

H J R

64

HOUSE COMMITTEE ON STATE AFFAIRS

**RECAP OF
HJR 64**

Location of Alaska on Maps

Received January 10, 1990
by Reps. Ulmer and Hudson

Heard January 24, 1990

Committee Substitute adopted January 24, 1990

Passed Out of Committee January 24, 1990
6 Do Pass

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CS HJR 64 (SA)
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January 23, 1990

HOUSE COMMITTEE REPORT

(7)

Date Referred: January 10, 1990

FURTHER REFERRALS:

Date of Committee Action: _____

The STATE AFFAIRS Committee considered:

HJR 64

HOUSE JOINT RES. NO. 64

LOCATION OF ALASKA ON MAPS

Relating to the placement of Alaska on national maps.

RECOMMENDATIONS:

- be replaced with CS HJR 64 (SA) the same title
 have attached amendment(s) a new title
 do pass
 do not pass
 no recommendation
 individual recommendations
 additional referral to the _____ Committee

ADOPTS: _____ letter of intent

ATTACHES NEW FISCAL NOTE(S):
(Dept)

APPROVES PREVIOUS: _____
(Date/Dept)

- fiscal impact _____
 zero fiscal note HSA
 zero with analysis _____

- fiscal note(s) _____
 zero fiscal note(s) _____
 zero fn/analysis _____

SIGNING DO PASS:

SIGNING:
(Check approp. column)

Dave Dudley
George H. ...
...
Jim ...
...
Eileen P. ...

	Do Not Pass	No Rec	Amend

...
Chairman's Signature

BY REP. ULMER, Koponen

1 IN THE HOUSE

CS →

2

HOUSE JOINT RESOLUTION NO. 64

3

IN THE LEGISLATURE OF THE STATE OF ALASKA

4

SIXTEENTH LEGISLATURE - SECOND SESSION

5

Relating to the placement of Alaska on

6

national maps.

7 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

8

WHEREAS Alaska has been a state in the United States for the past 31

9

years and is part of the continental United States; and

10

WHEREAS on maps of the United States, Alaska is often placed in a box

11

south of California and is sometimes completely left off the map; and

12

WHEREAS the mismapping and nonmapping of Alaska is found even today in

13

the pages of Newsweek, Time, the New York Times, and the Los Angeles Times,

14

as well as many other newspapers and magazines, and is even found in the

15

art department of the graphics division of the Associated Press and in the

16

map department of United Press International; and

17

WHEREAS most school geography textbooks ~~and Rand McNally~~, the pub-

18

lisher of wall maps and road maps, still place Alaska in a box south of

19

California; and

20

WHEREAS the national newspaper, USA Today, reconsidered its map policy

21

for Alaska and now places Alaska in the northwest corner of all of its maps

22

of the United States;

23

BE IT RESOLVED that the Alaska State Legislature respectfully requests

24

that all major United States magazines, newspapers, textbook publishers,

25

and map publishers, ~~including Rand McNally~~, follow the lead of USA Today in

26

placing Alaska in its correct geographical position on maps of the United

27

States, in the northwest corner.

28

COPIES of this resolution shall be sent to the editors of all major

29

United States magazines, newspapers, textbook publishers, and map

publishers.

1 ~~publishers, including Rand McNally~~

STATE OF ALASKA
1990 LEGISLATIVE SESSION

BILL VERSION : _____
PUBLISH DATE : _____

FISCAL NOTE

REQUEST:

Revision Date: _____
Title: Location of Alaska on Maps

Agency Affected: _____
BRU: _____

Sponsor: Ulmer
Requestor: _____

Components: _____

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 91	FY 92	FY 93	FY 94	FY 95	FY 96
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL						
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	-0-	-0-	-0-	-0-	-0-	-0-

CAPITAL	-0-	-0-	-0-	-0-	-0-	-0-
---------	-----	-----	-----	-----	-----	-----

REVENUE	-0-	-0-	-0-	-0-	-0-	-0-
---------	-----	-----	-----	-----	-----	-----

FUNDING: (Thousands of Dollars)

GENERAL FUND	-0-	-0-	-0-	-0-	-0-	-0-
FEDERAL FUNDS						
OTHER						
TOTAL	-0-	-0-	-0-	-0-	-0-	-0-

POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

ANALYSIS : (Attach a separate page if necessary)

No fiscal impact.

