

Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation) or section 4947(a)(1) nonexempt charitable trust

OMB No. 1545-0047
1997
This Form is Open to Public Inspection

Department of the Treasury Internal Revenue Service **Notes:** The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 1997 calendar year, OR tax year period beginning **1997**, and ending **1997**

B Check if:

- Change of address
- Initial return
- Final return
- Amended return (required also for State reporting)

Please use 990 label or print or type. See separate instructions.

C Name of organization: **NATIONAL GEOGRAPHIC SOCIETY**

Number and street for P.O. box if mail is not delivered to street address; Room/suite: **1145 17TH STREET, N.W.**

City or town, State or country, and ZIP+4: **WASHINGTON, DC 20036-4688**

D Employer identification number: **33 0193319**

E State registration number: **9784916**

F Check If exemption application is pending

G Type of organization: Exempt under section 501(c)(**3**) (insert number) OR section 4947(a)(1) nonexempt charitable trust

H Is this a group return filed for affiliates? Yes No

I If either box in H is checked "Yes," enter four-digit group exemption number (GEN): _____

J Accounting method: Cash Accrual

K Check here if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS; but if it received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

Notes: Form 990-EZ may be used by organizations with gross receipts less than \$100,000 and total assets less than \$250,000 at end of year.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See Specific Instructions on page 11.)

1	Contributions, gifts, grants, and similar amounts received:			
a	Direct public support	1a	1,824,804	
b	Indirect public support	1b		
c	Government contributions (grants)	1c	61,318	
d	Total (add lines 1a through 1c) (attach schedule of contributors) (cash \$ <u>1,886,122</u> noncash \$ _____)	1d	1,886,122	
2	Program service revenue including government fees and contracts (from Part VII, line 89)	2	183,338,178	
3	Membership dues and assessments	3	227,420,983	
4	Interest on savings and temporary cash investments	4		
5	Dividends and interest from securities	5	18,637,968	
6a	Gross rents	6a	4,194,453	
b	Less: rental expenses	6b	3,184,503	
c	Net rental income or (loss) (subtract line 6b from line 6a)	6c	1,009,950	
7	Other investment income (describe _____)	7		
8a	Gain from sale of assets other than inventory	(A) Securities	764,792,056	8a 610,983
b	Less: cost of other basis and sales expenses	(B) Other	705,974,631	8b 610,983
c	Net gain or (loss) (combine line 8c, columns (A) and (B))	8c	58,807,525	0
9	Special events and activities (attach schedule)			
a	Gross revenue (not including \$ _____ of contributions reported on line 1a)	9a		
b	Less: direct expenses other than fundraising expenses	9b		
c	Net income or (loss) from special events (subtract line 9b from line 9a)	9c		0
10a	Gross sales of inventory, less returns and allowances	10a		
b	Less: cost of goods sold	10b		
c	Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)	10c		0
11	Other revenue (from Part VII, line 103)	11	3,842,632	
12	Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8c, 9c, 10c, and 11)	12	484,943,358	
13	Program services (from line 44, column (B))	13	391,955,623	
14	Management and general (from line 44, column (C))	14	20,169,954	
15	Fundraising (from line 44, column (D))	15	1,590,310	
16	Payments to affiliates (attach schedule)	16		
17	Total expenses (add lines 13 and 44, column (A))	17	413,715,887	
18	Excess or (deficit) for the year (subtract line 17 from line 12)	18	81,227,471	
19	Net assets or fund balances at beginning of year (from line 73, column (A))	19	358,542,754	
20	Other changes in net assets or fund balances (attach explanation)	20	(1,667,378)	
21	Net assets or fund balances at end of year (combine lines 18, 19, and 20)	21	438,102,847	

SCANNED JAN 07 1999

RECEIVED NOV 0 1997

For Paperwork Reduction Act Notice, see page 1 of the separate instructions. MGA Form 990 (1997)
LINE 1d, EXHIBIT C LINE 8c, EXHIBIT D LINE 21, EXHIBIT L

FAHEY \$423,077. 1997

EIN 53-0193519

Form 990 (1997)

Page 2

Part III Statement of Functional Expenses All organizations must complete column (A), Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See Specific Instructions on page 15.)

