Blue Chalk gifts visual storytelling blog to Northeastern University’s Media Innovation Program

Brooklyn/Boston - Blue Chalk, a digital media company based in Brooklyn, is delighted to announce that it is passing on Ochre, its visual storytelling blog, to a new graduate program in digital journalism at Northeastern University in Boston.

Northeastern’s Media Innovation program will oversee the production and editing of stories for the site, designed as a gathering point for reflecting and highlighting the changes in today’s visual storytelling landscape.

Ochre’s mission, as cultivated by Blue Chalk, has been to become a place to ask questions of the industry and to collectively share the search for answers.

“It was our intention to create a space for visual journalists to debate their collective future,” said Blue Chalk founder and CEO, Greg Moyer. “It seems only natural to house Ochre at a place where inquiry is a daily event.”

After just nine months of publishing, the artfully crafted site was a Webby Nominee for Websites: Blog - Business alongside Mashable, The Atlantic, Re/Code and the Stanford Graduate School of Business, and an Honoree for Websites / Best Use of Photography.

The blog takes on questions from issues of aesthetics to possible revenue models for sustaining the creation of innovative visual storytelling. The blog has featured pieces ranging from how non-profits like Human Rights Watch are using videos to help tell and magnify their stories to examinations of the role virtual reality is playing in journalism.

The students and staff at Northeastern’s Media Innovation will now be taking on that challenge by publishing pieces monthly. Blue Chalk will continue to contribute articles on an occasional basis as well.

“The Ochre site is a perfect fit for the Media Innovation program where we are training journalists for the digital age and constantly asking the question: how do we best tell a story? As our students explore and unpack some of the finest visual storytelling out there today through their Ochre pieces, we are excited to pass on what we are learning and what inspires us most,” said Jonathan Kaufman, director of Northeastern’s School of Journalism.
The Media Innovation program, launched in 2014 with the generous assistance of the John S. and James L. Knight Foundation, trains journalists in digital skills. Its integrative approach works to help students think like coders and designers as they navigate and produce a new world of media. The program is already home to Storybench, which provides an under-the-hood look at some of the most innovative projects in digital storytelling. Ochre will be its perfect compliment, taking a deeper dive into the issues and aesthetics that are shaping the media world.

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