Prepared by: House State Affairs
Division: _____

Phone: 465-4963
Date: Jan 19, 1990

Approved by Commissioner: W. A. "Red" Boucher, Chair
Agency: _____

Date: Jan 19, 1990

Distribution (by preparer):

- Legislative Finance
- Legislative Sponsor
- Requestor
- Office of Management and Budget
- Impacted Agency(ies)

Alaska State Legislature

HOUSE OF REPRESENTATIVES



REPRESENTATIVE FRAN ULMER

MEMORANDUM

TO: Rep. Red Boucher, Chair
Members, House State Affairs Committee

FROM: Rep. Fran Ulmer

DATE: January 24, 1990

RE: HJR 64

Three years ago a local Juneau editor, Dan Bloom, began a nationwide campaign to ask publications to put Alaska where it belongs on maps of the U.S., in the Northwest corner, not off the coast of California. At that time, concerned Alaskans wrote to the national newspaper *USA Today*, and convinced their editorial staff of the importance of the correct placement of Alaska on their national maps.

Subsequent campaigns to sway other publications have not been as successful, but columnists throughout the U.S. have been writing stories on this idea and have asked people to write to Dan Bloom with their comments. Already, thousands of letters of support for this idea have come to Juneau.

Last year, in a national study of high school students, an astounding number of students were found to be geographically illiterate. Considering the publications they view daily, its not surprising that they are unable to place a state 1/5 size of the country anywhere near its correct position on national maps. In a small way, HJR 64 will help America's students by asking major publications to place Alaska correctly on U.S. maps.

THE REAL SIZE OF ALASKA



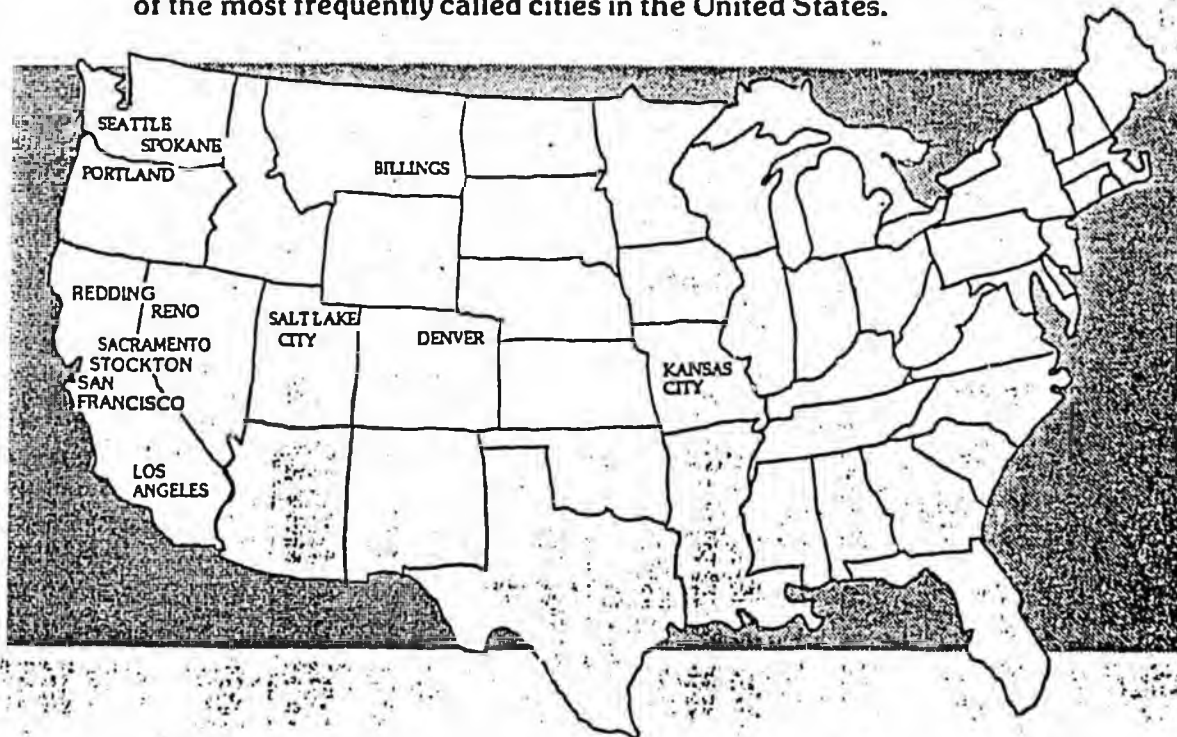
Alaska: America's largest state

Isn't Alaska still in the Northwest?

Do you frequently call any of these cities?

