

Publicity Events involving the media: Publicity Services played an integral role in coordinating the publicity and media for the B.C. Invites the World (BCIW) program and in publicizing corporate, provincial, U.S. state and International Participant announcements.

Printed and Electronic Materials:

From 1979 through closing, 332 news releases with a total circulation of 2 134 150 were distributed locally, regionally, nationally and internationally.

| YEAR | QUANTITY | CIRCULATION |
|------|----------|-------------|
| 1986 | 95       | 846 150     |
| 1985 | 133      | 1 083 950   |
| 1984 | 47       | 157 400     |
| 1983 | 20       | 28 200      |
| 1982 | 12       | 9 450       |
| 1981 | 16       | 6 800       |
| 1980 | 3        | 900         |
| 1979 | 6        | 1 300       |

From July, 1984 to October, 1986, 83 media notices were distributed to 39 332 local media in total.

From February 1984, to September, 1986, 41 Expo Updates were distributed to 600 000 worldwide media in total.

From November, 1985 to October, 1986, 37 Expogrammes were distributed to 277 500 media in total in Canada and the Western United States.

From December, 1984 to January, 1986, 18 feature stories were distributed to 56 815 worldwide media in total.

Video updates of site construction and special pre-opening events were distributed to selected TV Stations in Alaska, Washington, Oregon, California, major U.S. cities in other states, and Canada in November, 1985 (195 stations) and March, 1986 (75 stations).

Daily Briefings: After the Media Department's move to the on-site media centre in December 1985, twice-weekly media briefings were held on Tuesdays and Thursdays until late April 1986. The briefings were upgraded to a daily status the week prior to opening and then reduced to weekdays only in early July. Briefings usually began at 0900 although there were exceptions.

The briefings consistently attracted a core of Vancouver media as well as any out-of-town media guests. Briefings were also held to promote World Festival performances and in response to late-breaking issues and major policy changes.

News conferences could be scheduled by participants and notices were posted in the International Media Centre.