Alberta News release

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Review of Public Affairs Bureau will ensure government is communicating effectively with Albertans

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Alberta Premier Ralph Klein

Calgary... Premier Ralph Klein has asked Calgary West MLA Ron Liepert to lead a three-person committee to review the mandate, resources, services and governance model of the Alberta Public Affairs Bureau.

Other members of the PAB Review Committee are Mr. Crosbie Cotton of Calgary, former journalist and subsequently editor in chief of the Calgary Herald, and Ms. Judith Dyck of Edmonton, an independent communications consultant.

"There is no doubt that communicating with Albertans is among the most important things we do," said the Premier. "I want to make sure that we are getting it right. There are many very dedicated people working hard on behalf of Albertans in the Public Affairs Bureau. It is an organization that was established in the mid-1970's. Communication has changed since that time and it's time to reflect and ensure that we continue to have the best structure to meet today's challenges."

"I understand the mission of the Public Affairs Bureau is to help the Alberta government in its ongoing dialogue with Albertans by providing quality, coordinated and cost-effective communications services. My task is to ensure that those goals are being met," said Liepert. "The governance model of the PAB has not been reviewed in many years, and so this is timely," he added.

The Premier has asked Liepert to submit his report at the annual September Caucus Planning Session. The costs and expenses associated with this review will be covered within existing Executive Council budgets.

Alberta **Backgrounder**

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Terms of Reference

1) To review the mandate/mission of the PAB to ensure its relevance to the current government and communications environment;

2) To determine whether the financial resources of the PAB are properly distributed to achieve maximum effect;

3) To ensure that the services offered by the PAB continue to meet the needs of its various client groups and the public;

4) To review the PAB organization structure and governance models.

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