**EXECULINES OF THE NORTHWEST, INC. PROVIDES UP TO 40%
SAVINGS ON CALLS MADE TO 13 CITIES**

Execulines of the Northwest, Inc., is proud to offer our exclusive "On-Net" Program to local businesses. As the only local company with its own digital network, Execulines is pleased to pass on tremendous savings on all long distance, and particularly on calls made to some of the most frequently called cities in the United States.



PROVIDING INNOVATIVE SOLUTIONS TO OUR CUSTOMERS' LONG DISTANCE NEEDS.



Execulines of the Northwest, Inc.

1333 Lincoln Suite 2 Bellingham, WA 98226 (206)676-1100 or 1-800-343-5364

Don't New Yorkers know where Alaska is?

New York Times

SUNDAY, SEPTEMBER 17, 1989

Weather Report

Meteorology: Pennsylvania State University

Today's High Temperatures and Precipitation

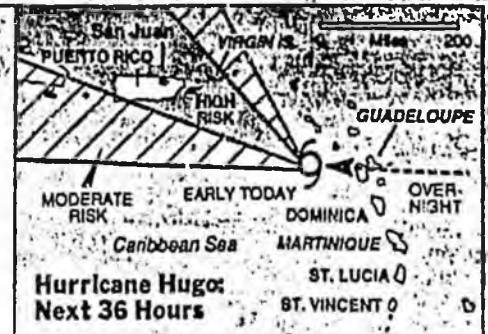


Today's Sunshine and Clouds



Weather Highlight

Powerful Hurricane Hugo will threaten the Virgin Islands and Puerto Rico today and tonight. Conditions will improve slowly in the Leeward Islands.



