



Walking the Line
Three Simple Steps
To Digital Success

February 2009

WHERE ARE WE GOING??



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WHERE ARE WE
GOING??

1



Know
your
readers

2



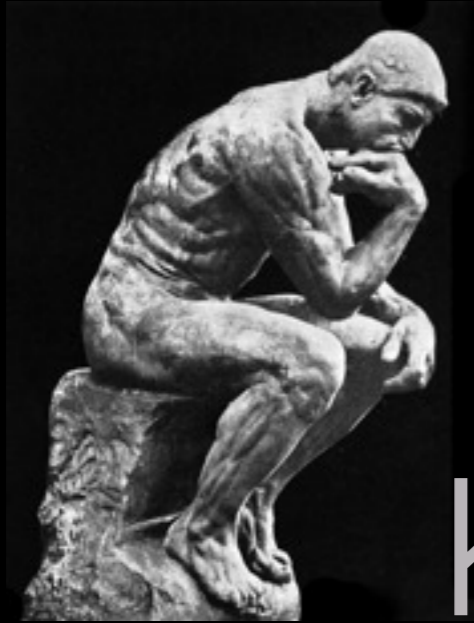
Hone
your
process

3



Get
great
content

1



Know your readers

“If I had asked people what they wanted, they would have said faster horses.”

Henry Ford

Be true or new?



THE TALK OF THE TOWN

COMMENT
GULAG LITE



Illustration by Tom
Bachtell.

In 1964, a twenty-three-year-old poet was arrested by the Leningrad K.G.B. and charged with the crime of "malicious parasitism." His name was Josef Brodsky. One Communist Party newspaper denounced his poetry as "pornographic and anti-Soviet"; another noted archly that he wore "velvet pants." The authorities permitted him to testify in court, but they soon regretted their decision, and their failure to prevent a brave woman named Frida Vigdorova from taking notes on the proceedings. Vigdorova wrote down this exchange—the most famous legal exchange in Russia since Stalin's show trials—and the transcript was smuggled to the West:

JUDGE: And what is your profession?

BRODSKY: Poet. Poet and translator.

JUDGE: And who told you that you were a poet? Who assigned you that rank?

BRODSKY: No one. (*Non-confrontationally.*) Who assigned me to the human race?

JUDGE: And did you study for this?

BRODSKY: For what?

JUDGE: To become a poet? Did you try to attend a school where they train [poets] . . . where they teach . . .

BRODSKY: I don't think it comes from education.

JUDGE: From what, then?

BRODSKY: I think it's . . . (*at a loss*) . . . from God.

The judge sentenced Brodsky to five years of internal exile. Living in a village near the Arctic Circle, he crushed rocks and hauled manure by day. At night, he wrote, and he improved his English by reading

WEEK OF FEB 28

9:11 AM 65%

Entertainment

4 Exclusive Jack Johnson video

8 Oscar shorts on iTunes

1 Joel McHale's tasty *Soup*

5 Fantastical new novel

9 *Beethoven, better than ever*

10 *Dreaming young love in Heartbeats*

2 Kanye guests on Katy Perry's "E.T."

3 *In the Killzone*

6 *27 Hours* on DVD and Blu-ray

7 *Sunrise* rocks itself

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Replicate or redesign?

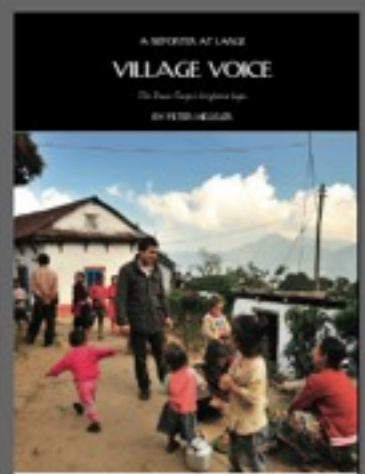
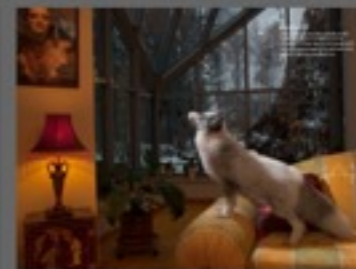


Which road to take?



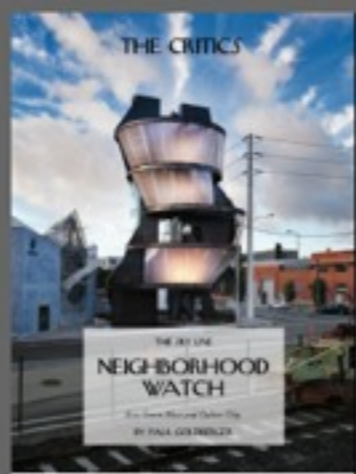
"Huh? How are you doing?"

It's a question that's been asked of me many times in the past few weeks. It's a question that's been asked of me many times in the past few weeks. It's a question that's been asked of me many times in the past few weeks.



WINGS ABOUT THE HOUSE

The old-fashioned way to find out what's going on in the world is to go to the library and read the newspapers. But now, with the internet, you can find out what's going on in the world from the comfort of your own home.



BRIEFLY NOTED

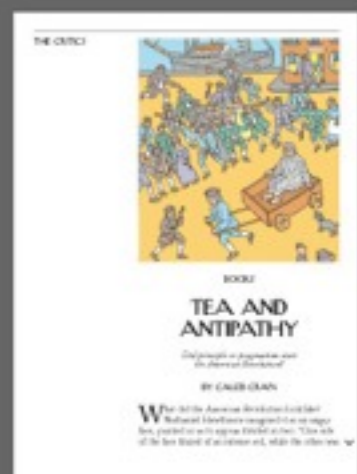
DEATH OF A LIBERAL CLASS
By Walter Mosley

MR. TOBBIT CHARLES ELTON

THE CRITICS

STAYING POWER
By Paula Herrera

TEA AND ANTIPLAQUE
By James Dean



A REPORT AT LARGE

VILLAGE VOICE
By Peter H. Rabinovitch

ESCAPE FROM SPIDERHEAD
By George Johnson

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THE BY LINE

NEIGHBORHOOD WATCH
By Paul Grendler

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"I LOST PEOPLE I LOVED."

