



**National Association of  
Government Communicators**

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## **NAGC Names Bob Muir 2016 Communicator of the Year**

**March 23, 2016 (Falls Church, Va.)** – The [National Association of Government Communicators](http://www.nagconline.org) has selected Bob Muir, manager of the Press Office of the Metropolitan Water District of Southern California, as its 2016 Communicator of the Year.

The [NAGC Communicator of the Year Award](#) recognizes a government communicator who fostered public trust by personifying the role of government communicators in delivering accurate, timely and meaningful information to the public -- sometimes under extraordinary circumstances. Muir earned the award for his responsiveness, subject matter expertise, and straight talk in communicating to media and with the public during the 2015 Southern California drought.

“As the importer of water supplies and regional water planner for 19 million residents, the Metropolitan Water District became a center of national and international media focus,” said Muir’s co-worker Sue Sims, group manager, external affairs, Metropolitan, who submitted his nomination. “It was Bob, chief press spokesperson and communication planner, who helped convert hundreds of frantic phone calls into nearly 1,000 cogent news stories about the evolving water challenge for Southern California. He demonstrated outstanding leadership in 2015 by promoting and enhancing professional communication by a public agency. Muir also played an important role in crafting Metropolitan’s award-winning \$5.5 million, multi-media water conservation advertising campaign that was produced in five languages and generated nearly one billion impressions throughout the Southern California media market on TV, radio, outdoor, digital and social media,” said Sims.

An NAGC panel of judges reviewed several nominations packages before selecting Muir and two additional finalists. “What really set him apart from the other candidates were the metrics noted in the nomination package,” said NAGC President John Verrico. “They showcased the extensive effectiveness of his various efforts across a variety of communication platforms, resulting in increases of community participation in programs, and extraordinary interaction generated by the water conservation campaign.”

Other finalists included Jill Finney, communications director, City of Nixa, Missouri, and Chris Floore, assistant to the county manager for public affairs, Macon-Bibb County, Georgia.

Muir, who will receive his award during the 2016 NAGC Communications School, June 7-9, 2016, in Washington, D.C., is a primary spokesman, and oversees district relations with reporters and editors at local, regional, state, national and international print and electronic media outlets as well as social media platforms. He joined Metropolitan in 1989 as a public affairs assistant writing articles for and designing internal and external district magazines and newsletters. He was promoted to media relations in 1990. Prior to joining Metropolitan, Muir was city editor of the *Pomona Progress-Bulletin* newspaper, where he also served as a general assignment reporter. He also contributed to the *Los Angeles Times*. He earned a bachelor's degree in journalism from the University of La Verne.

*The National Association of Government Communicators is dedicated to advocating, recognizing and promoting excellence in government communication in federal, state, local and tribal government.*

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