Do not include amounts reported on line 5b, 8c, 9b, 10b, or 18 of Part I		(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22	Grants and allocations (attach schedule) (cash \$ 4,985,958 noncash \$)	4,985,958	4,985,958		
23	Specific assistance to individuals (attach schedule)				
24	Benefits paid to or for members (attach schedule)				
25	Compensation of officers, directors, etc.	9,377,231	7,003,822	2,294,893	773,116
26	Other salaries and wages	49,398,974	36,821,162	12,071,237	406,475
27	Pension plan contributions	2,389,261	1,682,906	683,955	22,300
28	Other employee benefits	7,178,202	5,058,174	2,053,883	67,025
29	Payroll taxes	3,519,537	2,480,868	1,006,606	32,863
30	Professional fundraising fees				
31	Accounting fees	171,000		171,000	
32	Legal fees	638,833	90,764	530,989	17,080
33	Supplies	912,256	770,009	139,366	2,881
34	Telephone	1,704,871	1,147,642	552,377	4,852
35	Postage and shipping	47,931,773	47,683,201	241,593	4,979
36	Occupancy	3,211,570	1,027,712	2,183,958	
37	Equipment rental and maintenance	6,348,436	2,107,723	3,214,606	23,107
38	Printing and publications	109,775,781	109,736,334		39,447
39	Travel	8,874,202	8,012,096	781,259	80,847
40	Conferences, conventions, and meetings	709,511	634,570	71,191	3,750
41	Interest	71,251		71,251	
42	Depreciation, depletion, etc. (attach schedule)	5,543,989	1,753,982	3,789,697	
43	Other expenses (itemize): a EXHIBIT O	152,077,751	160,957,500	(9,687,137)	807,388
b					
c					
d					
e					
44	Total functional expenses (add lines 22 through 43; organizations completing columns (B)-(D), carry these totals to lines 12-15)	413,715,887	391,955,623	20,169,954	1,590,310

Reporting of Joint Costs.—Did you report in column (B) (Program services) any joint costs from a combined educational campaign and fundraising solicitation? Yes No

If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments (See Specific Instructions on page 15.)

What is the organization's primary exempt purpose? **INCREASE/DIFFUSION OF GEOGRAPHIC KNOWLEDGE** Program Service Expenses (Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts; not optional for others.)

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

a	NATIONAL GEOGRAPHIC MAGAZINE SEE EXHIBIT H (Grants and allocations \$)	358,442,591
b	RESEARCH GRANTS AND ALLOCATIONS SEE EXHIBITS E & H (Grants and allocations \$ 4,985,958)	4,985,958
c	EXPLORERS HALL MUSEUM SEE EXHIBIT H (Grants and allocations \$)	2,008,843
d	GEOGRAPHY EDUCATION SEE EXHIBIT H (Grants and allocations \$)	4,582,534
e	Other program services (attach schedule) (Grants and allocations \$)	121,038,697
f	Total of Program Service Expenses (should equal line 44, column (B), Program services)	391,955,623

LINE 22, EXHIBIT E LINE 42, EXHIBIT J LINE e, EXHIBIT H

National Geographic Society
 Washington, DC
 EIN #53-0193519
 1997 Return - Form 990

Page 4, Part V

List of Officers and Trustees

Name and Address	Title	Time Devoted to Position	Compensation	Contributions to Employee Benefit Plans	(see notes 1 & 2) Other Taxable & Nontaxable Benefits
Mr. John R. Murphy National Geographic Society Washington, D.C. 20036	CEO & President	Full Time	571,154	10,584	3,867
Mr. John M. Fahey, Jr. National Geographic Society Washington, D.C. 20036	Executive Vice President and COO	Full Time	423,077	1,925	
Mr. William L. Allax National Geographic Society Washington, D.C. 20036	Editor-in-Chief, National Geographic Magazine	Full Time	311,154	13,868	
Ms. Nina Hoffman Blatt National Geographic Society Washington, D.C. 20036	Senior Vice President, Publications	Full Time	310,962	1,339	
Mr. Eugene A. Perrone National Geographic Society Washington, D.C. 20036	Senior Vice President Fulfillment, Member Services	Full Time	238,981	4,475	17,675
Mr. Robert B. Sims National Geographic Society Washington, D.C. 20036	Senior Vice President, Magazine Publishing	Full Time	330,188	12,914	800
Mr. Dale A. Petrosky National Geographic Society	Senior Vice President, Public Service	Full Time	207,692	5,520	

Exhibit M
 Page 1 of 8

Form **990**

Return of Organization Exempt From Income Tax

OMB No. 1545-0047
1998
This Form is filed
to Public Inspection

Department of the Treasury
Internal Revenue Service

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation) or section 4047(a)(1) nonexempt charitable trust

Note: The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 1998 calendar year, OR tax year period beginning 1998, and ending 1998

B Check if:

Change of address

Initial return

Final return

Amended return

Rollover (see instructions)

C Name of organization: **NATIONAL GEOGRAPHIC SOCIETY**

Number and street (or P.O. box if mail is not delivered to street address): **1145 17TH ST. NW**

Room/suite: _____

City or town, state or country, and ZIP+4: **WASHINGTON, DC 20036**

D Employer identification number: **53-0193519**

E Telephone number: **202-857-7000**

F Check if exemption application is pending

G Type of organization: Exempt under 501(c) (3) (insert number) OR section 4047(a)(1) nonexempt charitable trust

Note: Section 501(c)(29) exempt organizations and 4047(a)(1) nonexempt charitable trusts MUST attach a completed Schedule A (Form 990).

