 2023, the TV Committee replaced 2 of our 3 video cameras with more modernized video cameras to be used at remote video programs. We plan on obtaining a spare third camera during the planning horizon, with that purchase being financed through funds generated from our sponsorship program and possible grant opportunities.
- There are locations where the Oakland TV Committee participates in broadcasting events and meetings of the community. While it would be ideal to broadcast live from the studio located in proximity of the Oakland Council Chambers, the cameras used for recording these events not located in proximity of the council chambers are not conducive for this activity. Our intent is to augment the camera gear used for capturing meetings and events within Oakland with cameras permanently linked to the recording studio (of course a networked environment that could capture the camera signal from the TV studios is anticipated and a prerequisite for the functionality of these cameras). Our intent is to augment the permanent camera gear with additional cameras located at the Oakland Senior Center (goal for 2024), the Oakland Rec Fields (goal for 2026), and the Oakland Public Library (goal for 2028). The first item in our plan is to acquire autonomous networked relocatable PTZ cameras that can be located anywhere the Oakland broadband network is available. The anticipated cost of this initiative is based on a cost of \$3,000 - \$6,000 per camera (likely 4 cameras at each location) plus any networking hubs (a minimal cost) and local wiring and installation costs. We anticipate the cost of this initiative will be greatly reduced as the Oakland network is enhanced to include locations planned for these cameras. We fully expect the cost of this camera equipment to lessen over the planning horizon as more capable cameras come onto the scene. We will also look for grants and donations to offset these costs. Ideally, we will acquire a battery of mountable PTZ cameras that can be magnetically positioned into place ahead of events, thereby reducing the number of cameras required to tape events and meetings throughout the Borough of Oakland.
  - Projected Maximum Cost Per Location: **\$30,000 - \$40,000** (*\$30k if wireless relocatable cameras, \$40k if we acquire dedicated cameras*)
- It is the intent of the TV Committee to develop and implement a power continuity management plan which will call for scheduling and executing a maintenance cycle for the uninterruptible power supplies used within the racks within the studio environment and other battery backups used throughout the studio. All of this power conditioning equipment will age beyond its anticipated lifespan during this five-year vision and should be candidates for replacement starting with the rack mount power conditioning equipment

that protects the integrity of the video servers and hubs during 2024 and 2025. Tentative plan to replace entire units and/or batteries at a rate of one unit per year:

- **2024** - Rack 3 Tripp Lite battery replacement (Installed in 2021, just battery should need to be replaced) - Budget **\$300**
- **2025** - Rack 1 APC entire unit replacement (past its age) - Budget **\$2,000**
- **2026** - Rack 2 APC entire unit replacement (past its age) - Budget **\$2,000**
- **2027** - Outer Room APC battery replacement (new as of 2022, just battery should need to be replaced) - Budget **\$300**
- **2028** - Programming PC APC battery replacement (new as of 2023, just battery should need to be replaced) - Budget **\$300**

✓ **Community Outreach to Extend Volunteer Pool**

- It is the intent of the Oakland TV committee to make a concerted effort to extend the volunteer pool through the hosting of training sessions and to host quarterly sessions that provide community benefit. Coupled with goal to “Develop a Plan to Cross Pollinate the Current and Future Volunteer Pool with Necessary Technical Skills” section below, these sessions will be focused on a variety of topics, such as how to capture high quality video, presenting video created by members of the Oakland community, how to use editing software to create graphics and edit videos and have guest speakers present to the community at large. It is the intent for the TV Committee to use facilities at the Oakland Public Library to facilitate this outreach in a partnership with the Library and split the cost for these community sessions starting in 2025 once coming to an agreement and working out a formal plan with the Library in 2024.

- Potential Approximate Cost: **\$2,000 per year**

✓ **Develop a Contingency and Continuity Plan for Technical and Operational Support**

- The TV Committee currently has a contract with OutreachFX to serve as the Control Room Engineer. There is little capability to provide tier I service from the membership of the committee. It is the intent to internally grow this capability through the training regimen listed above. Included in this five year plan is a line item that represents an operational risk to the TV committee (the Leightronix equipment). It is the intent and the responsibility to review the current hardware and software portfolio utilized for recording and transmitting events, and to either remediate risks or develop a sunset plan for risks that cannot be dispensed internally. A contingency plan will be developed semi-annually by the Television Committee and Control



Room Engineer which both categorizes the magnitude of the identified risks and puts forth a remediation plan to dispense the identified risks.

