

THE RACE ISSUE  
NATIONAL GEOGRAPHIC MAGAZINE, APRIL 2018  
MEDIA TOOLKIT

Coinciding with the 50<sup>th</sup> anniversary of Martin Luther King Jr.'s assassination on April 4, National Geographic is publishing a **single-topic issue on Race**.

In **The Race Issue** and throughout the rest of 2018, National Geographic uses the latest research, powerful anecdotes, and unparalleled visual storytelling to explore the human journey through the lens of labels that define, separate, and unite us.

Explore the full issue at [natgeo.com/TheRaceIssue](http://natgeo.com/TheRaceIssue)



KEY MESSAGE & PROMOTIONAL PLUG



**The Race Issue** is National Geographic's single-topic issue this April exploring race and how it defines, separates and unites us.

In addition, **AMERICA INSIDE OUT WITH KATIE COURIC**, a six-part weekly documentary series, premieres April 11 on National Geographic.



SPOKESPEOPLE & CONTRIBUTORS

SUSAN GOLDBERG | ([BIO](#)) ([CLIP](#)) ([@susanbgoldberg](#))

Editor-in-Chief, National Geographic

Susan Goldberg can discuss why National Geographic is dedicating an entire issue (and magazine series throughout the rest of 2018) to the topic of race, the story behind the twins on the cover, and the role that media organizations can play in advancing the conversation around race.

MICHELE NORRIS | ([BIO](#)) ([CLIP](#)) ([@michele\\_norris](#))

Award-Winning Journalist and Founder of The Race Card Project

By 2044, America will be less than 50 percent white. Michele Norris looks at tension in towns across the United States and considers what a majority minority country will entail. Norris is the founder of [The Race Card Project](#) and a former host of NPR's "All Things Considered."

ELIZABETH KOLBERT ([BIO](#)) ([CLIP](#)) ([@ElizKolbert](#))

Pulitzer Prize-Winning Author and Staff Writer at "The New Yorker"

Science tells us there is no genetic or scientific bias for race. In her piece, Elizabeth Kolbert looks at how similar we all are and the roots of scientific racism. Kolbert is the author of "[The Sixth Extinction](#)," winner of the 2015 Pulitzer Prize for general nonfiction and a New York Times Book Review Best Book of the Year.

WAYNE LAWRENCE ([BIO](#)) ([CLIP](#)) ([@Wayne\\_Photo](#))

Photographer

Wayne Lawrence is a St. Kitts-born documentary photographer based in New York. His work focuses on communities otherwise overlooked by mainstream media and has been seen in numerous publications. For the Race Issue, Lawrence covered interracial marriage and racial profiling in police stops, a scenario with which he has personal experience.

DAVID BERREBY ([BIO](#)) ([CLIP](#)) ([@davidberreby](#))

Science Writer

David Berreby looks at our evolutionary roots and the psychological reasons behind group bias. His Race Issue feature considers this and explores efforts (such as counter-bias training of police officers) being made to overcome this bias to avoid societal conflict. He is the author of "[Us and Them: The Science of Identity](#)."

CLINT SMITH III ([BIO](#)) ([CLIP](#)) ([@ClintSmithIII](#))

Author, Educator, and Ph.D. Candidate at Harvard University

Clint Smith III is the author of "[Counting Descent](#)" and a Ph.D. candidate at Harvard University studying incarceration, education and inequality. His Race Issue feature takes a look inside historically black colleges from which a new brand of activism is growing as racial tensions escalate.

ANGÉLICA DASS ([BIO](#)) ([CLIP](#)) ([@angelicadass](#))

Photographer

Angélica Dass is a photographer and founder of the [Humanae Project](#), a photography initiative that seeks to show the beauty of human color and the arbitrariness of color-based racial labels.

JOHN EDWIN MASON ([BIO](#)) ([CLIP](#)) ([@johnedwinmason](#))

University of Virginia History Professor

John Edwin Mason is an associate professor at the University of Virginia where he teaches about the history of photography and African history. Mason looked into the archives of National Geographic to explore the history of the publication's coverage of race.

## USEFUL LINKS

THE RACE ISSUE (full issue available online): [natgeo.com/TheRaceIssue](http://natgeo.com/TheRaceIssue)

PRESS RELEASE: [CLICK HERE](#)

MEDIA OPPORTUNITIES: [CLICK HERE](#)

DISCUSSION GUIDE FOR PARENTS AND EDUCATORS: [CLICK HERE](#)

## SOCIAL MEDIA

### SUGGESTED POSTS

50 years after the assassination of MLK Jr., [@NatGeoMag](#) has published a single-topic issue on race. Check out the full issue at [natgeo.com/theraceissue](http://natgeo.com/theraceissue).

Race is a made-up label used to define and separate us. In its special race issue, [@NatGeo](#) reports on the origins of scientific racism and how it has defined society as we know it.

#IDefineMe [natgeo.com/theraceissue](http://natgeo.com/theraceissue)

### JOIN THE CONVERSATION

Science defines you by your DNA. Society defines you by the color of your skin. How do you define yourself? #IDefineMe

## FOR MEDIA INQUIRIES

For media inquiries, interviews, and other questions about The Race Issue, please contact:

Anna Kukelhaus  
[anna.kukelhaus@natgeo.com](mailto:anna.kukelhaus@natgeo.com)  
(202) 912 6724

Leah Jereb  
[leah.jereb@natgeo.com](mailto:leah.jereb@natgeo.com)  
(202) 912 6716