H (a) Is this a group return filed for affiliates? Yes No

(b) If "Yes," enter the number of affiliates for which this return is filed: _____

(c) Is this a separate return filed by an organization covered by a group ruling? Yes No

I Accounting method: Cash Accrual

J Other (specify): _____

K Check here If the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS; but if it received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

Note: Form 990-EZ may be used by organizations with gross receipts less than \$100,000 and total assets less than \$250,000 at end of year.

Revenue, Expenses, and Changes in Net Assets or Fund Balances

1 Contributions, gifts, grants, and similar amounts received:				
a	Direct public support	1a	3,156,180.	
b	Indirect public support	1b	400,000.	
c	Government contributions (grants)	1c		
d	Total (add lines 1a through 1c) (attach schedule of contributors) (cash \$ 3,556,180. noncash \$ _____)	STMT 1		1d 3,556,180.
2	Program service revenue including government fees and contracts (from Part VII, line 93)			2 202,977,158.
3	Membership dues and assessments			3 228,460,567.
4	Interest on savings and temporary cash investments			4
5	Dividends and interest from securities			5 20,612,093.
6	Gross rents	SEE STATEMENT 2	6a 4,450,934.	
7	Less: rental expenses	SEE STATEMENT 3	6b 3,218,642.	
8	Net rental income or (loss) (subtract line 6b from line 6a)			8a 1,232,292.
9	Other investment income (describe: _____)			9
10	Gross amount from sale of assets other than inventory	(A) Securities 731,507,714. (B) Other 22,495,190.	10a 731,507,714. 10b 22,495,190.	
11	Less: cost or other basis and sales expenses	682,432,389. 7,528,800.	11a 682,432,389. 11b 7,528,800.	
12	Gain or (loss) (attach schedule)	49,075,325. 14,966,390.	12a 49,075,325. 12b 14,966,390.	
13	Net gain or (loss) (combine line 10, column (A) and (B))	STMT 4 STMT 5		13 64,041,715.
14	Special events and activities (attach schedule):			
a	Gross revenue (net including \$ _____ of contributions reported on line 1a)	14a		
b	Less: direct expenses other than fundraising expenses	14b		
c	Net income or (loss) from special events (subtract line 14b from line 14a)	14c		
15	Gross sales of inventory, less returns and allowances	15a		
16	Less: cost of goods sold	15b		
17	Gross profit or (loss) from sales of inventory (attach schedule) (subtract line 15b from line 15a)	17		17 7,701,942.
18	Other revenue (from Part VII, line 103)			18 528,581,947.
19	Total revenue (add lines 1d, 2, 3, 4, 5, 8a, 7, 8b, 9c, 10c, and 11)			19 425,663,180.
20	Program expenses (from line 4, column (B))			20 24,247,123.
21	Management and general (from line 4, column (C))			21 1,771,824.
22	Fundraising (from line 4, column (D))			
23	Payments to related parties (attach schedule)			
24	Other expenses (add lines 20 and 21, column (A))			24 451,682,127.
25	Excess of (deficit) for the year (subtract line 24 from line 19)			25 76,899,820.
26	Net assets or fund balances at beginning of year (from line 73, column (A))			26 438,102,847.
27	Other changes in net assets or fund balances (attach explanation)	SEE STATEMENT 6		27 <13,105,120.
28	Net assets or fund balances at end of year (combine lines 26, 27, and 28)			28 501,897,547.

SCANNED JAN 04 2000

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FAHEY \$717,259. 1998

Form 990 (1999)