✓ **Develop a Plan to Cross Pollinate the Current and Future Volunteer Pool with Necessary Technical Skills**

- It is the intent of the TV Committee to also host its own annual training session on the use of the equipment utilized to broadcast out to the Oakland community. It is envisioned that this training will cover the equipment and workflow used to record video will be limited to members of the TV Committee, while training on the software used to edit video, namely Davinci Resolve, which would also be available for the public to use and learn to use via the training sessions at the Library. It is the intent of the TV Committee to select two products which support both PC and Apple systems and create a training regimen on the selected software selected during the 2024 calendar year with official committee training sessions taking place starting in 2025. It is our intent to offer minimal refreshments either donated by businesses within the community or financed through the committee in cases where donated refreshments cannot be obtained as this will either be an entire day training or will take place for a few hours over several weeks.
  - Potential Approximate Cost: **\$300 per year**

**Television Committee – Projected Proposed Budget Amounts Per Year:**

2024	2025	2026	2027	2028	Average Per Year
\$40,305.00	\$36,305.00	\$46,305.00	\$4,605.00	\$44,605.00	<b>\$34,425.00</b>

## Welcome, Website & Social Media Committee

✓ **Creating a Social Media Campaign**

- Reach out to Borough committees and Oakland 501c3's, schools, etc. to encourage supplying us with info/special interest for ongoing post campaigns.
- Town Employee and/or Volunteer of the week or month. Create a series to highlight one individual per period. It's a picture and a quick blurb. (The newsletter committee may consider collaborating and featuring and expanding as a more thorough expose on this person/s as well)

✓ **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 and approved for the ease and convenience of committee members and for Borough Hall should be a priority. Research should be done in **2024** 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. Purchase a plan in 2025.
- <https://hootsuite.com/industries/government#>
  - Approximate yearly cost: **\$3,000**

✓ **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 out in existence 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 **2024** and be implemented by 2025.
  - Potential Maximum Cost Allocated for Potential Changes: **\$500**

✓ **Welcome Packet**

- There is an average turnover of 300 households per year. The handbook would cost approximately \$1,000 per year. (Likely less- Approximately 20 pages, with heavy gloss cover \$2.50-\$3.00 per piece)
- The Welcome Bag cost depends on the quality and quantity selected. A good quality canvas bag ranges in cost \$10-16 per piece, while a lesser quality can be found for a cost between \$2-5 per piece. Estimate \$8.00 per piece.
- The cost of both the Welcome packet and bag would be offset by sponsorships by local businesses, whose logo and/or name would be featured on the bag and in the booklet.
  - Potential Maximum Cost Allocated for Entire Program Per Year: **\$3,400**

**Welcome, Website & Social Media Committee – Projected Proposed Budget Amounts Per Year:**

2024	2025	2026	2027	2028	Average Per Year
\$3,400.00	\$6,900.00	\$6,400.00	\$6,400.00	\$6,400.00	\$5,900.00

## Newsletter Committee

- ✓ **The committee should ensure its equipment is up to date and up to current technology standards.**
  - One voice recorder to use on interviews by committee members was purchased in August 2019 while a second one was purchased in September 2023. By the end of this Five Year Plan, one or both recorders should be looked into for replacement depending on condition, use, and technology changes. What type of recorder to purchase (if needed) would be examined in the final year of this plan in 2028 as the first recorder would be in its tenth year of service. In addition, a digital camera used by the Committee has been helpful to use to record short videos and take photos of events and subjects for stories. The camera was purchased several years ago but is very lightly used. If the camera is to be replaced, it would likely be replaced in the last year of the 5 Year Plan (2028), or be one of the early items to be replaced in the next Five Year Plan.
    - Projected Maximum Cost: **\$200.00**
- ✓ **Offer a Year-End Mailed, Paper Edition of the Newsletter**
  - Although the newsletter's primary form of delivery has changed to digital since it was relaunched in August 2018, an attempt to make hard copies also available was a popular idea, but impractical and time consuming to do. If more volunteers were to come on board, this could be reexamined, but is not an idea going forward. However, printing a year-end “top stories” edition that would be created and mailed to all residents was never fully investigated in the last five years (this was an idea originally included in the last Five Year Plan) but is still of interest to pursue, should there be enough volunteers to pull this off. It could also be used as a tool to promote the newsletter and get additional sign-ups for the digital newsletter. Research will be done in 2024 to create a layout, get additional quotes, figure out best methods, etc. with hopeful implementation in December 2025.
    - Projected Cost Per Year: **\$5,300 for printing + \$900 for postage = \$6,200**

### Newsletter Committee – Projected Proposed Budget Amounts Per Year:

2024	2025	2026	2027	2028	Average Per Year
\$0.00	\$6,200.00	\$6,200.00	\$6,200.00	\$6,400.00	\$5,000.00

## Bulletin Board Committee

### ✓ Extend the Reach and Infrastructure of the Bulletin Board

- The Bulletin Board is currently limited in scope to broadcasting at set times on the venues offered on Oakland TV. The intent is to augment the delivery platforms utilized by the Bulletin Board (such as StoryPrompt or Hootboard) to allow a full time bulletin board delivery platform aside from the services currently available. The plan is to pilot one tool using the content from the current bulletin board and determine how best to integrate such a platform into the existing workflow. Research to be done in 2024 to figure out the best service to use with implementation starting in 2025.
  - Projected Cost: **\$500 / year for StoryPrompt or \$300 / year for HootBoard**
- Augment the Bulletin Board with full-time displays installed at strategically important locations to improve the reach of the bulletin board. Current plans are to install these displays in the Senior Center and the Library, but other venues could also be considered based on the needs and desires of the residents of the Borough of Oakland.
  - Project Cost: **\$1,000 (\$500 per location)**

