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NAGC Names Tiffany Norton as 2020 Communicator of the Year

MINNEAPOLIS (May 21, 2020) — The National Association of Government Communicators announced Wednesday that Tiffany Norton, Public Information Officer for Dorchester County Government, South Carolina, is the NAGC 2020 Communicator of the Year.

The NAGC Communicator of the Year Award recognizes a government communicator who has fostered public trust and personifies the role of government communicators by delivering timely, accurate and meaningful information to the public. As a county government PIO, Norton ensures the more than 165,000 county residents receive timely and relevant information during emergent and day-to-day operations. Norton does this through the county's website and 17 social media accounts while handling media inquiries and freedom of information action requests.

During emergencies, Tiffany staffs the county's emergency operations center and communicates to the media and citizens on behalf of the County, its municipalities, school districts and utilities. She re-developed the county website and created the online newsroom, which won the county the J. Mitchell Graham Memorial Award in 2019 from the South Carolina Association of Counties. The J. Mitchell Graham is awarded annually to the county with the best new service. This was the first time Dorchester County has won the award.

The NAGC Board of Directors selected Norton from a field of impressive nominees from federal, state and local government agencies. "Tiffany Norton's integrated and synchronized approach to communication exemplifies the benefits of having such a talented communicator working in government. Her work helps ensure the right message gets to the right people at the right time via the right channel. It is that kind of effort that led to a finding in the 2020 Edelman Trust Barometer showing local/state government is more trusted than the federal government."

As Communicator of the Year, Norton joins a prestigious group of noted communicators who have exemplified the ethics of good communication and good government through their professionalism and superior performance in serving the people of the nation.

Prior to joining Team Dorchester County, Tiffany served as the Events Coordinator and Public Information Officer for the town of Summerville, South Carolina, where she launched the town's public information program. Tiffany is credited with landing the town in the *Guinness Book of World Records*—not once, but twice—for the World's Largest Sweet Tea.

Norton is a U.S. Coast Guard Veteran and holds a Bachelor of Arts in Political Science from the College of Charleston and a certification as a Public Communicator from Texas Christian University.

Established in 1976, the National Association of Government Communicators is the only national not-for-profit association dedicated to advocating, promoting and recognizing excellence in government communication. NAGC provides world-class communication training to its members and non-member government communicators through its annual Communications School and monthly professional development opportunities.

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