

### Media Service

The Public Services Division serves the communications media with news releases, features, photographs and radio spot announcements and arranges and assists television location broadcasts.

### Printing

Offset printing services are provided for all divisions in the Department and for associated supporting foundations. Examples are: forms, seed lists, announcements, material for Arbor Day teacher manuals, horticultural instructions. Total printing by the division in this biennial period is 800,000 sheets of paper.

### Guided Tours

During this biennial period the greatest change in guided tours took place at South Coast Botanic Garden as a natural consequence of the garden's being opened to the public seven days a week. The first guided tour (by tram) was conducted in November of 1970. In April, 1973, as demand for tours rose, tram tickets were introduced, similar to those used at the Arboretum. As expected, the public responded very favorably to the convenience of having a ticket that would assure a seat at a specified time, thereby precluding the need to wait around in the tram loading area. Also, as at the Arboretum, the free tickets markedly stimulated public donations. At the Arboretum, the tram tour was lengthened to include a regular stop and walking tour of the new aquatic garden. At Descanso Gardens, tram tour service remained at the same level as in the previous biennial period but with greater public convenience provided by the introduction of tickets as at the other gardens.



1961. "Guided tours." *Biennial report 1971-73*, 11.

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