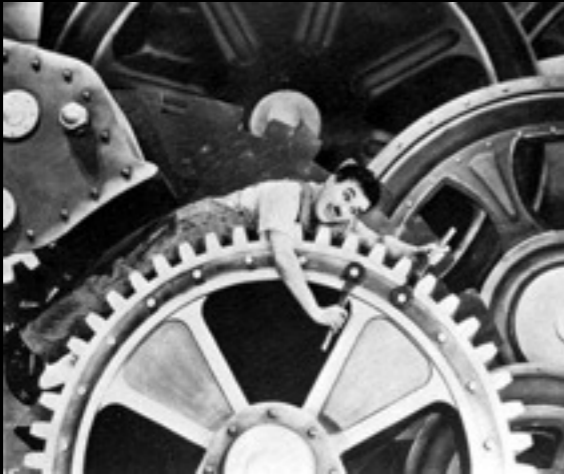
was betrayed by people I trusted, felt the breeze of bullets flying by my head, I saw crack addiction destroy families—but I told it, too."
—JAY-Z



“This should be easy...”



2



Hone your process

One-off vs. monthly



50 Greatest Photographs

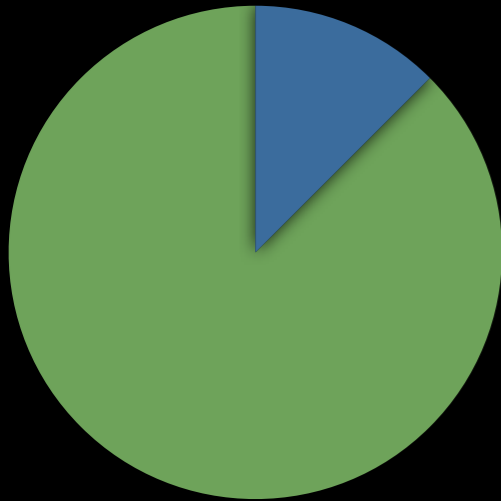


National Geographic Magazine

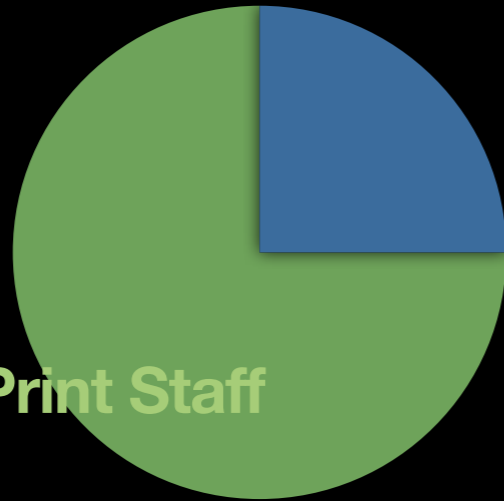
Who does what

E-pub staff Redesign

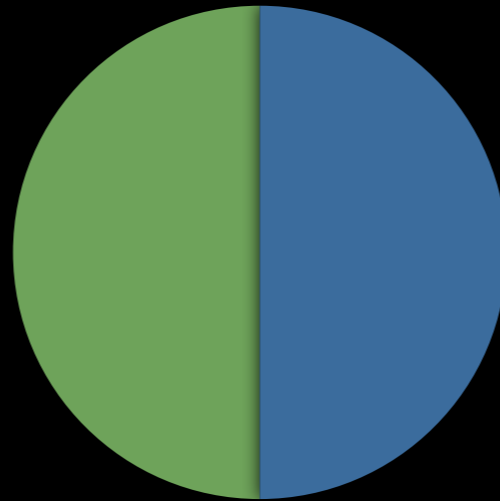
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& QC



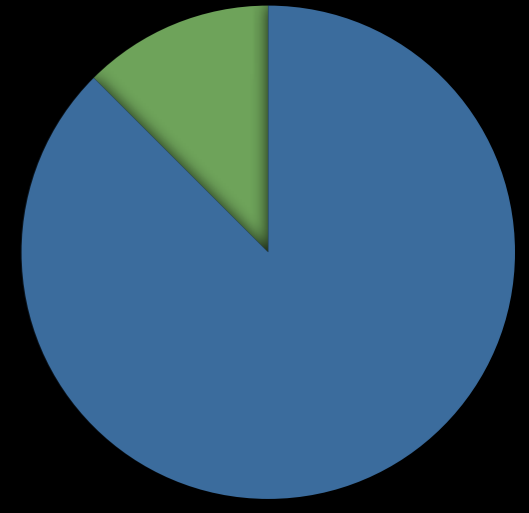
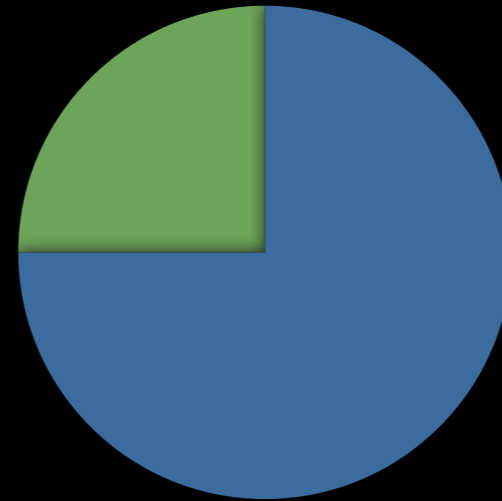
Print
edition



Print Staff



Interactives
added



Release

Look ma, no paper



Cyril Ruoso, author of The Great Apes, is with JH Editorial/Minden Pictures. Natural history writer Mel White lives in Little Rock, Arkansas.



