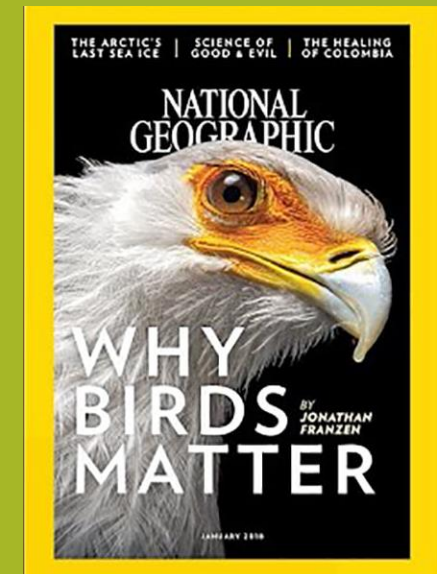
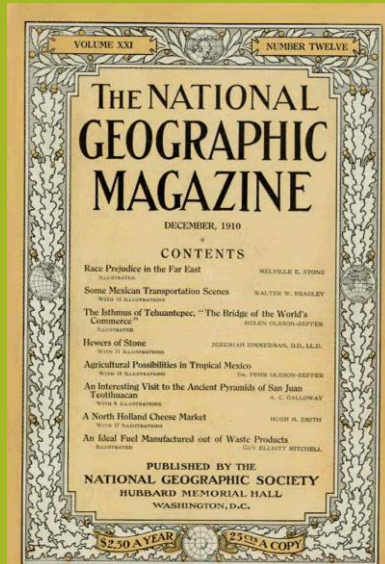




READING

NATIONAL GEOGRAPHIC



NATIONAL GEOGRAPHIC –

America's Lens on the World:

1888 The National Geographic "Society": 3 Major "Founders"

1. Gardiner Hubbard

- >"Amateur" science journal
- >Traditional Elite; Boston Lawyer
- >Brings together 33 geographers to the Cosmos Club in Wash D.C.
- >1890--1,400 scientists were part of the National Geographic Society
- >The widest scope of "science"

2. Alexander Graham Bell

- >1897--Alexander Graham Bell takes over NatGeo
- >Bell is married to Hubbard's daughter (in the family)
- >Funds it with wealth from American Bell Telephone Company (AT&T)

3. Gilbert Grosvenor

- >1899--Bell hires Gilbert Grosvenor as the **senior editor** of NatGeo
- >1899 → 2000-Grosvenor family controls editorial decisions at National Geography



NATIONAL GEOGRAPHIC

An Elite AMERICAN Family Legacy

- Grosvenor becomes Alexander Graham Bell's son-in-law.
- U.S. President [William Howard Taft](#) is Grosvenor's cousin.
- U.S. President [Theodore Roosevelt](#) one of Grosvenor's best friends.
- **By 1980, 6 US Presidents** (out of 11 total) had contributed articles to National Geographic.
 - **Taft, Roosevelt, Coolidge, Hoover, Eisenhower, & Johnson.**



Gilbert H. Grosvenor, president and editor (second from left), with colleagues, presents President Dwight D. Eisenhower with new *Geographic* maps at the White House in 1953. (Photo: Willard Culver, © National Geographic Society)

Grosvenor's **CONCEPTUAL &** Marketing STRATEGY for **National Geographic**

1. **Marketing** of the magazine among **AMERICA'S WEALTHY** and **intellectual elite**
 - Nominating wealthy individuals to the **"NatGeo Society"**
 - Connections to major **"history makers"** = Museums → Smithsonian Institution + American Museum of Natural History
2. **CONNECT** with **Mass Society**
 - Coffee-Table "armchair" Travel
 - "Armchair" **SCIENCE, ENGINEERING** and **DISCOVERY**
 - Personal address to the reader → Friendly yet authoritative. tone to mimic national women's mags (Life, Vogue, etc.)
3. **IMAGE-BASED** (Photographic "Art/Illustration") (Starting in 1905 & July 1906)
4. **Rejecting Technical articles**--combination of scholarship + entertainment **ABOUT SCIENCE, TECHNOLOGY, TRAVEL**
5. **ROMANCE** the reader with **AMERICAN "DISCOVERY"** & The Sense of **ENDLESS** possibilities.



