Abstract

Headline: Connecting clicks to context: National Geographic’s contextual approach to covering environment issues in a digital era

Few media companies have the global reach of the National Geographic Society. It includes a magazine that is read by 8 million globally and a website seen by nearly 20 million unique visitors monthly. The nonprofit has a varied audience, and, like many media organizations, is doing all it can to set the bar for multimedia in this digital era. This article examines how National Geographic continues to carry out its mission to educate and give context to audiences about science and environment issues, while creating engaging and innovative multimedia content.