Frogs mate in a position called amplexus, with the smaller male clasping the female from behind in a ride that can last two days or more. As she lays eggs, he expels sperm to fertilize them. Though egg laying takes place in spring, frog pairs in mountain ponds can begin hibernation in amplexus—a months-long embrace that may provide a breeding advantage by allowing mating as quickly as possible once warm weather arrives. Eggs of high-elevation frogs may be 30 percent larger than those of lowland females, giving tadpoles a head start. Eggs and tadpoles of mountain frogs have developed resistance to genetic damage from ultraviolet radiation, a component of sunlight that is more intense in the thinner air of high altitude. —Mel White

Look ma, no paper



Look ma, no paper



Frog pairs can begin hibernation in amplexus, turning it into a months-long embrace that may provide a breeding advantage by allowing mating as quickly as possible once warm weather arrives.

PATH OF A RIVER CAVE

In April 2009 a British-Vietnamese team began exploring Hang Son Doong, or "mountain river cave" (below). Beneath the rain forest along the Vietnam-Laos border they discovered a cavernous limestone passage more than 2.5 miles long and in places over 600 feet high, carved by a subterranean river two to five million years ago. Expeditions have found more than 150 caves in this area since 1990, mapping nearly 90 miles of passages.

A MEGA-SINKHOLE OPENS

The cave's Garden of Edam sinkhole owes its size to its location: Another passage entered the main cave here. When the ceiling collapsed at this junction, it opened a pit 1,500 feet deep, with a 650-foot-wide opening.



Dissolving

2 million to 5 million years ago
A subterranean chamber (A) forms as water flowing along fracture lines (B) dissolves the limestone.

Expanding

With continued erosion and collapse (C), debris accumulates faster than it can be removed by the flowing water (D).

Collapse and colonization

Within the past million years
The chamber's roof collapses, opening the cave to the sky. Ferns and trees colonize the exposed debris cone (E).

CANVAS FOR CAVES

Vast formations of limestone, in places thousands of feet thick, were deposited across this region 250 to 350 million years ago. Tectonic action uplifted and fractured the rock. Rivers followed these fractures underground, dissolving networks of cave passages.



Networks of caves

Legend: ■ Vom caves ■ Phong Nha caves ■ Other caves ■ Limestone extent

Two drainage systems, the Vom and the Phong Nha, channel subterranean waters that have carved two namesake cave networks.

South entrance

Flowing into the cave, the Rao Thuong River soon vanishes into the limestone. High water makes exploration too dangerous in summer's rainy season.

Watch Out for Dinosaurs

The whimsically named sinkhole lets in light and rain, which seeps into the river now carving new passages beneath the cave floor.

Garden of Edam

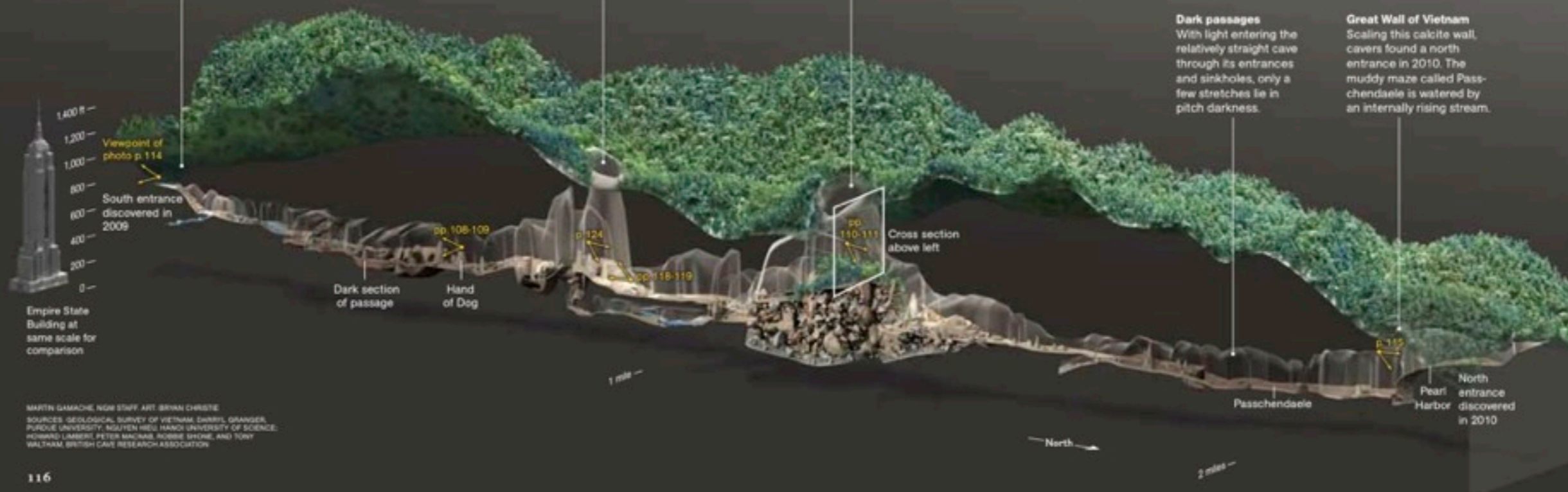
In the larger and older of the cave's two sinkholes, a forest of 100-foot trees covers an 850-foot-tall debris cone.

Dark passages

With light entering the relatively straight cave through its entrances and sinkholes, only a few stretches lie in pitch darkness.

Great Wall of Vietnam

Scaling this calcite wall, cavers found a north entrance in 2010. The muddy maze called Passchendaele is watered by an internally rising stream.



