

NEW GPA STUDY OFFERS A ROADMAP TO IMPROVE GOVERNMENT COMMUNICATIONS

Study completed
in partnership with:

NAGC
NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS

**SCHOEN
COOPERMAN
RESEARCH**

AXIOS

Ragan

The GW Government and Public Affairs (GPA) Study gathered input from federal, state, and local communicators and communications professionals who engage with the government on behalf of private companies and nonprofit associations. Among the results, two things are clear. First, to increase the effectiveness of government communication, messaging and method of delivery need to be modernized and diversified. Second, ongoing training and education are vital to long-term success.

KEY FINDINGS

56%

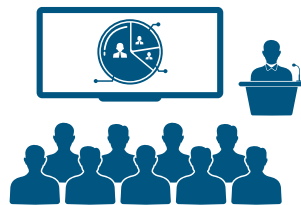
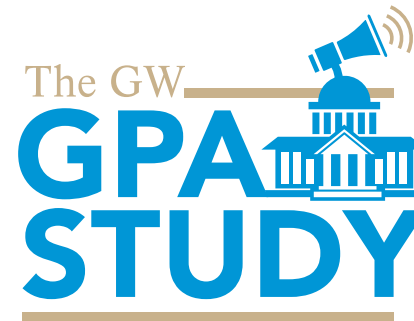
Public **somewhat trusts** government information

68%

Decline in trust is due to **disinformation**

58%

Decline in trust is due to perceived **political motivation**



NEXT STEPS

**PR EDUCATION AND TRAINING
ARE PART OF THE SOLUTION***

GW

Masters Degree in Strategic Public Relations
Graduate Certificates in [Public Relations](#) and [Digital Communications](#)

SEVERAL CHALLENGES CAN BE ADDRESSED NOW



Modernizing approach to reach diverse audiences and more socioeconomic categories



Devoting resources to hire and train talent and support continuing education for professionals



Utilizing social media more effectively

**FOR MORE
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*2023 GPA Study findings