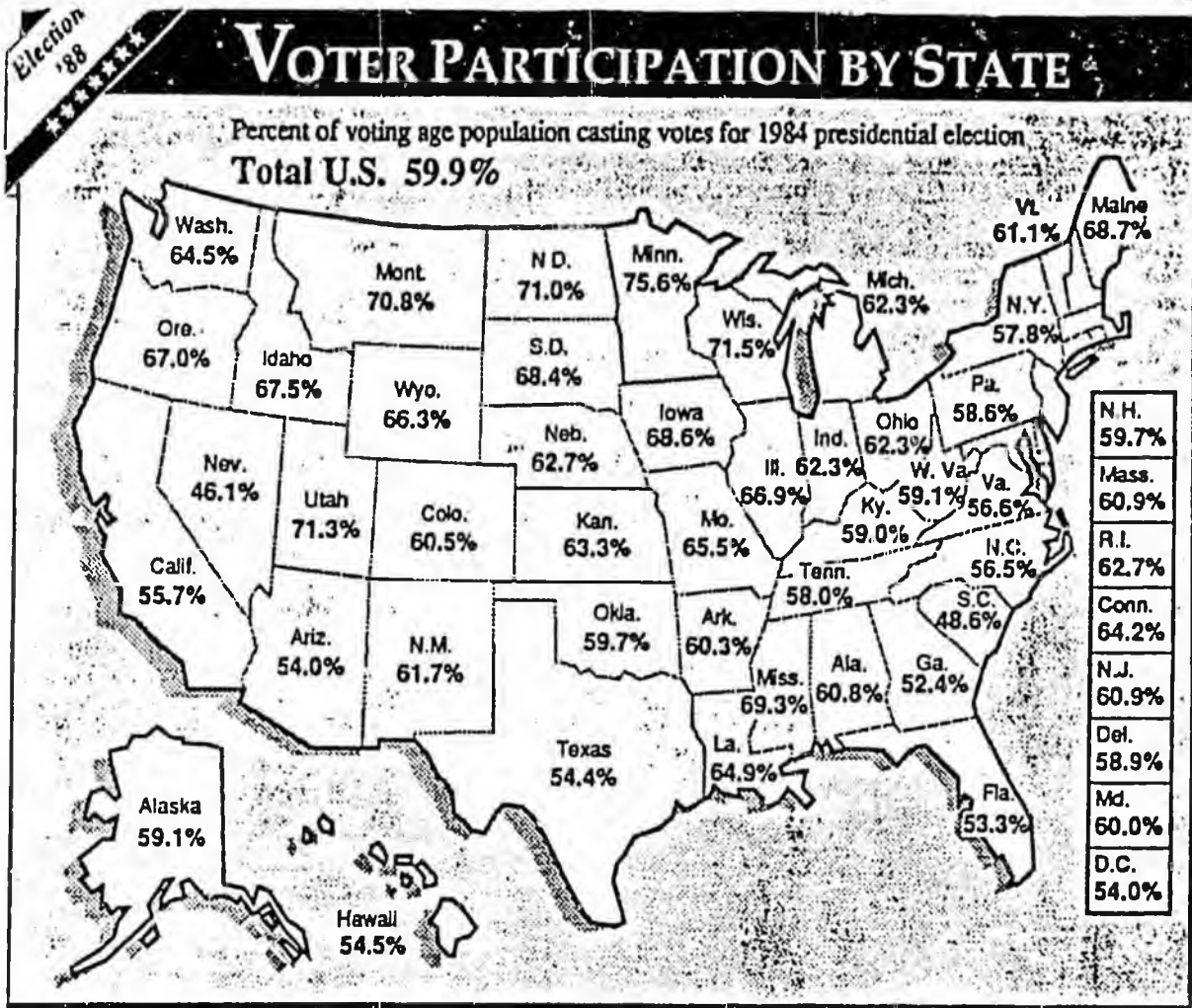

ern Pacific. San Francisco reported thunder and rain, an uncommon event in September.

Only once in five years do thunder-

storms occur along the northern coast of California. This month is usually one of the warmest and driest for the region. More showers are expected for today


along the coast with the first snow of the season likely to fall in the northern Sierras tomorrow as very cold air aloft pushes itself inland.

Is this why some Alaskans are tan all year long?

Lew Moores

Why can't Alaska be on the map?



Ron Hudspeth

Alaskan is tired of getting deep freeze



Jim Klobuchar

All of this started, you might say, in 1867, when the United States bought Alaska from the Russians for chump change, a little over 7 million. Ever since then, mapmakers here have been having a tough time figuring how to include it on maps. Usually it winds up floating off the California coastline.

I want you to know I support your campaign to put Alaska on the map. One day I would like to snowmobile to Alaska.
L.M. Silversides, Redford

Alaska's on the map, but off it, too

I think your idea about Alaska is great. I have had no luck trying to locate Hope, Alaska, on the map. Can you help me?
Madeline McDonald, Canton

A very bad map, as we know Alaska has its share of earthquakes.