MARTIN DAMACHE, NGM STAFF; ART: BRYAN CHRISTIE
SOURCES: GEOLOGICAL SURVEY OF VIETNAM; EMERYL GRANGER, PURDUE UNIVERSITY; NGUYEN HIEU, HANOI UNIVERSITY OF SCIENCE; HOWARD LAMBERT, PETER MACANAL, ROBBIE SHONE, AND TONY WALTHAM, BRITISH CAVE RESEARCH ASSOCIATION

Breaking up is hard to do

A CANVAS FOR CAVES

Beneath the rain forest along the Vietnam-Laos border lie vast formations of limestone, thousands of feet thick in places, deposited 250 to 350 million years ago. Tectonic action uplifted and fractured the rock. Rivers then followed the fractures underground, dissolving networks of cave passages. Since 1990, expeditions have found more than 100 caves in this area and mapped nearly 90 miles of passages. In April 2008, a British-Vietnamese team began exploring Hang Son Doong, or "mountain river cave."

Networks of caves

- Phong Nha caves
- Phong Nha caves
- Other caves
- Limestone extent

Two drainage systems, the Son and the Phong Nha, channel subterranean waters that have carved two massive cave networks.

A Mega-Sinkhole Opens

The cave's Garden of Eden sinkhole owes its size to its location. Another passage entered the main cave here. When the ceiling collapsed at this junction, it opened a pit 1,500 feet deep, with a 650-foot-wide opening.

Dissolving
2 million to 3 million years ago
A subterranean chamber (A) forms as water flowing along fracture lines (B) dissolves the limestone.

Expanding
With continued erosion and collapse (C), debris accumulates faster than it can be removed by the flowing water (D).

Collapse and colonization
Within the past million years
The chamber's roof collapses, opening the cave to the sky. Ferns and trees colonize the exposed debris cone (E).

