

MEDIA SERVICES

Media Inquiries: Although difficult to gauge, media inquiries via telephone, mail and in-person, averaged 25 daily during 1982-83; 50 daily during 1984; 350 daily in 1985; and 700 daily in 1986. Inquiries peaked during April and May 1986.

Site Tours/V.I.P. Visits: The department liaised with the EXPO 86 Official Visits section to organize media coverage of V.I.P. visitors. In the case of such prominent official visitors as Their Royal Highnesses The Prince and Princess of Wales, Prime Minister Margaret Thatcher of England and the President of Italy, among others, the department liaised with the RCMP to establish secure media positions/pens on site. Media pens were also established and manned by staff for each National/Special Day ceremony at the Plaza of Nations.

Mailing lists: A 20 000-name media mailing list, utilizing the MLMS System of the Provincial Government of British Columbia, was assembled as a publicity distribution tool. Media from around the world were divided into English and French language listings and then into communications, transportation, general news, and travel sub-groups. All voluminous printed material circulated by the department used this system. Since January 1984, system maintenance included 22 654 additions, 2752 changes and 3158 deletions to the system.

Clippings: The department subscribed to three clipping services in order to monitor North American coverage. Bowdens of Toronto clipped all Canadian (except British Columbia) major newspapers and magazines to September 1986. Western Clipping Service of Vancouver clipped all B.C. papers and magazines through November 1985. Bacon's of Chicago clipped all U.S. magazines and the top 100 U.S. newspapers by circulation through September 1986. Notable clippings were circulated to key EXPO 86 and government officials as were the local daily clips. An estimated 100 000 clips were processed and catalogued by the department.

Photographic Services: The Photo Library stocked colour slides and black and white prints for media use. Freelance photographers were contracted for specific shoots. During EXPO 86, a Media Relations Officer with photo experience took shots as required. Due to cost and staffing restrictions, photo and slide availability was restricted to a selection of three dozen each of photos and slides for media use. A core list of Pacific Northwest media was sent material monthly. An estimated 40 000 to 50 000 photos and slides were distributed from 1981 to 1986. Canadian Press provided limited darkroom facilities available to visiting media on a user pay basis.

Media Fam Tours: The Media Visit Fam Tour Program was in effect from 1984 through March 1986. EXPO 86 hosted several all-expense paid visits. However, the majority of media visitors were hosted by other organizations such as travel companies, foreign governments and the Canadian External Affairs Department or were personally paid for by the media visitor.