

# FMCA's Pledge of Excellence

I, \_\_\_\_\_ as an FMCA Member, pledge to honor the profession of local government communications through my commitment to excellence and to faithfully support the following efforts:

## HONESTY

We communicate truth and provide essential context.

## CANDOR

We give the public all the information they need to make informed decisions.

## ACCURACY

We check and recheck our facts and correct any errors promptly.

## COURAGE

We communicate truth even in difficult situations.

## EXCELLENCE

We uphold the highest professional standards consistent with the medium and context.

## OPENNESS

We respect our critics and are open to growth in our understanding and approach.

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Signature

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Date