The National Geographic Society board meets with discoverers of the North and South Poles at Society headquarters, January 11, 1913. Also present were the ambassadors of France and Great Britain and the U.S. attorney general. (Photo: Harris and Ewing, © National Geographic Society)

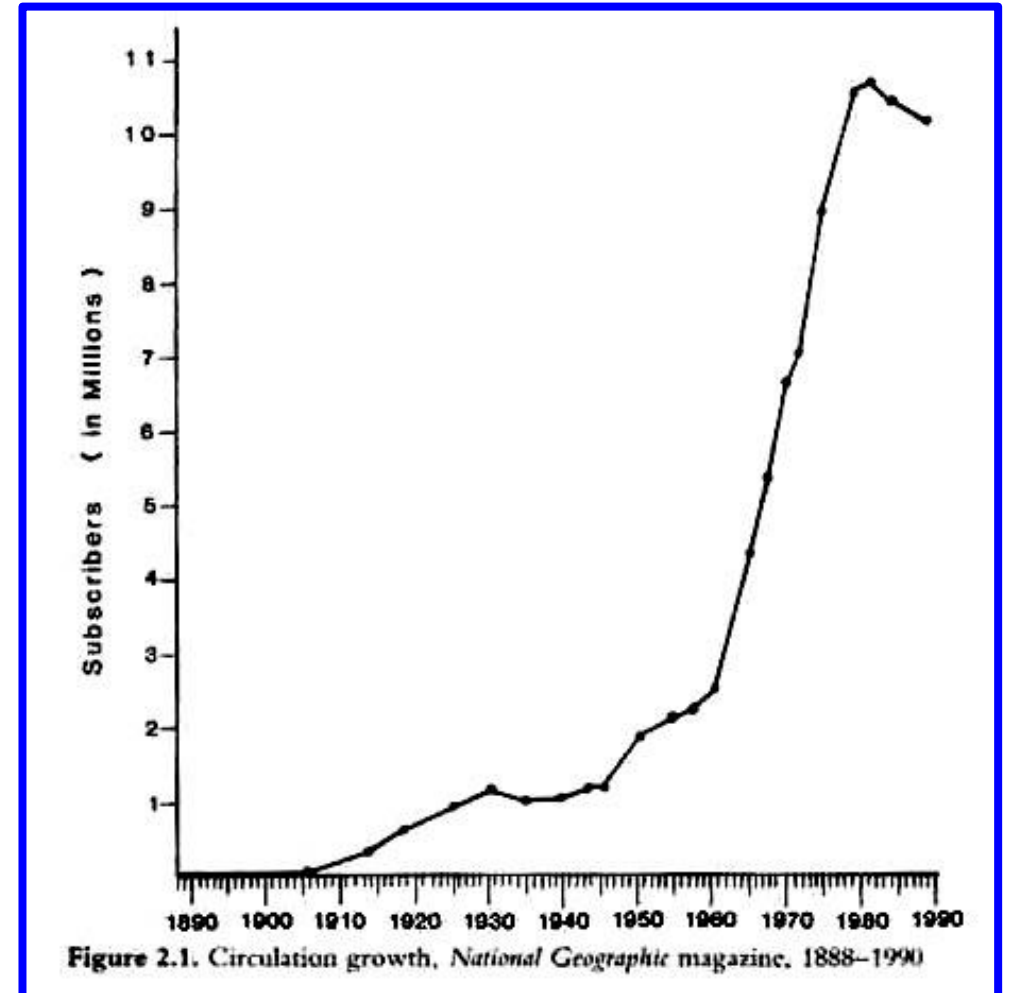


THE JULY 1906 ISSUE OF *NATIONAL GEOGRAPHIC* FEATURED ITS FIRST EVER WILDLIFE PHOTOGRAPHS. EDITOR GIL GROSVENOR PRINTED 74 PHOTOS SHOT BY U.S. REPRESENTATIVE AND EARLY CONSERVATIONIST GEORGE SHIRAS, BEGINNING A LONG TRADITION OF FEATURING WILDLIFE PHOTOS IN THE MAGAZINE.

