Meeting Management 103

- Navigate media involvement and technology in meetings
- Gain knowledge of ADA requirements
- Apply Sunshine Law and the Open Meetings Act appropriately to meetings

Media Training: 13 Tips to Consider Before Talking to a Reporter
By Gini Dietrich, Founder & CEO, Arment Dietrich Inc.

1. Use normal, simple speech that is positive and enthusiastic

2. Make eye contact with the interviewer, not the camera, audience, or on-lookers

3. Re-emphasize your main point and repeat key messages

4. Always repeat the question in your answer; never answer with just a “yes” or a “no”

5. Feel free to offer important information, instead of waiting for the reporter to ask for it

6. Finish your statements, instead of allowing the reporter to sidetrack the conversation

7. Don’t be intimated by silence from the reporter, it is a trick to get you to offer more

8. If the reporter gets you off message, always bring your answer back to your key points
9. Never ask for a comment to remain "off the record", it doesn't exist

10. Never answer hypothetical questions

11. Offer help and be as polite as possible

12. Remember it is okay not to answer a question if you don't know the answer - tell the reporter you will find the answer and get back to him/her

13. Remember everything said within earshot of a reporter is game for a story

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**Media Protocol within an Organization**


The purpose is established or designed to:

- ensure effectiveness, clarity and timeliness of action when matters concerning one or both parties are, or are deemed likely to be, of public/media interest.
- ensure that the areas of responsibility and related working practices across both parties are clearly defined to enable a coherent and informed response to public/press interest.
- ensure a good working relationships between the two parties, with particular emphasis on the respective communications leads.

It does not, under any circumstances, seek to place restrictions on, or influence the message of, either party.

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**12 tips for attracting news media**

By Susan Passl-Klaus of The United Methodist Church

1. Create a newsworthy event.
2. Come up with a clever, attention-getting name for your event.
3. Invite local celebrities or community notables to participate.
4. Plan for "Kodak Moments."
5. Choose an articulate spokesperson to represent your event/cause to the media.
6. Getting media coverage is all about relationships.
7. Don’t wait until the last minute.
8. Pestering is a turn-off, but follow-up is a necessity.
9. Don’t limit your contact to one media outlet.

10. Check with your local newspaper and public-access cable television channel to see if they maintain a community calendar or electronic bulletin board where you can list upcoming events at no charge.

11. Be sure to maximize your church or organizational Web site to post news and information about upcoming events.

12. Write a thank-you note or letter of appreciation to the reporter or media outlet that covered your event.

Agenda and Meeting Management

Agenda.NET
http://www.provox-systems.com/documents/43.html

PEAK by Granicus
http://www.granicus.com/solutions/agenda-management/agenda-overview/

Intelligent Meeting Management
http://www.ipm2.com/About/Accela.aspx
Agenda and Meeting Management

ADA Requirements and Technical Assistance

The Americans with Disabilities Act of 1990 requires the Department of Justice, along with other Federal agencies, to provide "technical assistance to individuals and institutions that have rights or duties" under this law.

The Department produced technical assistance materials for its 1991 ADA regulations implementing Title II (State and local governments) and Title III (public accommodations and non-profit service providers) and again in 2010 when the Department revised its ADA regulations for both titles.
The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, State and local government services, public accommodations, commercial facilities, and transportation. It also mandates the establishment of TDD/telephone relay services. The current text of the ADA includes changes made by the ADA Amendments Act of 2008 (P.L. 110–325), which became effective on January 1, 2009. The ADA was originally enacted in public law format and later rearranged and published in the United States Code.

Who is Covered by Title II of the ADA

The title II regulation covers "public entities."

"Public entities" include any State or local government and any of its departments, agencies, or other instrumentalities.

All activities, services, and programs of public entities are covered, including activities of State legislatures and courts, town meetings, police and fire departments, motor vehicle licensing, and employment.

Unlike section 504 of the Rehabilitation Act of 1973, which only covers programs receiving Federal financial assistance, title II extends to all the activities of State and local governments whether or not they receive Federal funds.

Private entities that operate public accommodations, such as hotels, restaurants, theaters, retail stores, dry cleaners, doctors’ offices, amusement parks, and bowling alleys, are covered by title III of the ADA.

Public transportation services operated by State and local governments are covered by regulations of the Department of Transportation.

DOT’s regulations establish specific requirements for transportation vehicles and facilities, including a requirement that all new buses must be equipped to provide services to people who use wheelchairs.

Overview of Requirements

May not refuse to allow a person with a disability to participate in a service, program, or activity simply because the person has a disability.

Must provide programs and services in an integrated setting, unless separate or different measures are necessary to ensure equal opportunity.

Must eliminate unnecessary eligibility standards or rules that deny individuals with disabilities equal opportunity to enjoy their services, programs or activities unless “necessary” for the provisions of the service, program or activity.

Are required to make reasonable modifications in policies, practices, and procedures that deny equal access to individuals with disabilities, unless a fundamental alteration in the program would result.
Must furnish auxiliary aids and services when necessary to ensure effective communication, unless an undue burden or fundamental alteration would result.  

May provide special benefits, beyond those required by the regulation, to individuals with disabilities.  

May not place special charges on individuals with disabilities to cover the costs of measures necessary to ensure nondiscriminatory treatment, such as making modifications required to provide program accessibility or providing qualified interpreters.  

Shall operate their programs so that, when viewed in their entirety, they are readily accessible to and usable by individuals with disabilities.

Hearings, Meetings, Trainings, Classes, Tours and Special Events

Do you relocate meetings, hearings, trainings, classes, tours, and events if a person with a disability wants to attend and the location is not accessible?

If a person's disability (e.g. agoraphobia, severe environmental allergies) makes it impossible for them to attend a meeting, hearing, training, class or event in person, are they permitted to attend remotely (e.g., conference call, video conference, webcast, voice-over)?  

If Y, please specify in comments.

Have you reviewed any materials you distribute to see if they are welcoming to people with disabilities and reflect a diverse population? For example, if you have pictures of people in brochures or presentations, do the photos include people with disabilities and portray them in a way free of stereotypes?

Through a notice, does the Department make information available to the public regarding the fact that the ADA applies to the services, programs, and activities of the Department other than employment?

If Y, please respond:
Advisory Committees and Boards

Equipment (including Technology) and Furniture

Accessibility and Maintenance of Features

Emergency Procedures...and many, many more

Any questions?

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