

Rand McNally



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"Our 136th Year"
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Mr. Panicos Peonides
The Permanent Mission of the Republic of Cyprus
to the United Nations
13 East 40th St.
New York, NY 10016-0178

Dear Mr. Peonides:


Thank you for your recent letter. As I am sure you can appreciate and accept, Rand McNally in its map making operations attempts to be as objective and neutral in political disputes as possible while also attempting to be as accurate as possible. It also needs to be understood that for each publication we issue our concentration is on being as helpful as possible to the intended users of that publication. We may or may not be sympathetic as individuals to particular governments or to situations, but it is our reader's needs that we address and not those of governments.

We can accept much of what you say regarding Cyprus. We wouldn't pretend that there is a clear-cut, absolutely perfect way to depict the situation on maps. But it is our policy to depict de facto situations. The very circumstances that you describe in your letter merely help to confirm that the de facto situation is as it is shown on the map. The situation may not be legal, it may not be internationally recognized, it may not be permanent, it may not be morally right. (Quite likely, however, representatives of the area or a Turkish Embassy spokesperson might feel that all those things are true.) But in this as in other areas of the world, we show what is, not what ought to be.

Readers of the atlas have a right to be able to determine such objective facts as where this Turkish Republic of Northern Cyprus is, its population, etc. If they could not rely on Rand McNally for this type of information, they would not purchase our publications.

We realize that this explanation will not satisfy you. There is no reason why it should. Your job and your responsibilities are different from ours. But we would hope that you might at least find some comfort in the fact that it is the dictates of the marketplace and not a political posture that governs our actions in this situation.

Sincerely,


Janet Pawlowski
Public Relations

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