National Geographic Interactive Jan-11

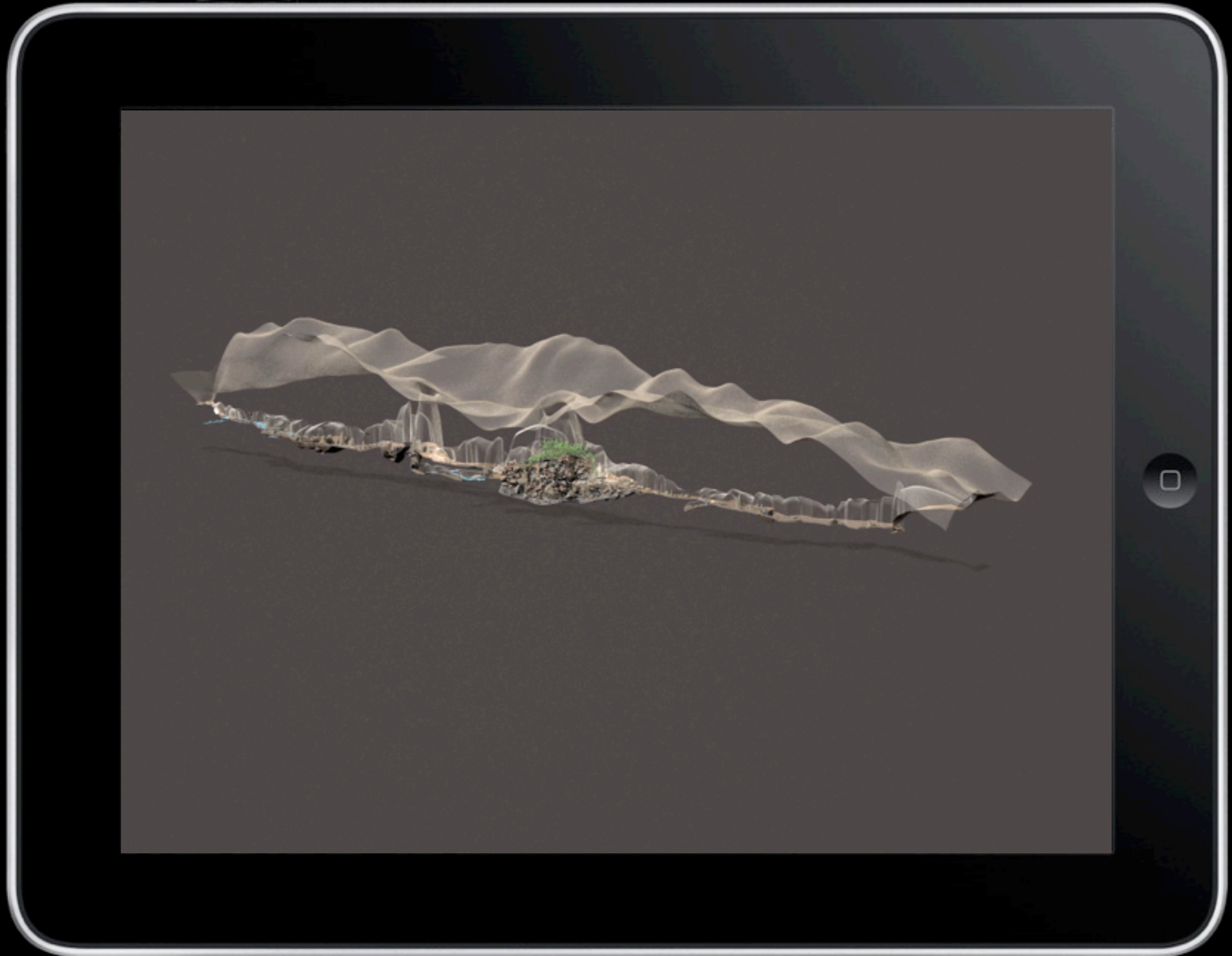
TOUCH to fly by cave

TOUCH any photo to view larger

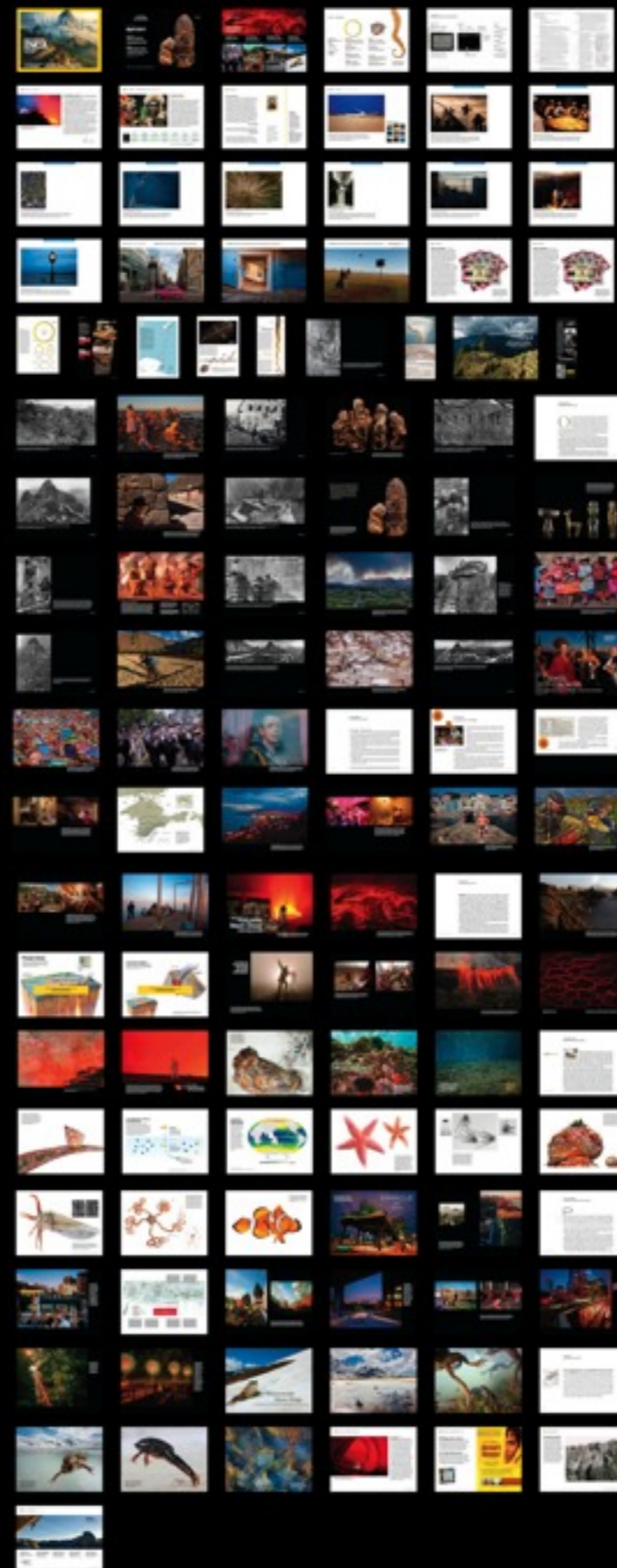
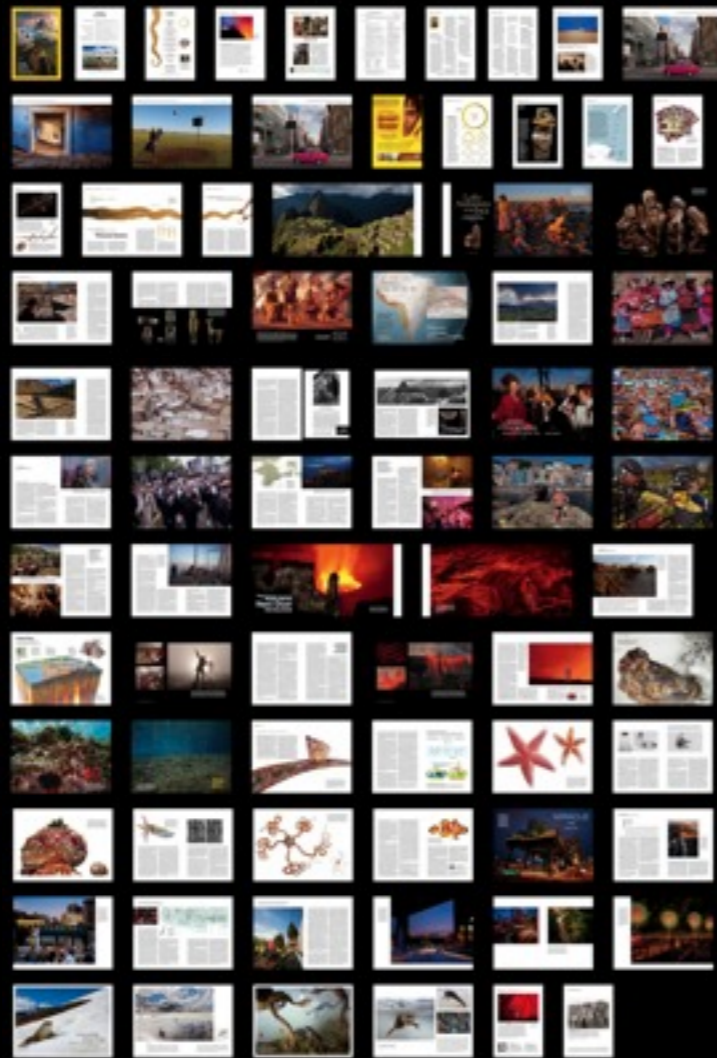
National Geographic Interactive Jan-11

MAGIC WORLD
Daylight streaming through Watch Out for Dinosaurs turns a rock formation into a fantasy castle perched on a hill. It even has a moat—a reflecting pool filled by a passing storm.

Going where paper can't



How much is too much?