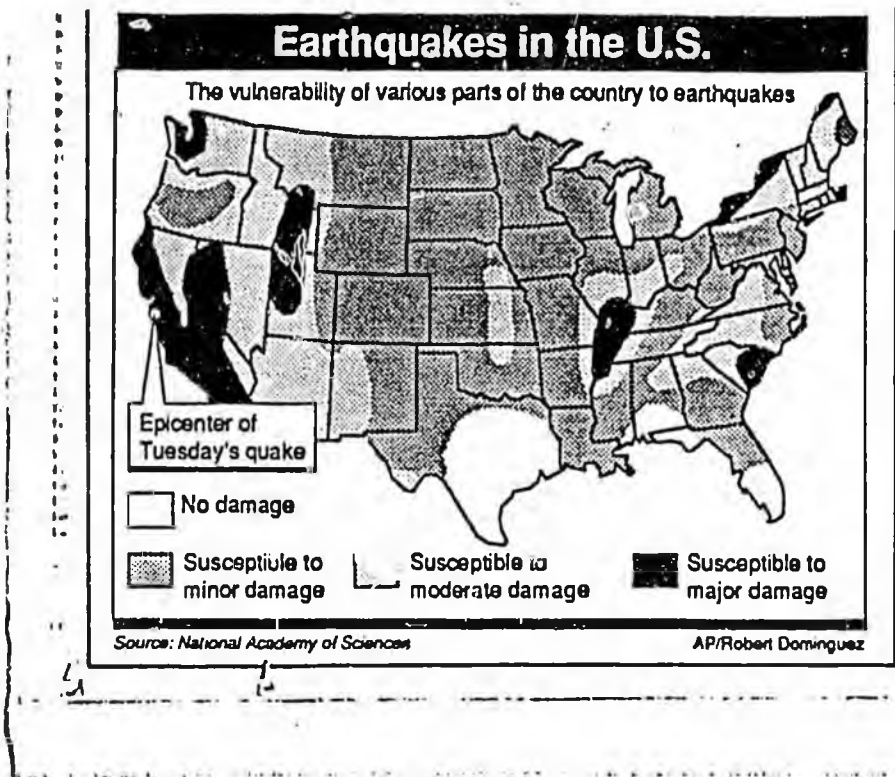
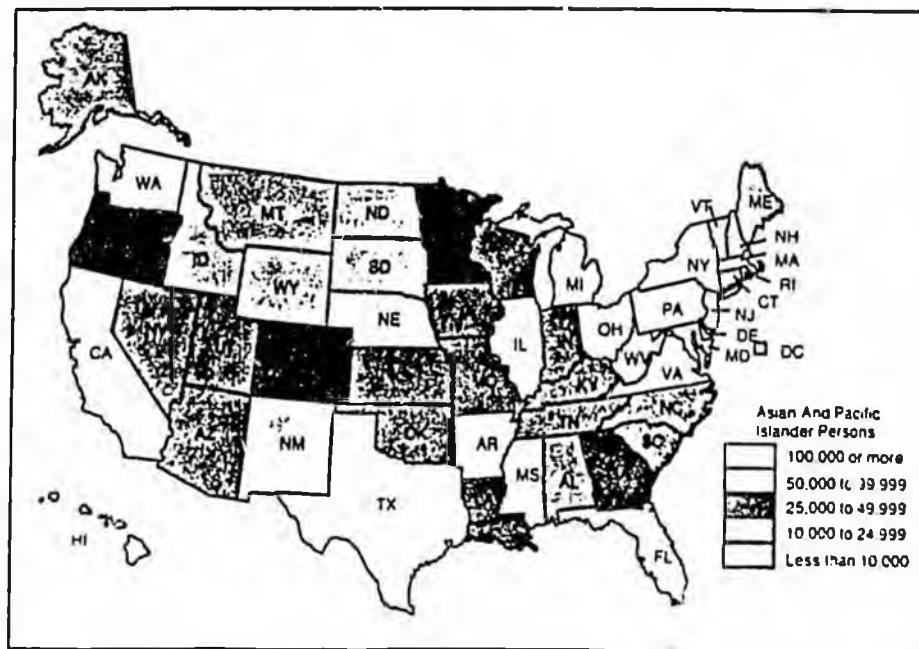
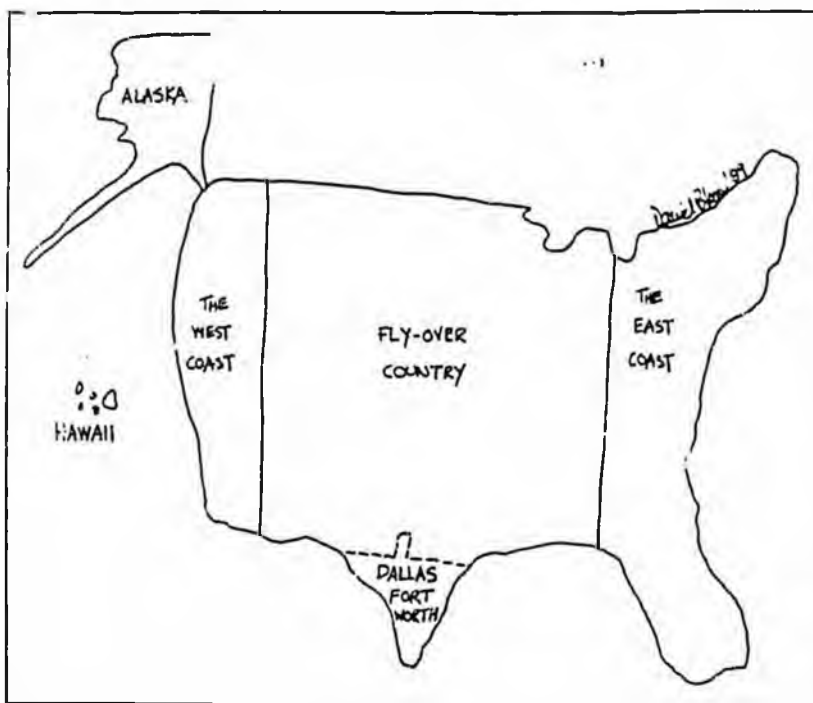


Figure 4. Number of Asian and Pacific Islander Persons by State: 1990



Finally, a very good and correct map. (It can be done.)

INSIDE THE BELTWAY



Geography lesson

Dan Bloom is a Juneau journalist who was a cartoonist for The Washington Star and ex-editor of an Alaska weekly newspaper. But mostly he is a man with a cause. He wants to put his state on the map at least roughly where it ought to be: northwest of Washington state.

"A lot of maps in newspapers tend to leave Alaska off entirely or put it in a box south of California," he complained by phone the other day. Obliging, he sent a hand-drawn map (above) to show the way he thinks the media's maps should look. Sort of.

Dan is not an unreasonable man. He recognizes the space problems that newspaper makeup men face. "You could probably take a little out of South Dakota and Iowa if you needed to make room," he said. "That's all flyover country anyhow. Or maybe a chunk of Texas."