NATIONAL GEOGRAPHIC SOCIETY

53-0193519

Page 8

Statement of Functional Expenses		All organizations must complete column (A), columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others.			
Do not include amounts reported on lines 6a, 6b, 6c, 10b, or 16 of Part I.		(A) Total	(B) Program Services	(C) Management and general	(D) Fundraising
22	Grants and allocations (attach schedule) each \$ 8628869	8,828,869.	8,828,869.		
23	Specific assistance to individuals (attach schedule)				
24	Benefits paid to or for members (attach schedule)				
25	Compensation of officers, directors, etc.			1,746,359.	88,144.
26	Other salaries and wages	10,688,173.	8,853,670.	8,495,280.	375,755.
27	Pension plan contributions	1,636,163.	1,304,241.	316,133.	15,789.
28	Other employee benefits	4,270,805.	3,404,404.	825,188.	41,213.
29	Payroll taxes	3,861,041.	3,077,787.	746,015.	37,239.
30	Professional fundraising fees				
31	Accounting fees	207,256.		207,256.	
32	Legal fees	598,055.	1,177.	552,602.	44,276.
33	Supplies	2,486,205.	2,278,946.	203,376.	3,884.
34	Telephone	1,196,124.	917,389.	265,760.	12,975.
35	Postage and shipping	46,407,913.	45,832,357.	566,359.	9,197.
36	Occupancy	4,958,130.	951,334.	4,006,796.	
37	Equipment rental and maintenance	2,160,041.	1,538,425.	614,369.	7,247.
38	Printing and publications	89,257,118.	89,227,626.		29,492.
39	Travel	9,811,372.	9,509,198.	184,193.	117,981.
40	Conferences, conventions, and meetings	422,311.	372,004.	49,102.	1,205.
41	Interest				
42	Depreciation, depletion, etc. (attach schedule)	5,500,783.	3,196,520.	2,304,263.	
43	Other expenses (Name): SEE EXHIBIT I	213,828,352.	209,676,853.	3,164,072.	987,427.
44	Total functional expenses (add lines 22 through 43) Organizations completing columns (B)-(D) carry them over to line 45	451,682,127.	425,663,180.	24,247,123.	1,771,824.

Reporting of Joint Costs. - Did you report in column (B) (Program services) any joint costs from a combined educational campaign and fundraising solicitation? Yes No
 If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____

Statement of Program Service Accomplishments

What is the organization's primary exempt purpose?	Program Service Expenses (Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts but optional for others.)
INCREASE/DIFFUSION OF GEOGRAPHIC KNOWLEDGE All organizations must describe their exempt purpose achievement in a clear and concise manner. State the number of clients served, publications issued, etc. Discuss achievements that are not measurable. Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.	
a NATIONAL GEOGRAPHIC MAGAZINE SEE EXHIBIT F (Grants and allocations \$)	257,613,051.
b RESEARCH GRANTS & ALLOCATIONS SEE EXHIBITS C & F (Grants and allocations \$)	4,838,601.
c EXPLORERS HALL MUSEUM SEE EXHIBIT F (Grants and allocations \$)	3,335,882.
d GEOGRAPHY EDUCATION SEE EXHIBIT F (Grants and allocations \$)	7,057,294.
e Other program services (attach schedule) STATEMENT 8 (Grants and allocations \$)	3,990,268.
Total of Program Service Expenses (should equal line 44, column (B), Program services)	425,663,180.

NATIONAL GEOGRAPHIC SOCIETY

53-0193519

FORM 990

**PART V - LIST OF OFFICERS, DIRECTORS,
TRUSTEES AND KEY EMPLOYEES**

STATEMENT 13

NAME AND ADDRESS	TITLE AND AVRG HRS/WK	COMPEN- SATION	EMPLOYEE BEN PLAN EXPENSE CONTRIB ACCOUNT
MR. JOHN R. MURPHY 1145 17TH ST. NW WASHINGTON, DC 20036	BOARD VICE CHAIRMAN, CEO FULL TIME	901,382.	(1) 3,509. 0.
MR. JOHN M. FAHEY, JR. 1145 17TH ST. NW WASHINGTON, DC 20036	PRESIDENT & CEO FULL TIME	717,259.	3,611. 0.
MR. WILLIAM L. ALLEN 1145 17TH ST. NW WASHINGTON, DC 20036	EDITOR-IN-CHIEF, NGM FULL TIME	450,948.	13,041. 0.
MS. NINA HOFFMAN BLATT 1145 17TH ST. NW WASHINGTON, DC 20036	SENIOR V.P., PUBLICATIONS FULL TIME	427,192.	3,607. 0.
MR. ROBERT B. SIMS 1145 17TH ST. NW WASHINGTON, DC 20036	SENIOR V.P., MAGAZINE PUB. FULL TIME	434,892.	11,940. 0.
MR. TERENCE B. ADAMSON 1145 17TH ST. NW WASHINGTON, DC 20036	SENIOR V.P., CORP. COUNSEL FULL TIME	261,250.	2,770. 0.
MS. SANDRA HARWARD GILL 1145 17TH ST. NW WASHINGTON, DC 20036	SENIOR V.P., ADMIN. FULL TIME	304,982.	3,375. 0.
MR. DALE A. PETROSKY 1145 17TH ST. NW WASHINGTON, DC 20036	SENIOR V.P., PUBLIC SERVICE FULL TIME	296,595.	4,739. 0.
MR. JACK S. CRYSTAL 1145 17TH ST. NW WASHINGTON, DC 20036	V.P., ADVERTISING FULL TIME	461,459.	4,594. 0.
MR. CHRISTOPHER A. LIEDEL 1145 17TH ST. NW WASHINGTON, DC 20036	V.P. & CFO FULL TIME	313,785.	1,243. 20,808.
MR. GEORGE E. NEWSTEDT 1145 17TH ST. NW WASHINGTON, DC 20036	V.P. & CONTROLLER FULL TIME	203,960.	12,097. 0.

