

RELATED MEDIA LIAISON SERVICES

Canada's Broadcast Coordinator: This was a special unit put together in January 1986 by the Canadian Broadcasting Corporation (CBC) to provide domestic and foreign broadcasters with live coverage of major EXPO 86 events. It also provided broadcast assistance to visiting media and clients throughout EXPO 86.

The Broadcast Coordinator provided free live audio and video signals of Opening Day (May 2), Canada Day (July 1), and Closing Day (October 13). The Broadcast Coordinator also provided, on a booking basis, television cameras and crews, and radio/television edit suites. A Broadcast Coordinator's Operations Handbook was provided.

The Broadcast Centre for EXPO 86 was located in the International Media Centre, B.C. Pavilion, West Building A, 2nd Floor. Hours of Booking office: 0800 to 2200.

Canada Pavilion Media Centre: (140 square metres; 1500 sq. ft.) was located within Canada Place in the World Trade Centre office complex. Access was through either the lobby of the World Trade Centre or the fourth floor arcade of the Pan Pacific Hotel. Hours: 1000 to 2200, seven days a week.

The Canada Pavilion Media Centre was the first point of contact for information on the pavilion. Tours and interview arrangements for the pavilion were made here. Accreditation was by the EXPO 86 International Media Centre.

Facilities within the Canada Pavilion Media Centre included: a lounge area, 12 working positions for print and radio only. There are no television facilities although there was one feed point for television cameras (video and audio) on the Prow area of Canada Pavilion. Facilities included: telephones, typewriters, facsimile transmission, EXPO INFO data base.

PHOTGRAPHIC SERVICES

The Canadian Press provided limited darkroom facilities available to visiting media on a user pay basis. Black and white photographs, colour slides and prints were available upon request, in single copies, from the EXPO 86 Media Relations Department in the International Media Centre.

iv. Entertainment Publicity Department

The Entertainment Publicity Department assisted in coverage of on-site entertainment events in the Expo Theatre, Xerox International Theatre, Folklife, Street Theatre, Amateur and Heritage Programs, Kodak Pacific Bowl, International Nights of Fire and the Pacific Station cabarets. The department also provided assistance in coverage of the Specialized Periods events. The department was located in the EXPO 86 International Media Centre.

Coverage of the Royal Bank/EXPO 86 World Festival, including photo calls and interviews, was coordinated through the World Festival Marketing and Information Department.