World Domination

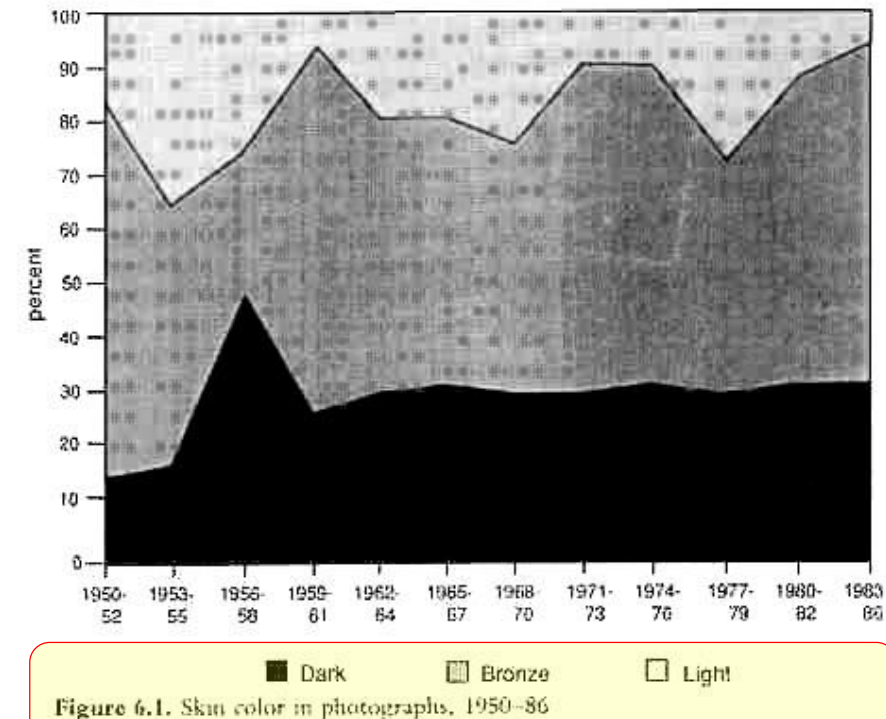
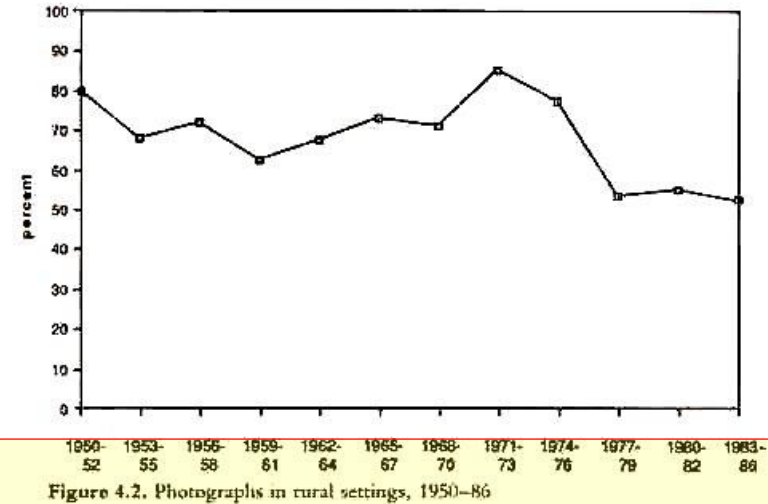
Mass Public Science, Travel, Imagery

- By 1970 National Geographic was the **LARGEST scientific-educational organization in the world** (Magazine Circ).
- U.S. CIRCULATION = The third largest magazine subscription rate in the U.S., just behind *TV Guide* and *Readers Digest*.
- INTERNATIONAL MARKETS--**37 million people world-wide across 173 countries** (Each Issue/monthly).
- FAMILY (kids) “heirloom” publication for the home and coffee table.
- THE **Authoritative** MAINSTREAM guide on the **WORLD** (outside U.S. Borders)



The Biases and Impact of NatGeo?

1. A general editorial implication of **AMERICAN & WESTERN** Superiority.
2. MAJOR Support from **Global Corporations and Advertisers**. Oil, Automotive, Travel, Insurance, Hotels, etc.
3. The **POWER** to represent, stereotype, or market/advertise Other countries and Cultures **with or without** their consent.
4. The **Commodification of international travel** and Other Cultures—
 - Travel TRENDS (Marketing of specific countries, cultures, geographic places...)
 - Cultural experiences
 - Styles/Fashion—Dress, the “exotic”
5. **NatGeo** provides a really **restricted, stereotyped, and often implicitly racist view** of “the other” (any culture or subculture outside the western developed world).
6. Distorted but highly saturated U.S. Mainstream view of the world for nearly 50 years.
7. That view was copied and re-represented by other media outlets and forms around the world.



Acquired & Transformed!

- 1997 Fox TV Network and National Geographic form the NatGeo TV channel
- 2013 FOX News/Entertainment (Rupert Murdoch) buys NatGeo for \$725 million
- 2018 Fox Entertainment (and NatGeo) is SOLD to DISNEY Corporation Part of a \$52 billion.



NatGeo KIDS



Awesome Animals | Nat Geo Kids S1 • E5
Kangaroo Kaos | Awesome Animals



AWESOME ANIMALS | NAT GEO KIDS S1 • E6

Antzilla | Awesome Animals

National Geographic Kids ✓

341K views • 3 years ago



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AWESOME ANIMALS | NAT GEO KIDS S1 • E4

American Beaver | Awesome Animals

National Geographic Kids ✓

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AWESOME ANIMALS | NAT GEO KIDS S1 • E7

Rat Genius | Awesome Animals

National Geographic Kids ✓

241K views • 3 years ago



AWESOME ANIMALS | NAT GEO KIDS S1 • E9

Hog Genius | Awesome Animals

National Geographic Kids ✓

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