

Last in a six-part series
looking back at 80 years of
Canadian Geographic

DECADES OF DISCOVERY

1990s

Cultural rebirth

In the 1990s, few other mainstream media outlets put aboriginal issues as front and centre as did *Canadian Geographic*. But these were not the sensational stories of blockades, protests and confrontations. From the Hän of the Yukon and the Haida of British Columbia to the Innu of Labrador, the magazine offered context to the stories that were making headlines. It examined efforts to revive aboriginal languages and traditions, as well as innovations being driven by a fast-growing and youthful population. The coverage culminated in a special Jan/Feb 1999 edition on the birth of Nunavut, an issue months in the making.

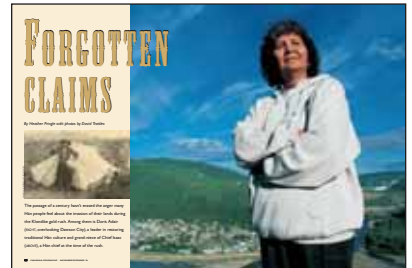
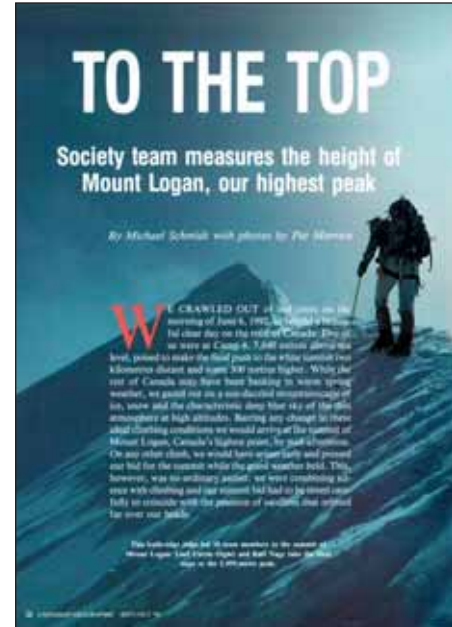
The magazine's respected reportage of environmental issues also continued to evolve; many stories underlined the effects of environmental change, such as mega hydroelectric developments, on isolated aboriginal communities. *CG's* enviro-expertise was further cemented in 1996 with the launch of the annual environment issue.

The Royal Canadian Geographical Society's founders boldly explored the nation equipped with compasses and canvas tents, while in the 1990s, the magazine increasingly offered dispatches from modern trekkers equipped with GPS and Gore-Tex. Canada's top adventure writers and photographers documented their gutsy journeys in remote locales such as Baffin Island's Penny Ice Cap, Labrador's Torngat Mountains and the Yukon's Tatshenshini River. Through crisply crafted prose, vivid photos and detailed maps, these expedition stories helped Canadians make meaningful connections with wild spaces worth preserving.

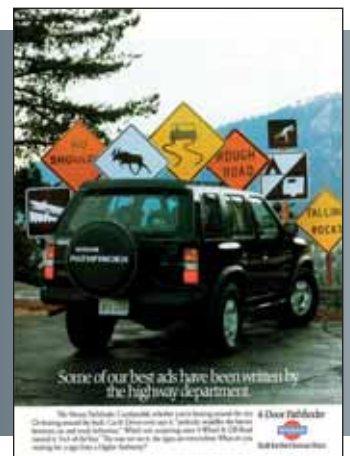
Mary Vincent



CANADA UNCOVERED The magazine brought readers face to face with adventure, culture and nature.



PAST AND PRESENT A 1996 feature on the Yukon's Hän provided a fresh take on historic issues such as land claims.



PEAK PERFORMANCE In 1992, the Society conducted its first major expedition: a climb of Mount Logan, Y.T.

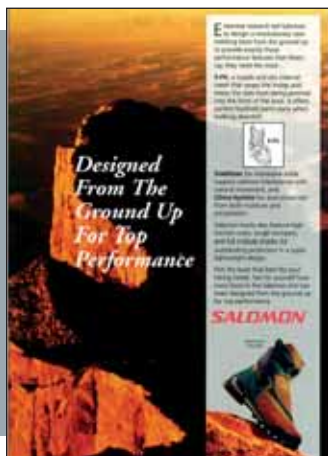


WET AND WILD Stories such as this one on the Stikine River, B.C. (BELOW), invited armchair adventurers to explore Canada's wilderness. We reached francophone readers with the launch of *géographica* in 1997 (BELOW LEFT).



MEGA PROBLEMS Innu feared how a proposed hydro project on the Quebec-Labrador border would affect their land.

A NEW DAY In 1999, the Canadian map was redrawn and the event was covered in a special issue on Nunavut, where the "Inuit of the eastern Arctic will decide for themselves what is to become of their culture, their way of life."



THE NATURAL SELL

Whether selling gas-guzzling sport-utility vehicles or water filters, advertisers in the 1990s were keen to appeal to our readers' love of the outdoors.

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2000s

World without borders

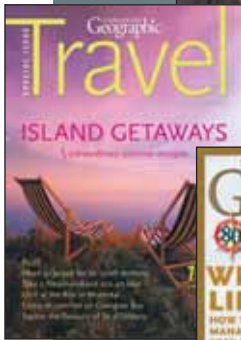
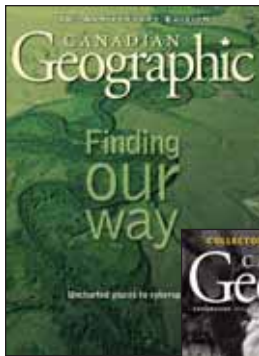
The year 2000 was the dawn of a new millennium and a whole new era. Just 10 years earlier, few people had used the World Wide Web and “google” was not yet a verb. As our technical horizons widened, the world, it seems, got smaller. Canadians are now more interconnected than ever — with one another and the rest of the world.

