

**Item 13**

**Activities relating to the Working Group on Publicity and Funding**

Promoting the consistent use of geographical names in the 21<sup>st</sup> century:

An UNGEGN Media Kit \*

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\*Prepared by David Munro (United Kingdom), Convenor, Working Group on Publicity and Funding.

## **Promoting the consistent use of geographical names in the 21<sup>st</sup> century: An UNGEGN Media Kit**

Since the Ninth UN Conference on the Standardization of Geographical Names, held in New York in August 2007, the Working Group on Publicity and Funding has been advancing the publication of a Media Kit in response to Resolution IX/10 which recommended that the UN Statistics Division publish a Press or Media Kit “to assist countries in promoting the standardization of their geographical names and the work of the Group of Experts”.

A folder has been designed and printed and an English language version of 12 information sheets has now been completed for circulation amongst the Group of Experts for discussion. One copy of the folder containing these information sheets and other associated publicity material, such as the ‘Postcard from Vienna’, has been made available for each country represented at the 26<sup>th</sup> Session of UNGEGN in Vienna with a few extra copies for the press and others. Some extra copies of the English language information sheets will also be made available in Vienna and it is intended that the Media Kit will be translated into the other UN languages after the 26<sup>th</sup> Session. The information sheets will also be available on the UN Statistics Division website where they can be downloaded for use as required.

In addition to an introductory information sheet outlining the aim of the Media Kit, there are a further eleven sheets addressing core topics relating to geographical names issues including:

- Geographical names – part of our social and cultural values
- Geographical names in a changing world
- Geographical names – from cards to online databases: facing today’s digital challenges
- What is the United Nations Group of Experts on Geographical Names (UNGEGN) and what does it do?
- How does UNGEGN work?
- Resolutions of the United Nations Conferences on the Standardization of Geographical Names
- Why do we need geographical name standardization?
- Where to find out more about geographical names
- Other organizations involved in the standardization of geographical names
- Frequently asked questions
- What’s in a name? “Quotable Quotes”

While the Media Kit has been circulated widely amongst Working Groups for comments, the Working Group on Publicity and Funding would welcome helpful suggestions for improvement. It is appreciated that not every subject can be covered in depth since space is limited. Undoubtedly many more examples could be cited, but the object of the Media Kit is to provide material that the Group of Experts can give to the press or other media in response to queries about place name issues and the work of UNGEGN. Of necessity, the text seeks to provide content that is easy for the media to read and is not over technical.

It is hoped that the Group of Experts will circulate the Media Kit widely and where necessary add additional material that may amplify local issues. The promotion of geographical names awareness at conferences such as the forthcoming UN Programme on Global Geospatial Information

Management Forum in Seoul will hopefully be greatly assisted by the distribution of this Media Kit and other promotional materials.

The Working Group on Publicity and Funding is grateful to those who have contributed text, photos and comments during the preparation of the Media Kit and to the UN Statistics Division for its work in designing and printing the final product. The Working Group hopes that the Group of Experts will find this new promotional material of assistance in advancing a greater understanding of geographical names issues worldwide.