

## INTERNATIONAL MEDIA CENTRE

The International Media Centre was an on-site facility providing a variety of services and facilities for media covering EXPO 86. The purpose of the Centre was to provide technical facilities for filing print and broadcast stories, to handle bookings for satellites and off-site services and facilities, to provide a briefing theatre and point of distribution of publicity materials for EXPO 86 and its participants.

During the Exposition, the Expo 86 Corporation operated an on-site media centre on site with interview rooms, briefing areas and a fully-equipped and staffed media workroom. Hours: 0800 to 2200, seven days a week.

From April 26-May 12, in the busy Opening Day period, the International Media Centre and Accreditation Centre was located at the B.C. Place Stadium, adjacent to the EXPO 86 site. Some 5500 Media representatives received accreditation prior to and during this period. After May 5, the International Media Centre was located on the second floor of the West Building A, in the B.C. Pavilion Complex and provided 1672 square metres (18 000 sq. ft.) of working space.

The International Media Centre accommodated approximately 10 000 national and international print, radio and television journalists throughout the 1986 World Exposition.

The following services were available: accreditation application and processing, temporary access card validation; interview bookings; assistance in satellite bookings; on-site transportation; general information; information on facilities and services for radio and television broadcasters. The Media Relations department did not handle hotel reservations for visiting media.

Facilities included: IBM/EXPO INFO touch-screen terminals; work area with telephones (15 charger call units); 10 electric typewriters.

Canadian Press, Broadcast News, both Vancouver daily newspapers (The Vancouver Sun and The Province) and 10 metro radio stations were located in the International Media Centre.

## ACCREDITATION/MEDIA PASSES

The total number of media accredited for EXPO 86 was 10 200. The breakdown was: 1200 Overseas, 5000 Canadian; 5000 U.S. A computerized system was set up in January 1986 to process applicants. Over 4000 applications were received from the initial February 1986 mail-out of forms to media on the 20 000-strong EXPO 86 media mail list.

Applicants underwent a rigorous credentials check, usually by telephone, to ensure they met with EXPO 86 criteria of being working media requiring site access to EXPO 86. The verification process resulted in 1000 media being denied accreditation.