Note (1) Mr. Murphy retired from the Presidency of the Society on March 1, 1978, at which time he became eligible to receive benefits under the Society's executive supplemental retirement plan, as well as under the Society's ERISA qualified plan. The supplemental executive plan provides to eligible retirees a benefit equal to any amounts not payable under the Society's retirement plan due to the limitations imposed by Sections 415 and 401(a)(17) of the Internal Revenue Code. Mr. Murphy elected to receive his executive supplemental retirement plan benefit as a lump-sum payment in 1978 totaling an additional \$281,434.

Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation) or section 4947(a)(1) nonexempt charitable trust

OMB No. 1545-0047

1999

This Form is Open to Public Inspection

Department of the Treasury
Internal Revenue Service

Note: The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 1999 calendar year, OR tax year period beginning and ending

B Check if:	C Name of organization	D Employer identification number
<input type="checkbox"/> Change of address	NATIONAL GEOGRAPHIC SOCIETY	53-0193519
<input type="checkbox"/> Mailing address	Number and street (or P.O. box if mail is not delivered to street address) Room/suite	E Telephone number
<input type="checkbox"/> Principal office	1145 17TH ST, NW	(202) 857-7000
<input type="checkbox"/> Other office	City or town, state or country, and ZIP+4	F Check <input type="checkbox"/> if exemption application is pending
<input type="checkbox"/> Other office	WASHINGTON, DC 20036	

G Type of organization Exempt under 501(c) (3) (insert number) OR section 4947(a)(1) nonexempt charitable trust

Note: Section 501(c)(3) exempt organizations and 4947(a)(1) nonexempt charitable trusts MUST attach a completed Schedule A (Form 990).

H(a) Is this a group return filed for affiliates? Yes No

If either box in H is checked "Yes," enter four-digit group exemption number (GEN) _____

(b) If "Yes," enter the number of affiliates for which this return is filed: _____

I Accounting method: Cash Accrual

J Is this a separate return filed by an organization covered by a group (other than a group)? Yes No

K Check here if the organization's gross receipts are normally not more than \$25,000. The organization need not file a return with the IRS, but if it received a Form 990 Package in the mail, it should file a return without financial data. Some states require a complete return.

Note: Form 990-EZ may be used by organizations with gross receipts less than \$100,000 and total assets less than \$250,000 at end of year.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances

Revenue		Expenses		Net Assets	
1	Contributions, gifts, grants, and similar amounts received:				
a	Direct public support	1a	6,778,661.		
b	Indirect public support	1b			
c	Government contributions (grants)	1c	710,000.		
d	Total (add lines 1a through 1c) (attach schedule of contributors) (cash \$ 7,488,661, noncash \$)	1d	7,488,661.		
2	Program service revenue including government fees and contracts (from Part VII, line 83)	2	243,621,279.		
3	Membership dues and assessments	3	208,106,469.		
4	Interest on savings and temporary cash investments	4			
5	Dividends and interest from securities	5	20,719,034.		
6a	Gross rents	6a	4,093,874.		
b	Less: rental expenses	6b	3,285,062.		
c	Net rental income or (loss) (subtract line 6b from line 6a)	6c	808,812.		
7	Other investment income (describe)	7			
8a	Gross amount from sale of assets other than inventory	(A) Securities	885,189,000.	(B) Other	25,000.
b	Less: cost or other basis and sales expenses	8a	893,593,535.	8b	10,509.
c	Gain or (loss) (combine line 8c, columns (A) and (B))	8c	51,595,465.	8d	14,491.
d	Net gain or (loss) (combine line 8c, columns (A) and (B))	8d	51,609,956.		
9	Special events and activities (attach schedule)				
a	Gross revenue (not including contributions reported on line 1a)	9a			
b	Less: direct expenses other than fundraising expenses	9b			
c	Net profit or (loss) from special events (subtract line 9b from line 9a)	9c			
10a	Gross profit on (loss) from sales of inventory	10a			
b	Less: cost of goods sold	10b			
c	Gross profit on (loss) from sales of inventory (attach schedule) (subtract line 10b from line 10a)	10c			
11	Other revenue (from Part VII, line 103)	11	9,957,415.		
12	Total revenue (add lines 1d, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11)	12	542,311,626.		
13	Program services (from line 44, column (B))	13	459,520,926.		
14	Management and general (from line 44, column (C))	14	22,234,952.		
15	Fundraising (from line 44, column (D))	15	1,238,291.		
16	Payments to affiliates (attach schedule)	16			
17	Total expenses (add lines 13 and 14, column (A))	17	482,994,169.		
18	Excess or (deficit) for the year (subtract line 17 from line 12)	18	59,317,457.		
19	Net assets or fund balances at beginning of year (from line 73, column (A))	19	499,681,890.		
20	Other changes in net assets or fund balances (attach explanation)	20	88,211,440.		
21	Net assets or fund balances at end of year (combine lines 18, 19, and 20)	21	647,210,787.		

