

## GT News was Launched as an Information Platform

The platform can be accessed through <https://news.gob.gt/> - to find features in English language.

*Guatemala City, AGN- By Brenda Larios*



***“Today, we are pleased to introduce a new official communication platform. With this, we are complying with the instructions of President Alejandro Giammattei. He has instructed us to communicate to more Guatemalans, stakeholders, and the media about the government’s actions”*** said Press Secretary Lopez Oliva. In this regard, he indicated that these actions are aimed at reaching both inside and outside the borders with information on government actions through a digital platform.

### **Creation**

This information website was created in compliance with the Government Policy based on the fourth pillar, Responsible, Transparent, and Effective State, and with the fifth pillar: Relations with the World, to reach out to other countries where English is the native language.

According to Press Secretary López Oliva’s statements: “In the context of the Agencia Guatemalteca de Noticias -AGN- operation and the era of globalization, an English-language version is launched.” For this purpose, the existing structure of AGN in Spanish will be used as a reference and basis. It will be translated into English for strategic and relevant dissemination to English-speaking audiences. Likewise, this new informative platform complies with Article 12 of the Executive Branch Law, which establishes the main functions of the Secretariat of Social Communication. According to the regulations, one of these functions is to serve as an information channel with the media, as well as to formulate, coordinate, and carry out the Government of the Republic’s communication policy.

## **About the Platform**

Press Secretary Kevin López Oliva reported that this new platform is divided into four specific axes:

Globalization

Technological advance

Defense against media attacks on the country

Information sources for international media

He also stated that the main objective is to provide relevant and strategic content on Guatemala and the work of the Executive branch in English, to increase the presence of official information.  $\mu$ The symbol is an interpretation of the update button, which means that it is a news agency that operates in a digital world and keeps up with national events.

## **The image**

Likewise, a San Serif font is used for the logo, representing modernity, movement, and dynamism. Its color is blue, representing Guatemala and reflecting serenity, calm, peace, spaciousness, trust, and honesty. In addition, it will be the main source of information for Guatemalans living abroad. Also for the media, stakeholders, think tanks, and the international community.

The Press Secretary declared, "We put this tool at the service of diplomatic missions that will facilitate the transfer of information to their respective accrediting States and help them fulfill their very important tasks in the country." This may be known through <https://news.gob.gt/> and will have written and audiovisual content in English.