

## Global Impacts of National Geographic Magazine Articles

- Following a July 2013 story in National Geographic magazine by Jonathan Franzen exposing the slaughter of hundreds of millions of songbirds and larger migrants by hunters in countries across the Mediterranean, Birdlife International and Nature Conservation Egypt joined forces to create and fund the position of Illegal Bird Hunting Officer. Egypt is one of top-offending countries for illegal and indiscriminate migrating bird slaughter. The first person appointed to this new bird conservation position was Franzen's guide for the Egyptian portion of the magazine coverage.
- With grants from National Geographic and in partnership with the Cornell Lab of Ornithology, photojournalist Tim Laman and ornithologist Ed Scholes documented for the first time all 39 birds of paradise species, which were showcased in the December 2012 issue of National Geographic magazine.
- As a result of the October 2012 article "Ivory Worship," Bryan Christy's expose of ivory trafficking, a high-ranking cleric who had given Christy a primer on smuggling ivory was stripped of his position on orders of the Vatican and raids were conducted on ivory businesses in the Philippines and in Vatican City. In June 2013, more than five tons of smuggled elephant tusks were crushed and burned in the Philippines. The article also helped bring together a collection of Buddhist monks who spoke out against ivory use in Thailand; it helped to put elephants and ivory trade at the center of a Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) meeting; it was a catalyst for a congressional hearing and for Hillary Clinton's unprecedented Roundtable on Wildlife Trafficking, where it was cited by the Kenyan Ambassador; it has led to numerous Internet petitions to stop ivory trade; it has inspired the launch of global youth for elephant campaigns — and its impact continues. In February 2014, the White House announced a U.S. ban on the commercial trade of elephant ivory.
- Pulitzer prize-winning photographer Stephanie Sinclair's images of child brides, featured in the June 2011 issue, and her work on the subject with the New York Times raised awareness of the problem and helped educate world leaders. The Elders, a group of world leaders dedicated to peace and human rights, made it a priority issue and formed Girls Not Brides, which has more than 200 members around the world, united by a commitment to end child marriage. Sinclair's photo agency has partnered with the United Nations Population Fund for a two-year campaign, which kicked off with the first ever International Day of the Girl Child on Oct. 11, 2012.
- Bryan Christy's expose of Asia's illegal wildlife trade and the world's most notorious wildlife dealer, Malaysian Anson Wong, in the January 2010 issue, resulted in the Malaysian Parliament passing the Wildlife Conservation Act, the first wildlife law overhaul in the country since 1972. When Wong was caught smuggling wildlife later in 2010, he was stripped of all his businesses licenses; his animals were seized; his zoo closed; and he was sent to prison. Both the prosecutor and judge referenced Christy's story.
- Photographer Joel Sartore's work for National Geographic, which spans more than 20 years, has brought him into contact with animals of all stripes and has led to his quest to photograph every endangered species on Earth. Sartore was awarded a National Geographic Fellowship for his Photo Ark project, aimed at immortalizing endangered species. He has documented nearly 3,000 species so far.
- Photographer James Balog's Extreme Ice Survey — an innovative, long-term project documenting the effects of climate change, especially the changes in glaciers — grew out of his 2006 National Geographic magazine assignment to document changing glaciers in various parts of the world (June 2007 cover story "The Big Thaw"). The EIS provides scientists with information on the mechanics of glacial melting and educates the public on how earth's climate is changing.

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- In 2002, when photographer Steve McCurry rediscovered Sharbat Gula, the iconic “Afghan Girl” whose image had appeared on the June 1985 cover of National Geographic, her wish was to improve the prospects of Afghan girls and women through education. In recognition of her, National Geographic set up the Afghan Girls Fund, a charitable organization with the goal of educating Afghan girls and young women. In 2008, the scope of the fund was broadened to include boys and the name was changed to Afghan Children’s Fund.
- Beginning In 1999, National Geographic Explorer-in-Residence Mike Fay walked more than 2,000 miles through the forest corridor spanning Congo and Gabon, surveying trees, wildlife and human impacts. Called Megatransect, the project, which was documented by National Geographic photographer Michael “Nick” Nichols, aimed to bring the world’s attention to the last pristine forest in central Africa and the need for protection. Fay’s walk, chronicled in the October 2000, March 2001 and August 2001 issues of National Geographic magazine, led to a historic initiative by the Gabonese government to create a system of 13 national parks in Gabon, making up some 11,000 square miles (28,500 square km.).
- “Land of the Best,” a major article in the magazine’s 1916 April issue, helped spur the establishment of the National Park Service later that year; the Society helped draft the legislation to establish the Service. National Geographic has given grants to establish or sustain national parks and has extensively covered the parks in its media for nearly a century.

### **Individuals Impacted by Coverage in National Geographic Magazine**

- After the magazine published “Untouchable” in June 2003, a reader in Ohio was so touched by the plight of a man who had been doused in acid for fishing in a pond used by upper-caste villagers that she raised money to pay for numerous corrective surgeries.
- The image of a Salvadoran fisherman who had lost both legs to a land mine, featured in the September 1995 story “El Salvador learns to Live with Peace,” sparked donations from readers that allowed the man to buy an outboard motor for his boat.
- National Geographic photographer Reza’s picture of a legless 12-year-old beggar being beaten in the streets of Cairo (“Cairo—Clamorous Heart of Egypt,” April 1993) resulted in Reza’s brother, Manoocher Deghati, tracking down the child and setting him up in business running his own grocery store.
- The National Geographic Peruvian Children’s Fund was established in 1982 after an outpouring of sympathy from readers for Eduardo Ramos, the Peruvian boy who was photographed crying after his family’s sheep were run over by a vehicle, in the March 1982 article “The Two Souls of Peru.” Eduardo was presented with five ewes and one lamb, purchased with donations given to the Fund. The balance of the money was used to aid other children in Eduardo’s region.

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