

## RCMP Communications in the New Millennium

Coincidentally, as we approach the new millennium, the RCMP is examining many aspects of its mandate to see how we can better serve our various clients within our overall role of providing safety and security to Canadians. Not surprisingly, given the speed at which media are evolving in this new age, the Force is taking a close look at our communications resources and strategies. There are wonderful new opportunities in this field and we are striving to take full advantage of them. As the Force becomes increasingly served by electronic communications internally, we are spending more of our resources reaching out to our members via this medium. Our employees are better served by a means of communication which is rapid, easily accessible and shaped in lengths more appropriate to be read by busy individuals.

The new opportunities which are afforded in communications of necessity has us re-thinking how best to use our limited human and financial resources to provide our communicators with the most effective tools. Our communications group at Headquarters spent several months this year examining their mission and their means of accomplishing it. As a result, we will be changing the way we are organised.

Also, we are changing the way we deliver information through our existing publications, the *RCMP Gazette*, the *RCMP Quarterly* and the *Pony Express*. Consultation with our client base for these information vehicles is taking place, and we will be providing more specific details of the changes which are planned.

With specific reference to the *Quarterly*, we have arrived at the conclusion that after the Summer and Fall 1999 issues have been published, the RCMP will not be continuing to publish this magazine in its present form. The resources which we are providing to this publication cannot meet the priority test of our communications commitments. This does not mean, however, that we are abandoning our obligation to reach out to our employees and veterans with the unique blend of social, anecdotal, operational, community and historical information which is the *Quarterly*. We will be consulting with all the stakeholders, including the veterans, to see how we can best continue delivering this information through another publisher or in a different form.

Feedback from the readers of the *Quarterly* has expressed concern that the loss of the *Quarterly* in its present form would represent a considerable blow to the esprit corps of the RCMP and its veterans. In our view, the esprit de corps of this organization lives in the hearts of our employees and veterans based on the pride they share for serving Canadians coast to coast to coast. We are sensitive to the need to preserve the special manner in which the *Quarterly* helped foster this sentiment in whatever form our revised communications strategy eventually takes. We hope that our clients and readers will share with us our excitement about being part of the process of bringing RCMP communications to a much higher level of information delivery.

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