And since Alaska is one-fifth the size of the Lower 48, he doesn't expect it to be in scale.

What worries Dan is kids like the 10-year-old girl in Michigan who heard about his campaign and put Alaska northwest of Washington on a geography test. The teacher marked it wrong and told her, "Alaska belongs in a box off California."

A resolution asking mapmakers and editors to stop "mismatching Alaska" will be introduced in the state legislature next month. Attempts to canvass members of Alaska's congressional delegation yesterday were unavailing. They were either traveling or back home, and who can blame them? With the weather we've been having, wouldn't you rather be sunning yourself in Baja California — even in a box?

Reporters from Outside become accidental tourists

By **DUSTY RHODES**
Daily News reporter

1/16/90
Anchorage, Alaska

Used to be, the only time Alaska got mentioned on the national morning news was when the weatherman was desperate to fill his segment. He might mention the snowfall in Anchorage by gesturing to a framed, miniature outline of our state, leading sleepy Americans to believe that Alaska is an island about one third the size of Texas, kept in a box off the coast of California.

But during the past year and a half, the national media have been forced to give Alaska more attention than rare, random reports on snowfall. Between the trapped whales and the cold wave and the oil spill and Mount Redoubt, Alaska has probably got more media attention in the past 15 months than in the previous 15 years.

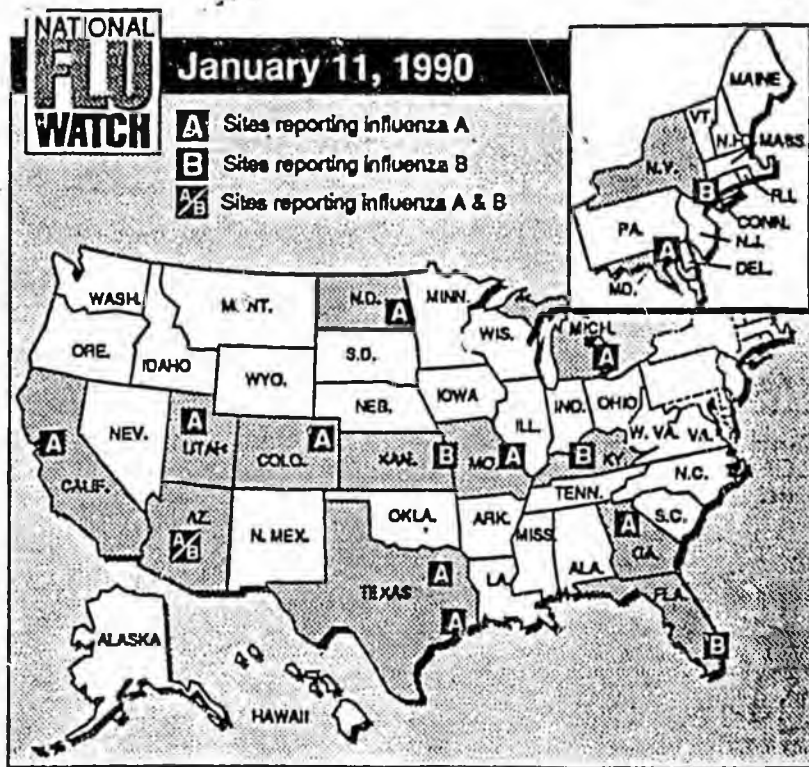
Granted, most of this recent Alaska news has been patently *bad* news. Even the whale rescue has been denounced as a silly, high-priced circus.

But there was a bright side to this sudden focus on Alaska. Roving reporters from Outside became accidental Alaska tourists, and some fell in love with Alaska and Alaskans. They went back to their hometowns sounding better than cruise ship brochures, talking about our apparently unique "spirit."

(Of course, since many of them hailed from smoggy, crowded, crime-riddled cities like Los Angeles, New York or Washington,

U

Friday-Saturday, January 12-13, 1990



Influenza hits Texas, spreads across U.S.

STORY COUNT

Number of times Alaska stories appeared in major media

THE NEW YORK TIMES
1988 90 (13 trapped whales)
1989 193 (141 oil spill)

MAJOR MAGAZINES
1988 60 (9 trapped whales)
1989 120 (71 oil spill)

NATIONAL PUBLIC RADIO
1987 25
1988 37 (5 trapped whales)
1989 125 (102 oil spill)

Sources: New York Times; Index, Readers' Guide to Periodical Literature, and National Public Radio

MR BLOOM -
I SAW AN ARTICLE IN THE
DETROIT FREE PRESS (10-9-86) AND 1986
WOULD LIKE TO ADD MY SUPPORT TO
YOUR NATIONAL CAMPAIGN TO PUT
ALASKA ON THE MAP - WHERE IT SHOULD
BE!
GREETINGS FROM THE SCGGY
METROPOIS OF DETROIT!

