

## C. Divisions

### 1. COMMUNICATIONS AND MARKETING

Vice President Communications and Marketing: George Madden  
Director Information Services: John L. Thomson  
Director Media Relations: Gail Flitton  
Director Entertainment Publicity: Linda Oglov  
Director Marketing Canada: Sandy Brown  
Director Sales: Fred Lounsberry

#### "Creating Awareness Through Communications"

Since its incorporation in February of 1981, the Communications Division undertook efforts to convey the excitement and value of The 1986 World Exposition with potential participants and visitors, both nationally and internationally. Communications Division programs were directed at the hospitality and travel industries, at British Columbia communities, at participants and volunteers, and at national and international media.

From January 1983 to June 1986, Marketing was a separate division. In June of 1986, the Marketing Division ceased to exist as a separate entity and its remaining areas of responsibility were merged into the Communications Division. Throughout the 1986 World Exposition, the programs of the Marketing and Communications Divisions were closely linked.

#### 1. Resource Centre

Through its transportation and communications library and archives, the Resource Centre, operated by the Communications Division from July 1982 to January 1985, provided the Expo 86 Corporation, participants and the media with research services and background information. The Resource Centre maintained general reference books including atlases, dictionaries (English and other languages), grammar and quotation books, Who's Who, almanacs, directories of organizations, government officials, directories, etc.

Material was also researched and made available on EXPO 86 and past world expositions, theme parks, special events, corporations and the theme. Quick questions and in-depth theme-related research were answered using the Centre's library and through its contact with other information sources.

Online services were also available, allowing access to hundreds of databases such as the Canadian Wire Service, the Wall Street Journal, Public Affairs Information Service, Engineering Index, U.S.A. Yellow Pages, Transportation Research, etc. A journal collection of approximately 80 titles provided current information on a wide variety of topics.

The centre maintained, in addition to books and journals, archives of newspaper and journal clippings about EXPO 86, and EXPO 86 brochures, news releases and other publications. Audiovisual tapes including EXPO 86 media coverage and distributing lending copies of promotional tapes. The centre was equipped with slide projectors, 16-mm film projector, overhead projectors, and a 3/4" and a 1/2" VHS video machine, all available on loan. A collection of 5000 slides was also maintained.