This reality played out in the pages of *Canadian Geographic*, as more space was devoted to exploring our role as global citizens. As then editor Rick Boychuk stated in the Nov/Dec 2004 issue, “global events since September 11, 2001, have turned all of us into internationalists. We are no less interested in Canada, just keen for a better understanding of our place in the world.” From the impact of immigration on the changing face of Canada to our special relationship with the forty-ninth parallel, the magazine examined how our country fit into the global puzzle.

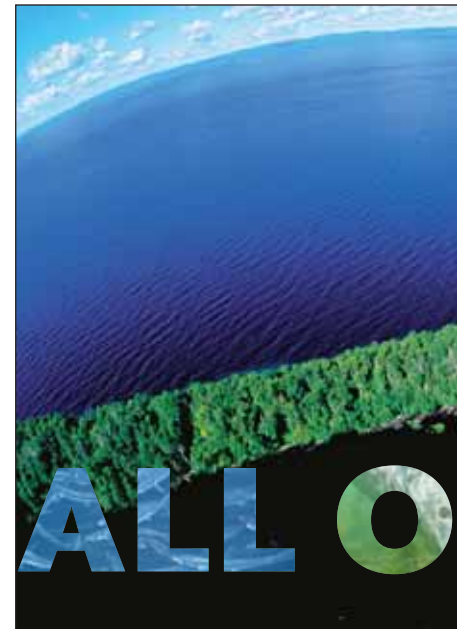
Yet *Canadian Geographic* also remained firmly dedicated to telling Canadian stories through words, pictures and maps. Where else would you find a poster map of Lake Erie and features on the revival of the Mohawk language and the impact of heightened border security on Windsor, Ont. — all in one issue (Sept/Oct 2003)?

Wherever technology takes us, it seems that chronicling Canada’s geography is never out of style. As was noted in our special 2000 millennium issue, “the impulse to know the world by charting its dimensions and shape and texture is deeply, perhaps indelibly, ingrained in the Canadian psyche.”

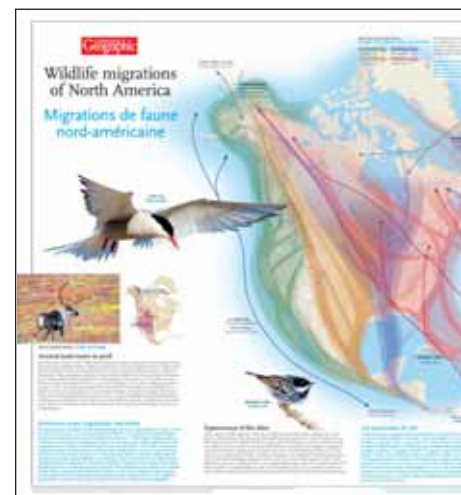
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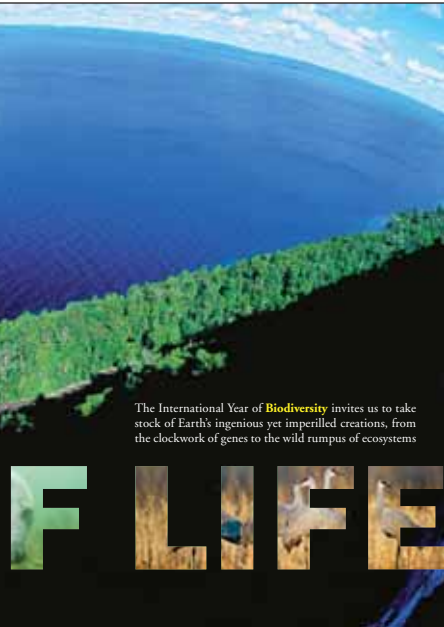
GLOBAL CITIZEN The magazine expanded its horizons after 2000 but is still unapologetically Canadian.



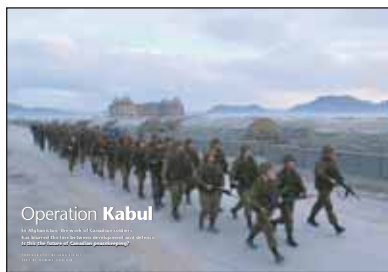
BORDER BOTTLENECK Security concerns after September 11, 2001, deeply affected daily life in Windsor, Ont.



THE BIG PICTURE A June 2010 story reminded us that humanity's "runaway demands" threaten nature's web of life.



TECHNOLOGY'S WINDFALL *Canadian Geographic* continued to cover big environmental stories, such as wind energy (BELOW). And it charted new territory by publishing its first atlas (BELOW LEFT) in 2004 with Reader's Digest Canada.



WAR FOR PEACE In 2004, we asked whether "defence, development and diplomacy" would work in Afghanistan.

INTERNATIONAL PERSPECTIVES In its 75th anniversary issue, the magazine showcased the work of Canadian photojournalists in foreign locales, whose arresting images "make you feel, think, ask and contemplate all at once."



SPREADING OUR WINGS *Canadian Geographic* now reaches more people than ever by using countless platforms, such as poster maps, an online photo club, and children's television programming and websites.