Melanie A Hessens
15313 EVANSTON
DETROIT, MICH.
48224

DETROIT, MICHIGAN

Dan Bloom's mad and he's gotten USA Today to listen

By IMRE NEMETH

When Willard Scott gives the weather forecast every morning on NBC's Today Show (and in between grimaces at Bryant Gumbel), illuminated behind his athletic body is a map of the United States. All the appropriate high pressure systems, low pressure systems, warm fronts, cold fronts and storms are illustrated in graphic — although somewhat cartoony — detail.

After he points out all the hot spots and cold spots and wishes happy birthday to a few centenarians who should've died years earlier, he may lean to the left of the screen far enough so that viewers can see the last two ignored states. Usually, he pays absolutely no attention to Alaska and Hawaii and focuses on the Lower 48.

If he were to realize it, both the hot and cold spots for the nation would probably be in the 49th and 50th states.

The problem (and the point to this story) is, neither of the aforementioned states is represented geographically intact. They appear in exaggerated size and in little boxes in the lower left somewhere near Baja California. This fact is repeated on most maps purchased in this country.

Juneau resident Dan Bloom finds this altogether irritating. It's not impossible, he says, to depict the state of Alaska in its rightful position as a part of the North American continent.

Three years ago while editor of Juneau's Capital City Weekly, he took the fight to free the state from the box to the public.

The author and part-time teacher wrote an editorial calling for Juneau residents to write a letter to the national newspaper *USA Today* to convince its editorial staff of the importance of Alaska's true location. For some reason the response was strong enough to bring the editors over to Bloom's way of thinking. The current national weather maps in that publication represent Alaska as a real place — without a box border.

"We ran a headline when they changed their policy that read, 'When Juneau talks, USA Today listens.'" Bloom said.

Subsequent campaigns to other publications weren't as successful. Bloom himself either wrote or called all sorts of major magazines and newspapers — including the New York Times, L.A. Times, Newsweek and a host of others — to enlist aid in the venture. Mostly, he met with opposition. Many were interested in the concept, even if their graphics department said it was an impossibility. His correspondence with columnists paid off. At least 25 wrote stories on the idea and many included Bloom's address as he had requested to measure the response later.

He received more than 2,000 postcards and letters from all over the country.

"One sixth grade girl wrote and said, 'I was marked wrong for putting Alaska in the Northwest. The teacher said it belonged in a box in the lower lefthand corner.'" Bloom recalled.

It's image and it suffers from being in a box, he adds.

"Since we've been a state for 30 years, you think we'd be considered part of the country," he said. "Most maps in elementary schools have Alaska in a little map south of California."

Basically, the response then, as now, from mapmakers and the news-media is that the problem is one of logistics.

The president of Rand McNally wrote Bloom and agreed in principle with his complaint but defended his industry's position saying that it was a space problem and nothing more.

"If USA Today can change its map policy then there's no problem," the Juneau resident said. "Basically, a map is a symbolic representation of a country."

Bloom hasn't been too active in his map campaigning but figures to start up again, looking to the legislature for assistance this time around

USA does it right--other publications could do it too.

14A • FRIDAY, JANUARY 12, 1990 • USA TODAY

WEATHER ACROSS THE USA

Weather data: Weather Services Corp.

HOW TO USE THIS PAGE

The color key shows today's high temperatures. The numbers below cities are today's forecast high and tomorrow morning's low. Temperatures are Fahrenheit.

LEGEND

Showers



Rain



Pacific Coast: Steady rain likely all day central Calif. coast into western Ore. and Wash. Showers spreading inland.

Rockies: Afternoon rain showers in northern Idaho, western Mont. A little wet snow in Mont. Chilly morning east of Rockies.

South Central: A cold morning across region except Texas, La. coasts. Sunny, pleasant day everywhere. Clear, cold tonight.

North Central: Sunny region. Windy morning in northern Dakotas, Minn. Windy tonight in west.



My wife and I certainly know where Juneau is. It was our pleasure along with 100 other Shriners and their ladies to visit Juneau on the first voyage this spring of the Noordam. We spent much enjoyable time on the glacier, at a salmon bake, the Red Dog Saloon, and a pleasant walk in your fine city. This was my wife's 1st visit to Alaska and my 2nd. We are looking forward to another to a great state and a great city. Did enjoy column about your problem in Fort Lauderdale News. Thought egret might be change from puffins.

