

METEOROLOGICAL SERVICES

PUBLIC INFORMATION

The public information efforts of the Service were concentrated on the events and activities of our Centennial Year. It was decided to make a major effort, through our Centennial Program to increase public awareness of our historical development, our current services, and our plans for the future.

As the program evolved, regional committees and Headquarters personnel undertook special projects aimed at publicizing our Centenary across the land. AES Headquarters activity was concentrated on several main areas. These were to maximize internal information and provide promotional material which could be used either by the media or AES personnel in publicizing the Centennial. Secondly, to carry out the necessary planning and implementation needed to ensure the success of several major events taking place during the last week of October. These included, the International Meteorological Symposium, the Official Opening of the new Headquarters Building and an Open House on Oct. 30 and 31.

Headquarters Centenary Activities

The AES Public Information Office was supplemented during the Centenary by two additional Meteorologists on temporary assignments and by a public relations consultant. These projects are listed below:

Centennial Symbol – This symbol was conceived and drawn up by AES personnel and appeared widely on publications, posters and other material during the Centenary.



Promotions – In order to encourage staff members to think Centennial, a supply of promotional material was prepared which was distributed across the country. These included:

- Windscreen decals
- Correspondence stickers
- 6" rulers with metric conversion table on reverse side.

Centennial Poster – Information Canada Expositions prepared a bright, full-colour poster depicting typical Canadian weather scenes in an "art nouveau" style. The bilingual poster was printed in 3,000 copies and given wide distribution.

Press Kits – Press kits containing historical material and fact sheets on the AES were distributed to all media outlets. Press releases were also issued on several appropriate themes.

Media Coverage – A number of visual media kits were prepared using minivideotape, longer videotape presentations, station break cards, and slides. Filmed and live interviews of TV and radio, were carried out in cooperation with the media.

Centennial Booklet – A high-quality illustrated booklet on the work of the CMS/AES was published and distributed.

Monthly Report to the Field – This publication evolved during the year becoming "The Zephyr" – an internal communication organ. During the Centenary a series on former Directors of the CMS was a regular feature. In addition stories on historical weather-related events were printed.

Centennial Plaques – As a special Centennial feature, 100 special plaques were prepared – one for each of our 100 years as a national weather service. During the year, these plaques were presented to a variety of people who have worked with the CMS throughout the years including scientists, climatological observers and media representatives.

Regional Activities

The approach taken to the Centennial varied between regions. Without exception, all the regions contributed their share to making the Centenary a success. A brief summation does not do justice to the intensive effort put forth by regional personnel.

Atlantic Region – Between June 1st and October 1st a specially equipped Centennial Trailer travelled 10,000 miles throughout the Atlantic Provinces visiting over sixty communities in the four provinces. Press, TV and radio coverage on the trailer and the Centennial was extensive.

Quebec Region – A major travelling exposition consisting of brightly decorated modules and containing weather maps, meteorological instruments and audio-visual effects travelled the province throughout the spring and summer visiting over 70 communities.

Ontario Region – The region participated in a number of local fairs – and career expositions using a Centennial theme. In addition extensive radio, TV, and press coverage were obtained throughout Ontario.

Central Region – A major exhibit was held in the passenger terminal of Winnipeg Int'l. Airport during April. Also, a prize-winning Centennial Float participated in Traders' Days Parade in Broadview, Saskatchewan. Radio, TV, and press coverage was obtained in numerous locations.

Western Region – Airport displays were held in Calgary and Edmonton. Tours of weather facilities and open houses plus numerous media interviews and public appearances were a feature of the Centennial observances throughout the region.

Pacific Region – A display of meteorological instruments of modern and historic interest was seen at a number of communities in the interior before moving to the MacMillan Planetarium in Vancouver. A special project was a booklet "Meteorology in British Columbia – A Centennial Review" written by Thorne K. Won which was widely quoted in the press.

A Note on Media Coverage – The overall media coverage given to the Centennial by the media was extraordinary. In newspapers and other print media alone, we estimate over 60 separate articles were filed. Over 70 separate announcements and programs related to the Centennial were shown on TV. Radio programs on the event numbered several dozen. These figures do not include the showing of the station break cards or transcribed radio spot announcements which ran into the hundreds. Much of the coverage was regional rather than national in scope. Its very abundance, however, indicated a breakthrough in the establishment of good media relationships.

FORECAST DIVISION

Introduction

The primary objective of Forecast Division is to provide appropriate information on actual and anticipated weather conditions in a time frame which permits the information to be used in the day-to-day domestic and international activities of Canadians.

To reach this objective, the Division must first of all acquire data on the actual state of the atmosphere. These data are processed to produce forecasts of various kinds. Forecasts and reports must then be distributed, and in many cases this step involves special packaging in Forecast offices before presentation to the user. To meet the heavy demands for the collection and dissemination of data, the Service operates a complex communications system which covers all of Canada and connects with other national and international meteorological communications networks.

Winning Centennial Float – Traders' Days Parade, Broadview SK – 1971



Designed and built by
Meteorological Technicians
working at the Broadview
Weather Office