### ✓ Replace the Leightronix Programming Box

- Oakland currently utilizes a Leightronix video server to control the scheduling and augment the capture of information broadcasted to the Oakland community at large. The Leightronix Server is shared between the TV Committee and the Bulletin Board Committee. This equipment is at end of life and no longer being marketed nor supported by the vendor and needs replacement. Several solutions, including one marketed by the TelVue have been reviewed, and it is the intent to augment the functionality delivered through the Leightronix hardware with complimentary equipment marketed by TelVue. The capital expenditure of this change is anticipated to be expended early in the planning horizon and will fall more under the Television Committee, so this cost is not reflected in our committee's total.
- This change will afford the Bulletin Board Committee to extend the reach of the committee by offering the delivery of Bulletin Board broadcasts to new venues, such as mobile devices (Apple

and Android centric devices) as well as streaming platforms (Amazon, Roku, Apple TV, etc.). The Bulletin Board portion of this replatforming will be towards the software used for publishing the bulletin board, starting in 2025.

- Projected cost: **\$2,000**

✓ **Better Support and Modernize the Hardware and Software Utilized by the Bulletin Board Committee**

- Enable consistency to improve the visual readability of the content displayed on the bulletin board. While the current vehicle is to utilize whatever tools are available to create the content which is then stored as images and published to the bulletin board, the result is that some of the content is very crisp and readable while other content is fuzzy and hard to decipher. The intent is to provide to every member of the Bulletin Board committee who does not have MS Office at their disposal one seat in MS Office 360 for setting the minimum bar of quality included in the bulletin board starting in 2024.
  - Projected Cost: **\$99 / year** for a 5-seat license (available for a \$5 administrative fee through TechSoup)
- It is the intent of the Bulletin Board Committee to provide a starter set of content to spark the creative juices of members of the committee when creating said content. One such platform is PresenterMedia, a starter pack of PowerPoint templates that can be utilized to create the necessary content. After necessary volunteer training is done in 2024 on PowerPoint, we would look to purchase this plan starting in 2025.
  - Projected Cost: **\$59 / year**

✓ **Community Outreach to Expand the Volunteer Pool**

- It is the intent of the Oakland Bulletin Board Committee to make a concerted effort to extend the volunteer pool through the hosting of training sessions and to host quarterly sessions that provide community benefit. Hosted community sessions will be focused on a variety of topics, such as how to use Microsoft PowerPoint to create high quality slides, with the hope that some of those attendees would then consider joining the Bulletin Board Committee as a member. It is the intent for the Committee to use facilities at the Oakland Senior Center, the Oakland Public Library and other venues to facilitate this outreach.
  - Projected Maximum Cost: **\$0**

✓ **Develop a Plan to Cross Pollinate the Current and Future Volunteer Pool with Necessary Technical Skills**

- It is the intent of the Bulletin Board Committee to offer training on the use of its equipment and software to its volunteers and other Borough entities, such as the Police Department, Oakland Public Library, etc. so they can post their own messages and alerts to the Oakland community once a new programming box is purchased. The plan is to conduct such a training at the Senior Center or the Oakland Public Library. Whether led by a volunteer or if a paid trainer would need to come to teach how to use the equipment, the plan would be to offer minimal refreshments either donated by businesses within the community of Oakland or acquire minimal refreshments to be provided. Such training should be offered once every other year to provide a refresher to current users and to train new users. Assuming a new programming box is purchased in 2025, training would take place starting in 2025 on an annual basis.
  - Projected Maximum Cost: **\$600**

**Bulletin Board Committee – Projected Proposed Budget Amounts Per Year:**

2024	2025	2026	2027	2028	Average Per Year
\$1,399.00	\$2,258.00	\$2,958.00	\$3,258.00	\$3,258.00	<b>\$2,626.20</b>

## Conclusion

After my first rodeo doing this five years ago, this plan was definitely a little easier to produce now, having a successful template and model to go off of. However, what was a big help this time was the buy-in I had from the committee chairs this year. Jim, Kerri, Andrea, and Mark - I am greatly appreciative of your interest in wanting to make this Five Year Plan a success and doing your part to write your segments, do your own research, and come up with ideas to make the Plan even better.

After the first successful plan, it is nice to see how this version is being taken much more seriously than the last. There were certainly doubters that the last Five Year Plan was all a waste of time, but the proof is in the pudding as they say. The vast majority of ideas and plans either came to fruition or are still in the process of being accomplished. Positive comments from council people, our council liaisons, Borough administration, and volunteers who have joined committees and the commission since late 2018 have bolstered the importance and validity of this document. It is my sincere hope that this plan for 2024 through 2028 elicits the same interest, passion, and success as its predecessor.

As always, I appreciate the feedback received from OCC commissioners and committee volunteers past and present and I hope that they feel that their shared opinions and thoughts will be listened to and are 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. Let's make the next five years as successful as the last five and let this document be our guide to staying on track and getting things accomplished for the residents of the great Borough of Oakland, New Jersey.

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