C-CHANGE NOV 20 2000

FAHEY \$794,981

LHA For Paperwork Reduction Act Notice, see page 1 of the separate instructions.

Form 990 (1999)

1999

Part II Statement of Functional Expenses All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others.

Do not include amounts reported on line 6b, 6c, 6d, 10b, or 10c of Part I.

	(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22 Grants and allocations (attach schedule) cash \$11,210,955 non-cash \$	11,210,955	11,210,955	Statement 7	
23 Specific assistance to individuals (attach schedule)				
24 Benefits paid to or for members (attach schedule)				
25 Compensation of officers, directors, etc.	7,053,005.	5,989,003.	1,017,015.	46,987.
26 Other salaries and wages	57,155,207.	48,532,909.	8,241,551.	380,747.
27 Pension plan contributions	<3,160,377.>	<2,673,496.>	<463,169.>	<23,712.>
28 Other employee benefits	8,020,768.	6,785,103.	1,175,484.	60,181.
29 Payroll taxes	4,270,410.	3,612,519.	625,850.	32,041.
30 Professional fundraising fees	44,671.			44,671.
31 Accounting fees	213,033.	28,183.	184,850.	
32 Legal fees	338,252.	46,358.	263,266.	28,628.
33 Supplies	2,717,167.	2,132,698.	580,201.	4,268.
34 Telephone	1,805,875.	1,675,351.	114,287.	16,237.
35 Postage and shipping	46,976,211.	46,093,227.	875,290.	6,694.
36 Occupancy	4,937,424.	995,629.	3,941,795.	
37 Equipment rental and maintenance	7,604,580.	7,471,109.	122,635.	10,836.
38 Printing and publications	86,707,923.	86,707,923.		
39 Travel	9,849,991.	9,351,961.	422,808.	75,202.
40 Conferences, conventions, and meetings	383,841.	304,899.	75,417.	3,525.
41 Interest				
42 Depreciation, depletion, etc. (attach schedule)	5,872,034.	5,822,961.	49,073.	
43 Other expenses (describe):				
SEE EXHIBIT I	230,993,199.	225,433,614.	5,007,599.	551,986.
44 Total functional expenses (add lines 22 through 43) Deduct here any qualifying expenses (97-27, carry 100% into 10, lines 11-15)	482,994,169.	459,520,926.	22,234,952.	1,238,291.

Reporting of Joint Costs. - Did you report in column (B) (Program services) any joint costs from a combined educational campaign and fundraising solicitation? Yes No

If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____; (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____.

Part III Statement of Program Service Accomplishments

What is the organization's primary exempt purpose? **INCREASE/DIFFUSION OF GEOGRAPHIC KNOWLEDGE**

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of clients served, publications issued, etc. Disclose accomplishments that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

Program Service Expenses	(Grants and allocations \$)	(Grants and allocations \$)
a NATIONAL GEOGRAPHIC MAGAZINE SEE EXHIBIT F		254,690,293.
b RESEARCH GRANTS & ALLOCATIONS SEE EXHIBITS C & F		5,902,346.
c EXPLORERS HALL MUSEUM SEE EXHIBIT F	4,840,404.	2,614,822.
d GEOGRAPHY EDUCATION SEE EXHIBITS C & F		
e Other program services (attach schedule) Statement 8	3,547,800.	8,147,014.
f Total of Program Service Expenses (should equal line 44, column (B), Program services)	2,822,751.	459,520,926.

