

ITEM	SUPPLEMENTARY	12
MANAGER'S REPORT NO.		65
COUNCIL MEETING	Oct. 18/76	

RE: 1976 REFERENDUM PUBLICITY

On October 4, 1976, Council approved the Publicity Liaison Committee's publicity program and budget for the subject referendum.

In addition to providing the details of specific projects, the report mentioned the possibility of using a press conference, television information programs and radio "open line" shows to publicize the referendum. These possibilities were to be considered by the Referendum Publicity Liaison Committee at a future date, after which a further report would be presented to Council.

The Liaison Committee met on October 12, 1976 and agreed that a press conference would be a practical way of providing full details of the referendum to the media and would also enable media representatives to ask detailed questions regarding the 3 areas of the referendum directly to a spokesman for each of the areas.

The date suggested for the press conference is October 27, 1976, at 5:00 p.m. in the Burnaby Art Gallery Lounge. Cocktails and sandwiches will be provided and invitations will be sent to the City Editors of the Sun, Province and Columbian and to representatives of Channels 2, 8, 10 and 13, and of the major radio stations. The Parks and Recreation Commission will be asked to appoint a spokesman as will the Library Board and Council.

In addition, all members of Council and of the Parks Commission and Library Board, plus key members of staff, would be invited to attend the conference.

The use of "open line" shows and television information programs was also approved by the Committee who suggested that Council, the Library Board and the Parks and Recreation Commission each appoint one representative and an alternate to participate in these programs. Appearances on these programs, if they can be arranged, would be between November 1st and November 19th, 1976.

Another method of publicizing the by-law would be to make representatives available from Council, Parks Commission and Library Board to address meetings of service organizations, P.T.A.s and other community groups.

RECOMMENDATIONS:

1. THAT Council approve the holding of a press conference on October 27, 1976, at 5:00 p.m. in the Burnaby Art Gallery Lounge.
2. THAT Council appoint a representative and alternates to participate in openline shows, information programs and community group meetings.