

community media throughout the province and major media across Canada. Public speaking engagements, mall shows and presentations, local and regional public information meetings were also run under the auspices of the department.

PUBLIC AFFAIRS OBJECTIVES

To create, develop and implement a province-wide community relations program that would stimulate lasting public support for the World Exposition; to establish a province-wide communication link for the Expo 86 Corporation; to instill a feeling of "ownership" that would generate a desire to participate in the promotion of EXPO 86, thus enhancing marketing and advertising programs and increasing ticket sales.

ACTIVITIES

EXPO 86 Committees: These committees were established in cities, towns and villages throughout British Columbia. Public Affairs personnel introduced the Community Volunteer concept, holding meetings with local government officials, Chamber of Commerce members and tourism and business groups. Information and assistance was given to each community with initial organization of their EXPO 86 committee with strong support during early stages of the program. Committee Chairmen became a vital link between EXPO 86 and the rest of the province. This liaison gave us the ability to effectively communicate with the business and tourism industries and media in the province's outposts, both prior to and during the operational period.

A toll-free "wats line" was installed to give committee members easy access to the Public Affairs Department. Daily communication with many regions became the norm.

A monthly newsletter, B.C. Network, was written by the Editorial Department in conjunction with Public Affairs. It was distributed to all committees as well as Chambers of Commerce, Tourism groups, etc. This, in addition to Expo Information Department communiques on a bi-weekly and monthly basis, ensured the committees had the most current facts available.

Public Affairs devised a scheme whereby committees could obtain Expo souvenirs at a discounted price for their fund-raising activities. The department created and sponsored a special "Expo Ernie Festival" poster, generic in nature so that all EXPO 86 Committee events could be promoted with a continuity in design. Public Affairs oversaw and approved all requests for the use of Expo Ernie logos for letterhead, brochures and other promotional materials.

The department worked in cooperation with the Ministry of Highways to administrate a province-wide Highway Community Signage Program. Each committee submitted a colourful phrase that was their community theme for the year and this was integrated with the city name and an EXPO 86 logo.