

Canadian diplomatic network, offices of participating governments, overseas offices of participating corporations and through transportation academics and professionals worldwide.

#### INFORMATION SYSTEMS (IBM Expo Info Systems)

Visitors attending the Exposition were able to get up-to-date information in English and French on attractions, entertainment and activities from any one of 90 IBM EXPO INFO touch-screen computer terminals on the Expo site. The terminals were located in 10 outdoor kiosks and two indoor kiosks (one in Expo Centre and one in the Canada Pavilion). Each kiosk had seven screens. Terminals were also placed in the IBM VIP Lounge, the "Canadian Club" and the International Media Centre.

On average, 540 000 touches were recorded each day. Assuming four touches were required to obtain a specific item of information, then the system answered over 100 000 visitor queries on site each day.

#### iii. Media Relations Department

The Media Relations Department was responsible for all aspects of media coverage of the 1986 World Exposition including assembly and distribution of information, attracting interest in and coverage of EXPO 86 prior to and during the Exposition and providing facilities and services for all media during the Exposition.

The Media Relations Division had three major programs: Regional, national and international publicity; familiarization tours and briefings; design and operation of the International Media Centre.

Staff were divided into two branches under the direction of the Director, Media Relations:

#### Director/Media Relations

#### Manager/Media Centre

Assistant Manager/Publicity Services      Assistant Manager/Media Services

Sr. Media Relations Officer/  
Editorial

Sr. Media Relations Officer/  
Administration

Sr. Media Relations Officer/Television

Media Relations Officers

#### PUBLICITY SERVICES

The objective of Publicity Services was to attract media interest in and coverage of EXPO 86 and to ensure that information delivered to the public through the media was as accurate and positive as possible. This objective was met in the following ways: