

MAGC CODE OF ETHICS

Members of the Minnesota Association of Government Communicators (MAGC) pledge and profess dedication to the goals of better communication, understanding and cooperation among all people. We believe that truth is inviolable and sacred; that providing public information is an essential civic service; and that the public at large and each citizen therein has a right to equal, full, understandable and timely facts about their government. Members will:

- ❑ Conduct themselves professionally, with truth, accuracy, fairness, responsibility, accountability to the public and adherence to generally accepted standards of good use.
- ❑ Conduct their professional lives in accordance with the public interest, in recognition that each of us is a steward of the public's trust.
- ❑ Convey the truth to their own agencies' management, engaging in no practice that could corrupt the integrity of channels of communication or the process of government.
- ❑ Intentionally communicate no false or misleading information and will act promptly to correct false or misleading information or rumors.
- ❑ Identify publicly the names and titles of individuals involved in making policy decisions, the details of decision-making processes and how interested citizens can participate.
- ❑ Represent no conflicting or competing interests and will fully comply with all statutes, executive orders and regulations pertaining to personal disclosure of such interests.
- ❑ Avoid the possibility of any improper use of information by an "insider" or third party and never use inside information for personal gain.
- ❑ Guarantee or promise the achievement of no specified result beyond the member's direct control.
- ❑ Accept no fees, commissions, gifts, promises of future consideration or any other material or intangible valuable that is, or could be perceived to be, connected with public service employment or activities.
- ❑ Safeguard the confidence of both present and former employees and of information acquired in meetings and documents, as required by law, regular and prudent good sense.
- ❑ Not wrongly injure the professional reputation or practice of another person, private organization or government agency.
- ❑ Participate in no activity designed to manipulate the price of a company's securities.