NATIONAL GEOGRAPHIC SOCIETY

53-0193519

Form 990

Part V - List of Officers, Directors,
Trustees and Key Employees

Statement 13

Name and Address	Title and Avg Hrs/Wk	Compen- sation	Employee Ben Plan Expense Contrib Account	
JOHN M. FAHEY, JR. 1145 17TH ST. NW WASHINGTON, DC 20036	PRESIDENT & CEO FULL TIME	794,981.	12,500.	0.
WILLIAM L. ALLEN 1145 17TH ST. NW WASHINGTON, DC 20036	EDITOR FULL TIME	423,366.	18,000.	0.
TERRENCE B. ADAMSON 1145 17TH ST. NW WASHINGTON, DC 20036	SR. V.P. & SECRETARY FULL TIME	388,424.	10,000.	0.
CHRISTOPHER A. LIBDEL 1145 17TH ST. NW WASHINGTON, DC 20036	SR. V.P. & CFO FULL TIME	325,514.	12,500.	0.
TERRY D. GARCIA 1145 17TH ST. NW WASHINGTON, DC 20036	SR. V.P. FULL TIME	81,412.	0.	0.
NINA HOFFMAN BLATT 1145 17TH ST. NW WASHINGTON, DC 20036	SR. V.P. FULL TIME	395,693.	12,500.	0.
ROBERT B. SIMS 1145 17TH ST. NW WASHINGTON, DC 20036	SR. V.P. FULL TIME	490,341.	15,001.	0.
BERNARD J. CALLAHAN 1145 17TH ST. NW WASHINGTON, DC 20036	V.P. FULL TIME	212,162.	0.	0.
KATHLEEN C. COLBERT 1145 17TH ST. NW WASHINGTON, DC 20036	V.P. FULL TIME	217,071.	6,067.	0.
MICHAEL J. COLE 1145 17TH ST. NW WASHINGTON, DC 20036	V.P. & CONTROLLER FULL TIME	120,170.	13,486.	0.
JACK SCOTT CRYSTAL 1145 17TH ST. NW WASHINGTON, DC 20036	V.P. FULL TIME	402,934.	15,000.	0.

Form 990

Under section 501(c) of the Internal Revenue Code (except black lung benefit trust or private foundation), section 527, or section 4947(a)(1) nonexempt charitable trust

2000

Open to Public Inspection

Department of the Treasury Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2000 calendar year, OR tax year period beginning and ending

B Check if applicable: C Name of organization: NATIONAL GEOGRAPHIC SOCIETY; D Employer identification number: 53-0193519; E Telephone number: (202)857-7000; F Check if application pending

G Organization type: 501(c)(3); H(a) Is this a group return for affiliates? No; H(b) If "Yes," enter number of affiliates; H(c) Are all affiliates included? No; H(d) Is this a separate return filed by an organization covered by a group ruling? No; I Enter 4-digit group exemption no. (GEN); L Check this box if the organization is not required to attach Schedule B (Form 990 or 990-EZ)

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances

Table with 21 rows and 4 columns (line number, description, sub-column, amount). Includes Revenue (lines 1-11), Expenses (lines 12-17), and Net Assets (lines 18-21). Total revenue: 505,449,221; Total expenses: 488,282,952; Net assets at end: 637,732,003.

Revenue
Expenses
Net Assets

FAHEY
2000 \$835,486

See Statement 4
77-10 Form 990 (2000)

Form 990 (2000)

NATIONAL GEOGRAPHIC SOCIETY

53-819519 PAGE 2

Part II Statement of Functional Expenses All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others.

Do not include amounts reported on line 22, 23, 24, 106, or 16 of Part I.	(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22 Grants and allocations (attach schedule) cash \$11,693,076	22 11,693,076.	11,693,076.	Statement 5	
23 Specific assistance to individuals (attach schedule)	23			
24 Benefits paid to or for members (attach schedule)	24			
25 Compensation of officers, directors, etc.	25 4,666,754.	3,910,802.	728,492.	27,460.
26 Other salaries and wages	26 65,615,175.	54,986,400.	10,242,685.	386,089.
27 Pension plan contributions	27 <6,101,618.>	<5,079,949.>	<984,000.>	<37,669.>
28 Other employee benefits	28 13,647,415.	11,362,261.	2,200,901.	84,253.
29 Payroll taxes	29 4,648,610.	3,870,236.	749,675.	28,699.
30 Professional fundraising fees	30 141,823.			141,823.
31 Accounting fees	31 210,000.		210,000.	
32 Legal fees	32 714,890.	226,837.	408,144.	79,909.
33 Supplies	33 2,217,190.	1,936,692.	277,506.	2,992.
34 Telephone	34 1,616,737.	1,473,856.	126,805.	16,076.
35 Postage and shipping	35 46,317,871.	45,596,216.	716,270.	5,385.
36 Occupancy	36 12,699,898.	9,510,203.	3,127,125.	62,490.
37 Equipment rental and maintenance	37 1,785,891.	1,546,932.	235,989.	2,970.
38 Printing and publications	38 125,549,299.	125,549,299.		
39 Travel	39 9,233,746.	7,656,948.	1,533,040.	43,758.
40 Conferences, conventions, and meetings	40 370,306.	311,270.	58,524.	512.
41 Interest	41 392,707.		392,707.	
42 Depreciation, depletion, etc. (attach schedule)	42 6,478,213.	6,419,086.	59,127.	
43 Other expenses (Itemize): a SEE EXHIBIT I	43a 186,384,969.	180,090,055.	5,666,732.	628,182.
b Ln. 42 Depreciation	43b 0.			
c detail SEE	43c 0.			
d EXHIBIT G	43d 0.			
e	43e			
44 Total functional expenses (add lines 22 through 43) Organizations completing columns (B)-(D), carry these totals to line 13, 15	44 488,282,952.	461,060,300.	25,749,723.	1,472,929.

