



**National Association of  
Government Communicators**

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**Good Government Requires Good Communication**  
*Statement from the National Association of Government Communicators*

FALLS CHURCH, VIRGINIA (Jan. 24, 2017) — The [National Association of Government Communicators](http://www.nagconline.org), in light of actions taken by federal agencies regarding communication during the transition to the new administration, is compelled, in the public interest, to issue the following statement.

“Our new president said in his inaugural address, and via Twitter, that, ‘What truly matters is not which party controls our government, but whether our government is controlled by the people,’ and that Jan. 20, 2017, ‘will be remembered as the day the people became the rulers of this nation again.’ Whether that vision will become our reality is uncertain, but what is certain is for that to happen, government communicators, at all levels of the administration, must be allowed to practice their profession, to serve the public interest by being the timely, credible and trusted source of factual information about government. The new administration needs to understand that good government requires good communication. Good communication is guided by ethics, like not knowingly or intentionally withholding information that is publicly releasable, taking swift and effective action to prevent the public release of false or misleading information, and above all else never lying to the media because in government communication, the truth is sacred.

“Regardless of whether the shuttering or suspension of Twitter accounts and the cessation of external engagement is directed by the administration, or, is an action initiated organically by federal agencies, the actions are contrary to the public interest and incompatible with the [NAGC’s Code of Ethics](#). The realignment of messaging, reprioritization of communication and assessing an agency’s digital footprint can be achieved without the draconian measures being taken by some federal agencies.

“Effective communication strategy, planning and execution are sound principles worth reinforcing in government communication – principles that can be reinforced without across-the-board and indiscriminate actions that limit public access to timely, accurate and relevant information about their government.

“The administration must know the first step to a government ‘controlled by the people,’ is providing people the information they need about the activities of their government. It is a principle of government communication that predates the American Revolution.

“The [NAGC](#) hopes those in leadership positions heed the counsel of the NAGC’s members who adhere to our [Code of Ethics](#) and execute the best practices of our profession to convey information about government to the citizens of our great nation, and find more measured means to transition their communication strategies with the new administration.”

Members of the NAGC are dedicated to the goals of better communication, understanding, and cooperation among all people. We believe that truth is sacred; that providing public information is an essential civil service; and that each citizen has a right to equal, full, understandable, and timely facts about the activities, policies and people of the agencies comprising his or her government. NAGC members’ professional conduct must comport with the association’s Code of Ethics.

*The National Association of Government Communicators is a not for profit association dedicated to advocating, promoting and recognizing excellence in government communication. NAGC is dedicated to providing opportunities for individual professional development and career advancement, enhancing effective communication with constituents, and advancing the profession of government communication.*

*The principal purpose of NAGC is to advance communication as an essential professional resource at every level of local, state, tribal and national government.*

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***NAGC: Good Communication ... Good Government***