3



Get great content

Start at the beginning



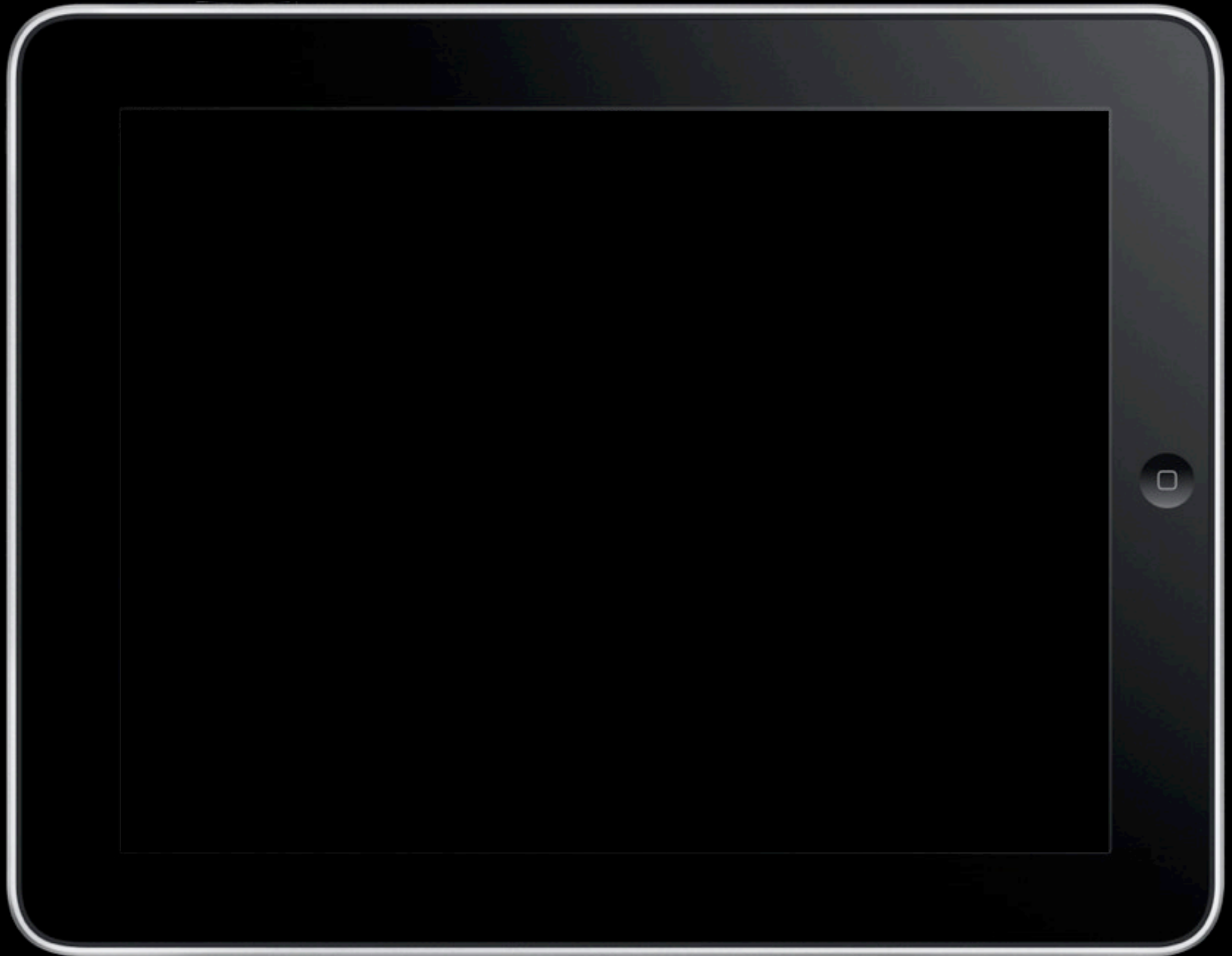
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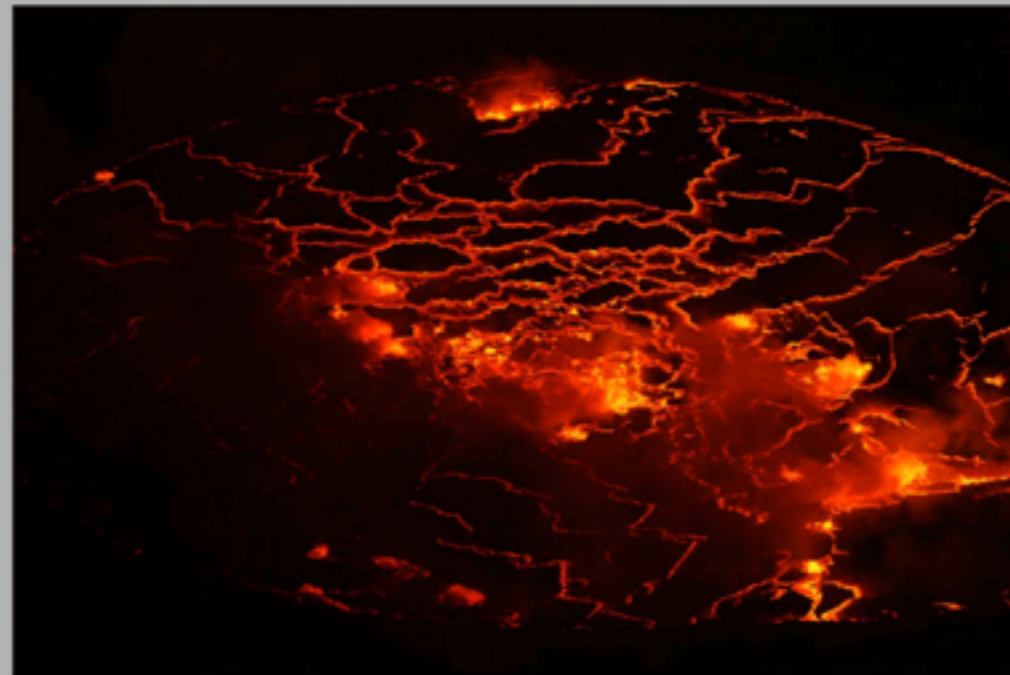
Thinking digitally