Reporting of Joint Costs. Did you report in column (B) (Program services) any joint costs from a combined educational campaign and fundraising solicitation? Yes No
 If "Yes," enter (i) the aggregate amount of these joint costs \$ _____; (ii) the amount allocated to Program services \$ _____;
 (iii) the amount allocated to Management and general \$ _____; and (iv) the amount allocated to Fundraising \$ _____

Part III Statement of Program Service Accomplishments

What is the organization's primary exempt purpose? <input checked="" type="checkbox"/> INCREASE/DIFFUSION OF GEOGRAPHIC KNOWLEDGE All organizations must describe their exempt purpose accomplishments in a clear and concise manner. State the number of clients served, publications issued, etc. Disclose accomplishments that are not measurable. (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)	Program Service Expenses (Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts; but optional for others.)
a NATIONAL GEOGRAPHIC MAGAZINE SEE EXHIBIT F	
(Grants and allocations \$)	243,603,894.
b BOOKS & OTHER MERCHANDISE SEE EXHIBIT F	
(Grants and allocations \$)	117,647,554.
c TRAVELER MAGAZINE SEE EXHIBIT F	
(Grants and allocations \$)	26,143,560.
d ADVENTURE MAGAZINE SEE EXHIBIT F	
(Grants and allocations \$)	18,508,528.
e Other program services (attach schedule) Statement 6	(Grants and allocations \$ 11,693,076.) 55,156,764.
f Total of Program Service Expenses (should equal line 44, column (B), Program services)	461,060,300.

NATIONAL GEOGRAPHIC SOCIETY

53-0193519

Form 990

Part V - List of Officers, Directors,
Trustees and Key Employees

Statement 12

Name and Address	Title and Avg Hrs/Wk	Compensation	Employee Ben Plan Expense Contrib Account
JOHN M. FAHEY JR. 45 17TH ST. NW WASHINGTON DC 20036	PRESIDENT & CEO FULL-TIME	835,486.	13,125. 0.
WILLIAM L. ALLEN 45 17TH ST. NW WASHINGTON DC 20036	EDITOR FULL-TIME	444,789.	18,500. 0.
PERRENCE B. ADAMSON 45 17TH ST. NW WASHINGTON DC 20036	EXECUTIVE VP & SECRETARY FULL-TIME	434,931.	12,923. 0.
CHRISTOPHER A. LIEDEL 45 17TH ST. NW WASHINGTON DC 20036	EXECUTIVE VP & CFO FULL-TIME	368,555.	13,125. 0.
ANNA HOFFMAN BLATT 45 17TH ST. NW WASHINGTON DC 20036	EXECUTIVE VP FULL-TIME	422,006.	13,125. 0.
MICHAEL D. GARCIA 45 17TH ST. NW WASHINGTON DC 20036	EXECUTIVE VP FULL-TIME	254,356.	10,500. 0.
BERT B. SIMS 45 17TH ST. NW WASHINGTON DC 20036	VP FULL-TIME	456,202.	15,750. 0.
WARD A. RENO, JR. 45 17TH ST. NW WASHINGTON DC 20036	VP FULL-TIME	260,153.	13,125. 0.
GREGORY PLATT 45 17TH ST. NW WASHINGTON DC 20036	VP & TREASURER FULL-TIME	187,501.	15,171. 0.
MICHAEL J. COLE 45 17TH ST. NW WASHINGTON DC 20036	VP & CONTROLLER FULL-TIME	162,487.	14,375. 0.
REBECCA J. CONSTANTZ 45 17TH ST. NW WASHINGTON DC 20036	ASSISTANT TREASURER FULL-TIME	113,208.	7,725. 0.