

PUBLIC RELATIONS PROGRAM

Public Participation,
Public Information, Public Affairs

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PUBLIC RELATIONS

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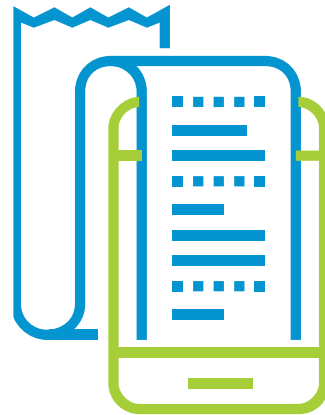
TACTICS, TOOLS & STRATEGIES

- ACOG Publications, Print and Digital
 - Corporate Identity
 - ACOG Website, acogok.org
 - ACOG eNewsletter
 - PowerPoints, Presentations
 - Plans, Brochures
- News Releases and Advisories
- Social Media (Facebook, Twitter, Blog, Instagram)
- Special Events, Promotions
- Strategic Planning, Crisis Communications
- Community Relations, Awards, Community Groups

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**SEARCH ENGINE
OPTIMIZATION**



STORYTELLING



**PUBLICITY and PUBLIC
INFORMATION**

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PUBLIC AFFAIRS

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LEGISLATION, LOBBYING

- Legislative Issues
- Bill Monitoring, Bill Tracking
- Lobbying
 - ACOG agrees to adhere to Section 1352, Title 31, U.S. Code, which in part prohibits the use of Federal appropriated funds by the participant(s) for influencing the making or modification of any Federal contract, grant, loan or cooperative agreement.
 - Based on The Central Purchasing Act of the State of Oklahoma, 85.22. Notarized Sworn Statement Attached To Competitive Bid, ACOG employees are prohibited from directly lobbying state elected officials for legislation leading to the letting of contracts to ACOG.
 - OARC, OML, NADO, NARC, Cities and Chambers

PUBLIC AFFAIRS

ADVOCACY

- Letter-Writing
- Electronic Calls to Action
- Phone Calls
- Legislative Visits
- Hearings and Testimonies

PUBLIC INFORMATION

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SUNSHINE LAWS

Sunshine laws are regulations requiring openness in government or business. Sunshine laws make meetings, records, votes, deliberations and other official actions available for public observation, participation and/or inspection. Sunshine laws also require government meetings to be held with sufficient advance notice and at times and places that are convenient and accessible to the public, with exceptions for emergency meetings.

- ACOG is subject to the Oklahoma Open Meeting Act (25 O.S. Sections 301 - 314), an Oklahoma state law that requires that all meetings of public bodies (state and local boards and commissions) must be open to the public and that the public must be given advance public notice of such meetings. Together with the Oklahoma Open Records Act, the Act serves to encourage the public to participate in and understand the governmental processes and governmental problems throughout the State.

PUBLIC INFORMATION

OPEN RECORDS, OPEN MEETINGS

- Virtually all ACOG meetings are subject to Open Meetings. The exception is Executive Sessions, which must be publicized in advance, and also must adhere to certain guidelines.
- Virtually all ACOG documents and records are subject to Open Records. One exception is personnel records and some data, which rises to a proprietary level.
- FOIA Oklahoma
 - <http://foioklahoma.org/>
 - Open Government Pledge for Candidates
 - First Amendment Awards
 - Black Hole Award
- ACOG Media Spokespersons and PIO

PUBLIC INFORMATION

FOIA

The Freedom of Information Act (FOIA) is a law that gives citizens the right to access information from the federal government. Although FOIA does not apply to ACOG as we are not a federal agency, the federal agencies that provide funding to ACOG are subject to FOIA. These include, but are not limited to:

- U.S. Department of Transportation, Federal Highway Administration, Federal Transit Administration
- U.S. Department of Energy
- U.S. Economic Development Administration
- U.S. Environmental Protection Agency

PUBLIC INVOLVEMENT

WHAT IS PUBLIC INVOLVEMENT

Public involvement, often referred to as PUBLIC PARTICIPATION, is not a single event, but rather a process of engaging the public in decision-making by giving citizens opportunities to provide input and influence decisions that affect their lives.

The goal of ACOG's public involvement efforts are to advocate and strengthen early and meaningful public participation in the transportation planning process.

PUBLIC INVOLVEMENT LEVELS

- Inform
- Consult
- Involve
- Collaborate
- Empower



PUBLIC INVOLVEMENT GOALS



SOCIAL INCLUSION



FAIR TREATMENT



MEANINGFUL INVOLVEMENT

- Clear Opportunities for Public Influence

PUBLIC INVOLVEMENT GOALS



RELATIONSHIPS
Relationship Building



TRUTHFULNESS

- Sharing Truthful Information
- Providing Comprehensive Information
- Providing Clear Information

PUBLIC INVOLVEMENT TOOLS

- Situation Assessment
- Existing Networks
- Translation Services
- News Releases, Trustworthy News Outlets
- Technical Assistance
- Public Meetings, Briefings, Availability Sessions
- Phone Calls
- Fact Sheets, Newsletters, Web Site
- Information Repositories
- Social Media
- Non-Traditional Tools like plays, parades, songs, electronic billboards, storytelling and more

QUESTIONS?

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ASSOCIATION OF
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GOVERNMENTS

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