

2017 Internal NGP Henry Gannett Award Nomination – Laurence R. Moore

For his outstanding leadership in the revitalization and operational implementation of the USGS topographic mapping program, we nominate Laurence R. Moore, a senior cartographer in the USGS National Geospatial Technical Operations Center, USGS National Geospatial Technical Operations Center, as the 2017 recipient of the Gannett Award. There are many parallels between Gannett and Mr. Moore, and we believe Mr. Moore embodies the spirit of Gannett as he continues to advance the tradition of cartographic excellence for which the USGS is known throughout the world.

Gannett was known as the “father of American map-making” and the driving force behind the creation of the topographic mapping program. Likewise, Mr. Moore has heavily influenced the “modern era of American map-making” by playing a critical role in an operational achievement that no other mapping organization in the world has accomplished: the production, revision and publication of over 18,000 large-scale topographic map products in a single year. Responding to this seemingly insurmountable challenge, Mr. Moore led a team of highly motivated managers and technical staff to define and design the entirely new US Topo product. He and his team also established a revision cycle that completely updates coverage for the conterminous United States on a three year cycle.

Comparable to Gannett, Mr. Moore is adept in the “practical application of modern methods” and has excellent technical writing abilities. In addition to authoring numerous articles, Mr. Moore was responsible for accomplishing key US Topo design and communications tasks, including writing the first US Topo product standard that documented the technical characteristics of the product. He ensured that the first years of US Topo production stayed on track by keeping communication flowing between developers and production personnel. Mr. Moore managed the staff responsible for performing quality control and editing on thousands of US Topo products each year at the same time the processes and systems were being developed. He published articles, personally responded to user inquiries about the product and wrote FAQs and User Guides to encourage and increase success in user adoption of the product. Furthermore, Mr. Moore, similar to Gannett, has garnered the respect of his peers and superiors as someone who can distill large amounts of information into understandable graphics and charts.

Ever increasing customer downloads of US Topo products serve as testimony to Gannett’s realization of the “importance of geography as the cornerstone of other sciences.” To date, more than ten million US Topo products have been downloaded through the on-line USGS Map Store and The National Map Viewer. Mr. Moore’s contribution to the development and production of the US Topo products has been key to providing critical maps for millions of users and will continue to serve as the foundation of topographic mapping in the United States for many years into the future.