Thinking digitally

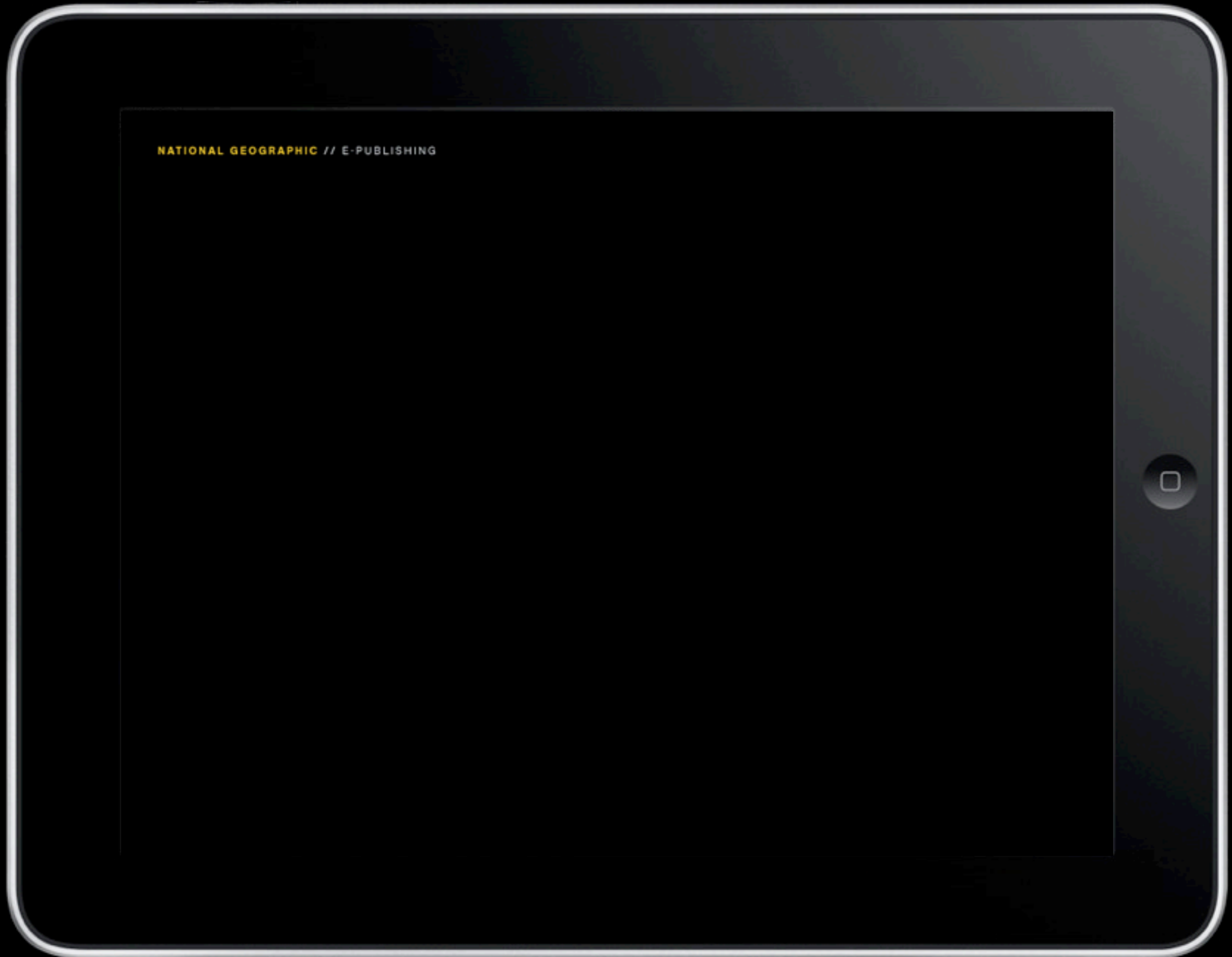
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Nyiragongo Lake, Africa // Carsten Peters

