

Talking “Geography” With Website Sponsors When Discussing Geography Awareness Week

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The idea of Theme Days for Geography Awareness Week 2007 has received an excellent reception. However, experience makes it clear that introducing an idea like Theme Days is one thing and implementing it by November 12-16 is quite something else. Fortunately, between now and the feature event there will be numerous, excellent opportunities to begin the awareness process with a very significant and influential sector of Canadian society.

In brief, the primary means of undertaking Geography Awareness Week is via the Internet, and involves partnering with the sponsors of websites. The task of Theme Teams is to search for potentially appropriate websites, review the sites in terms of the selection parameters, and for those that pass muster negotiate with the sponsors about having websites linked to the CAG website. In order to succeed in our mission, however, making contact with website sponsors (people, enterprises), includes persuading them of the merits of participating in Geography Awareness Week.

Perhaps some of us will encounter website sponsors who know all about geography, have explicitly incorporated geographic concepts, maps, GIS, and other aspects of geography in website materials, and believe in the importance of enhancing geography awareness among Canadians. Under that circumstance, it will likely be relatively easy to arrange for the website to be linked to the CAG website in association with a Theme Day.

However, it is possible for the converse to hold in full or in part, with the result that it becomes necessary to engage a sponsor in discussions about a site's materials, and even about the purpose of Geographic Awareness

Week. In the latter situation, the discussion could include explaining geography, the seeming relevance of geography to the domain of the website, and the seeming relevance of the website to one of the Theme Days.

It is not possible to anticipate all the nuances of the discussions, but one common element will no doubt be the vocabulary of geography, including the terms used for concepts, processes, methodologies, features, etc. To assist in promoting informed discussions about the 'Geography' of Geography Awareness Week, I am including two lists of geographical terms, each containing about 100 items, with many of the same terms in both lists.

The initial list is from the report, *Geography and the Media*, and was prepared for the 2005 Symposium, **Projecting Geography in the Public Domain in Canada**. The second list is based on the first list, and was developed for the **Fleming Lecture in Transportation Geography**, which was given at the 2007 Annual Meeting of the Associations of American Geographers. Those lists could be used as the basis of a geographic vocabulary to promote discussions with website sponsors.

Alternatively, or in addition, Theme Day Leaders and Coordinators may have published or plan to develop detailed lists of geographical terms to use in discussions with potential website sponsors about participating in Geography Awareness Week. In the interests of ensuring that everyone knows what everyone else is doing, sets of terms that differ from those presented here need to be circulated to others participating in the GAW activity. Therefore, please send the sets of terms to me, and I will take responsibility for their dissemination among the other Theme Team members.

Finally, it is very important that each Theme Team create a record of which terms are most useful in discussions with website sponsors. This kind of information is instructive in regard to understanding perceptions about geography, and about the connections between geography and the theme topics. Further, it is expected that this information will be very useful in designing and preparing for Geography Awareness Week 2008.

The next several pages include the cover pages of the reports containing the tables of geographic terms that may assist in discussions with website sponsors about participating in Geography Awareness Week.

Geography and the Media: Strengthening the Relationship

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Symposium on Projecting Geography in the Public Domain in Canada

Symposium Sponsors, Hosts, Supporters

**Royal Canadian Geographical Society
Canadian Association of Geographers
Canadian Council on Geographic Education**

**Canadian Association of Geographers Annual Meeting
University of Western Ontario, London
May 31-June 4, 2005**

Posted at:

http://www.ccge.org/ccge/english/geoLiteracy/symposium_june2005.asp

Table 1.
Terms and Concepts That Underlie the Work of the Geographic Community, and Indicate the Potential for Projecting Geography in the Public Domain through Media Stories

Accessible (ity)	Dimension	Land	Polygon(al)
Adjacent(cy)	Disperse(ion)	Landscape	Proximity
Agglomerate (ion)	Distance	Latitude	Quadrangle
Aggregate(ion)	Distribution	Line	Quadrant
Along(side)	Edge	Link	Region
Amalgamate(ion)	Effect	Locality	Relation(ship)
Anywhere	Elevation	Location	Right-of-way
Arc	Encroach(ment)	Local(ization)	Route
Area(polygon)	Environment	Longitude	Rural
Around	Everywhere	Map	Scale
Association	Extrusion	Margin(al)	Segregate(ion)
Block	Far	Meridian	Shape
Border	Field	Migration	Shed
Boundary	Fjord	Morphology	Site
Buffer	Flow(s)	Movement	Situation
Cause(al/ity)	Form	Nation(al/ization)	Slope
Center	Fringe	Near(ness)	Somewhere
Centrality	Function(al/ity)	Neighbour	Space
Circle	Geocode	Network	Spatial
Close(ness)	Geodetic	NIMBY	Sphere
Clump	Geofactor	Node	Sprawl
Cluster	Geographic	Nowhere	Spread
Coastal	Geomatic	Object	Strip
Commutershed	Geometric	Orientation	Structure
Compact(ness)	Geopolitical	Origin	Surface
Concentrate(ion)	Georeference	Overlay	System
Concentric	Geospatial	Parcel	Territory
Congestion	GIS/GISc	Partition	Topographic
Connect (ion/ivity)	Global(ization)	Path	Topology(ic)
Contiguous	Grid	Pattern	Urban(ex/sub)
Continent(al)	Gridlock	Pedshed	Vector
Conurbation	Habitat	Perimeter	Walkshed
Coordinates	Hinterland	Periphery	Ward
Core	Interaction	Place	Warren
Correlation	Intersection	Plain	Watershed
Countryside	Intrusion	Plane	Where
Density	Island	Point	YIMBY
Diffusion	Isolate(ion)	Pole(ar/ity)	Zone

Sustainable Transport Best Practices and Geography: Making Connections

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Text of the
Fleming Lecture
Organized by the University of Washington
2007 Annual Meeting
Association of American Geographers
San Francisco, CA, April 17-21

Posted at:

<http://people.hofstra.edu/geotrans/tgsg/news/fleminglecture.htm>

Table 2.

A Selection of Terms that Indicate the Potential for Incorporating Geographic Factors in Designing, Implementing and Evaluating Sustainable Transport Best Practices in Metropolitan Areas

Accessibility	Distance	Link	Route
Adjacency	Distribution	Location	Scale
Area	District	Lot	Segregation
Bikeshed	Edge	Margin	Separation
Block	Elevation	Migration	Shape
Border	Encroachment	Morphology	Site
Boundary	Environs	Movement	Situation
Buffer	Far	Near	Slope
Center	Flow	Neighbourhood	Space
Centrality	Fringe	Network	Spatial
Circle	Function	NIMBY	Sphere
Closeness	Geometry	Node	Sprawl
Cluster	Grid	Orientation	Spread
Commutershed	Gridlock	Origin	Strip
Compactness	Habitat	Parcel	Structure
Concentration	Hinterland	Partition	Surface
Concentric	Integration	Path	System
Congestion	Intensification	Pattern	Territory
Connectivity	Interaction	Pedshed	Topography
Contiguity	Intersection	Perimeter	Topology
Core	Island	Periphery	Walkway
Crossing	Isolation	Place	Walkshed
Density	Land	Proximity	Ward
Destination	Landscape	Quadrant	Where
Diffusion	Lane	Region	YIMBY
Dispersion	Line	Right-of-way	Zone