Joseph Hagelin
7527 Overlook Dr.
Lake Worth, FL
33463

Gullstream Card Co. Inc. - 7801 NW 52 St Miami, 33166

Yes! I support your campaign to put Alaska on the map. Last year I cut it out of my wall map and put it in its proper place. Its hard to explain to kids why its so cold in Alaska when its floating somewhere near Mexico!

Alaska sounds a beautiful place, it deserves to be on the map where it belongs. I live in Deerfield but I vacation at Harbor Beach every year so I send a postcard from there. I would love a postcard from Alaska. Thank you,
Nicky Kilus
51293

26 OCT 1995
Super Highway Leaf L...
Phone - 906 311-9058 or 906 311-9336

DEAR GOVERNOR ALASKA,
IN JAPAN, WE
THINK ALASKA SHOULD
BE ON THE U.S. MAP,
NORTH OF SEATTLE.
OTHERWISE, WE MIGHT
NOT BE ABLE TO FIND
ALASKA. GEOGRAPHY IS
IMPORTANT IN JAPAN,
ALSO. Your friend

Makoto SATOH
891-7 Yitokaido
Yotokaido CHIBA-CHEN
JAPAN

I READ YOUR NAME IN RON HUDSFETH'S COLUMN IN THE ATLANTA CONSTITUTION. I KEEP A WALL MAP OF THE U.S.A. HUNG IN MY OFFICE. SURE ENOUGH, ALASKA IS SOUTHEAST OF CALIFORNIA.

I WILL ACCEPT A POSTCARD SIZE MAP OF YOUR BEAUTIFUL STATE BUT WOULD REALLY LIKE TO HAVE SOMETHING LARGER.

THANK,

RUSSELL MOSS
3139 OAKCLIFF RD, ST.
DORAVILLE, GA. 30340

Item 4



Alaska Geographic Alliance

Coordinators: Marjorie Gorsuch Department of Education P.O. Box F Juneau, Alaska 99811 (907) 465-2841
Roger Pearson Department of Geography University of Alaska Fairbanks Fairbanks, Alaska 99775 (907) 479-7494

January 23, 1990

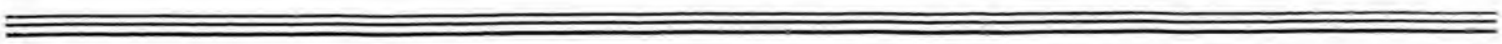
The Honorable Fran Ulmer
House of Representatives
P.O. Box V
Juneau, Alaska 99811

Dear Fran:

I am writing to you on behalf of the Alaska Geographic Alliance, a group of more than 350 Alaskan educators dedicated to the improvement of geographic literacy in the state. The Alaska Geographic Alliance, coordinated by the Alaska Department of Education and the University of Alaska Fairbanks, has been working with the National Geographic Society for the past two years to conduct teacher training activities and develop curriculum materials for geography education. The enclosed newsletters will provide you with some history of the Alliance's activities in the state.

It is a great pleasure to express support for the concept contained in HJR64 dealing with the placement of Alaska on national maps. The resolution reiterates a resolution developed by the Alaska Council For The Social Studies (ACSS), the professional social studies educators association in Alaska. In October 1987 ACSS sponsored a similar resolution which was adopted by the National Council For The Social Studies, a group representing 25,000 educators nationwide. The Alaska Geographic Alliance supports ACSS, NCSS, and the Alaska legislature in its quest for accurate geographic depiction of all 50 states in educational media. The T-shirt which we provided for you via Rep. Terry Martin pleads our case in a playful way.

In reviewing HJR64 we feel it is necessary to object to the references to Rand McNally as a chief offender of geographic accuracy. Rand McNally is only one of many map publishers which places Alaska in a box near Baja

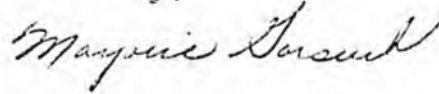


Page 2
Representative Fran Ulmer

California and should not be singled out for repudiation in a resolution. The same fact is also true of the newspapers cited -- perhaps a generic reference to newspapers would suffice. The resolution could still be mailed to the offending publications and seemingly would convey the same message. Of course, we still must develop a response for those who contend that Alaskans would really like to be basking in the sun near California!

Thank you for adding the Alliance to the list of those who believe in geographic accuracy.

Yours truly,



Marjorie Gorsuch
Coordinator

Enclosures
10086 OIIE