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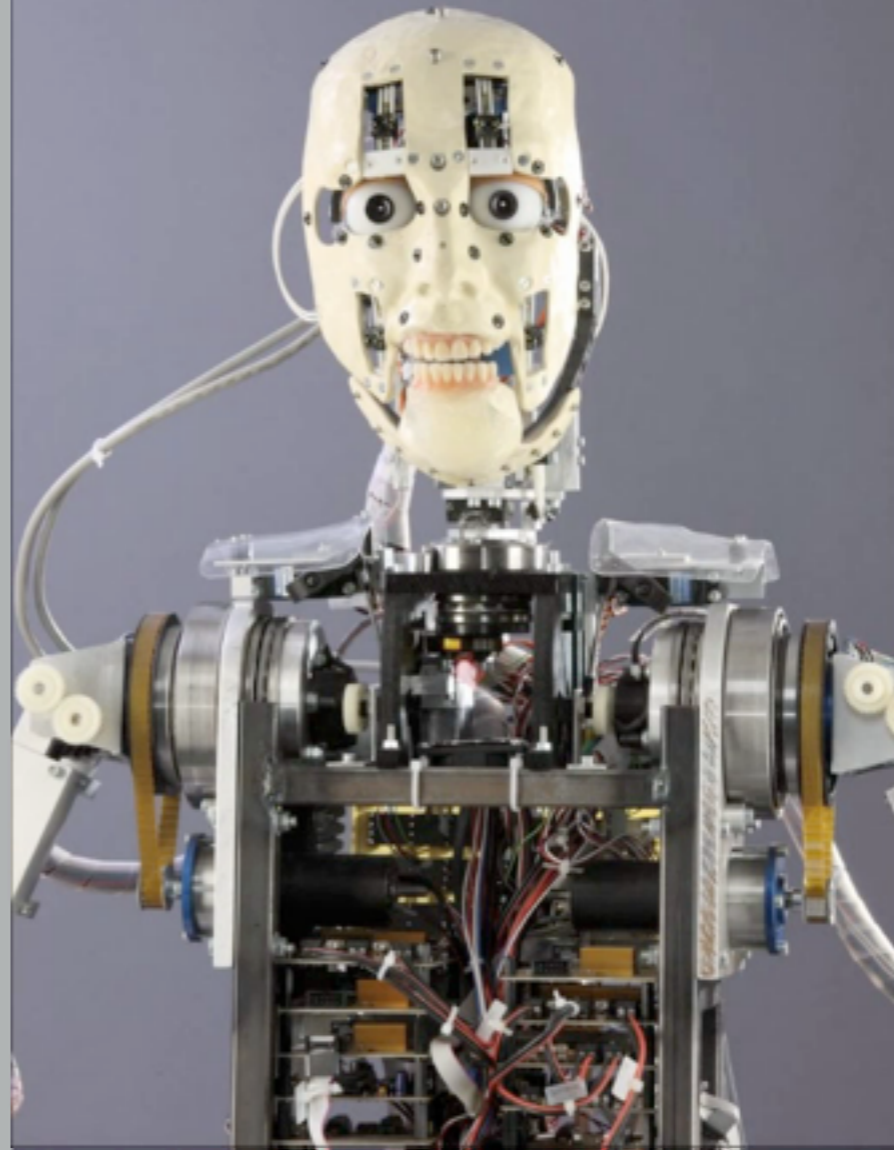


Thinking digitally

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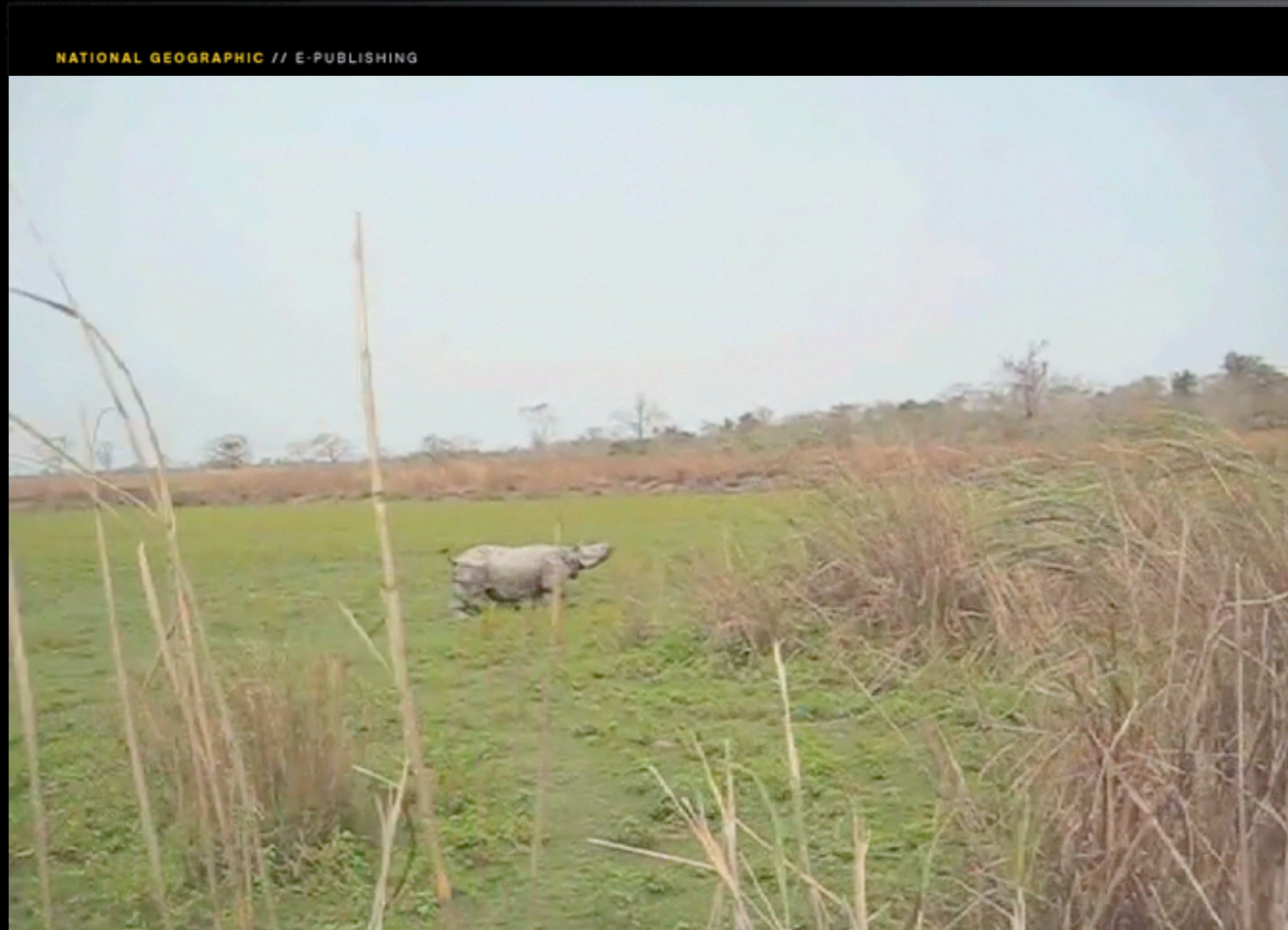
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Rhino Encounter // Steve Winter

Thinking digitally



“Thoughts are bigger
than the things that
deliver them” **Adam Gopnik**

