

# **Wilder, Laura Ingalls (1867-1957)**

## **Encyclopedia Article**

### **Wilder, Laura Ingalls (1867-1957)**

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## Wilder, Laura Ingalls (1867-1957)

The first television program to help Americans visualize distant life and consider ways they might help, *Wild Kingdom* became a crucial tool in the formation of America's environmental consciousness and particularly in the movement's shift toward global concerns. Mutual of Omaha's *Wild Kingdom* has served as Americans' window to the exotic species of the natural world since the 1960s. In the tradition of *National Geographic*, host Marlon Perkins traveled throughout the world sending back images of danger and intrigue. Perkins's pursuit of animals in their natural surroundings contributed to the interest in "eco tourism" in which the very wealthy now travel to various portions of the world not to shoot big game but only to view it. *Wild Kingdom* continues production and has spawned an entire genre of television, particularly for young viewers.