

Also under the auspices of the Information Management Group were:

Expo Radio: In May 1986, Expo Radio 530 AM and 1600 AM went on air as a result of the assistance of B.C. Institute of Technology, CKNW and CKWX with the sponsorship of Proud Partner Shoppers Drug Mart. Expo Radio was licenced by the CRTC and reached from Horseshoe Bay to Blaine and from Langley to Tsawwassen, close to the U.S. Border. This community service provided instant data on traffic flow and also directed visitors to the 20 000 available parking spaces.

Approximately 60 percent of the air time was devoted to general information about EXPO 86 and detailed information about current Expo-related entertainment and Special Events.

Broadcast hours were from 0800 to 2200 hours. The station was located in the studios of the B.C. Institute of Technology and employed six of the B.C.I.T.'s professionally trained students. The radio station used the back-up antennas of CKNW and CKWX.

Expo Channel TV Information Service: The Association of Lower Market Cable Operators approached EXPO 86 in 1985 with the offer to provide the cable channel dedicated to EXPO information 24 hours a day throughout the Exposition. Through the generous assistance of Dominion Information Systems and New Media Technologies, which together provided a computer-graphic event information signal, EXPO 86 was able to utilize the channel generously provided by the Association of Lower Mainland Cable Operators. EXPO 86 was also able to send the signal throughout B.C. from 2300 to 0900 hours over the Knowledge Network and for part of the summer, nationwide on the Parliamentary Channel.

See Appendix/Information Management Group Flow Chart.

DAILY SHOWGUIDE

The Daily Showguide was a daily brochure distributed free-of-charge at EXPO 86 public gates and information booths. It listed all on-site events and entertainment and related EXPO 86 activities such as those of the Royal Bank/EXPO 86 World Festival and Specialized Periods.

INTERNATIONAL PROMOTION

Obtained maximum international acclaim for EXPO 86 through active liaison with the Department of External Affairs and the Canadian diplomatic network; encouraged staff to publicize the Exposition at every opportunity by providing of brochures, weekly bulletins, publicity kits, photos, speech materials, etc; ensured a high EXPO 86 profile in major Celebration 86 events, notably the Rick Hansen Man in Motion World Tour and the Odyssey 86 Round the World DC-3 Flight; assisted in liaison with Canadian posts and participating corporations in participating countries; maintained direct mail promotion with target professional markets; worked with participants to use their programs to create local angle news releases and features for media in their home countries. Half a million brochures in seven languages as well as 50 000 posters in seven languages were distributed through the