



GET TO KNOW EDITOR IN CHIEF & FOUNDER INA BOCHIAN

By Daniel Jacobson

Photography Jason M. Peterson

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About Their Role and Experience

1. What inspired you to start a magazine & become Editor in Chief?

I have always had a vision to manage a magazine and I have written for publications in the past, but I did not quite find a place that included the type of content I wanted to include. After soft launching my PR, Design, and Media Company last week, I decided to take on the task of creating a magazine to use for clients who need to promote their events, business, or who may want to be featured in an interview. Currently my main focus is Jewish and my minority entrepreneurs, entertainers, and artists, as well as other minorities, as long as they consider themselves allies to the Jewish community. With the rise of antisemitism and misinformation about Jewish people in the media, it is important to have meaningful dialogue about uncomfortable topics and platform Jewish voices and allies.



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2. Can you describe your career path that led you to this position?

My career path is convoluted and somewhat serendipitous. With a degree in English and Psychology, I initially pursued a more traditional path and had a few 9 to 5 jobs where I used my writing skills and interpersonal skills for mundane office jobs.

Miserable and unsatisfied, I eventually started from the bottom working in film and television as a background actress. Then, I got on as a regular core office staff on FOX's Empire TV Show, later as a stand in. Eventually, I got work as a production assistant on other productions and movies, later moving on to music videos.

The first person to give me a true opportunity was Jason M. Peterson, who also started his own advertising agency. Along with working on Empire, the contacts I made through Jason Peterson changed my life.

At that point, I started my own clothing brand from my fine art business I had established while working the draining office jobs. The idea behind the clothing brand was to make my fine art more accessible and more affordable. Essentially, the clothing brand is a marketing platform to advertise the fine art, but I do sell the pieces. In other words, people who like the art buy the merch and become walking billboards for my original artwork.

Eventually, I started helping other people develop their own brands, designed logos, researched and tested suppliers, and worked as a freelance writer, publicist, and creative director. For a while, I had a steady contract with a fintech company and worked as a creative director and writer, but the company ran out of budget for my position when they restructured.

“Along with working on Empire, the contacts I made through Jason Peterson changed my life.”



Photo Credits: Miles Holt

Since then, I put my heart and soul into my fine art business and rebranded my merch using my name Ina B. Originals. Following the rebrand, I decided to expand my business to I.B. Design and Media Co., a unique public relations business with components of fine art and storytelling.

By leveraging my creative abilities and writing skills, I help individuals and brands tell memorable brand stories using customized marketing plans depending on their budget. My focus is to help clients craft a holistic narrative that encapsulates their brand's values, mission, and impact. This narrative should not only inform but also engage the audience, allowing them to see the bigger picture behind the product or service. By connecting the product to a larger story, we create a relationship where consumers feel invested.

3. What are the most rewarding and challenging aspects of your role?

The most rewarding aspects of my role are: 1) amplifying the voices of lesser known Jewish and minority artists, brands, and entrepreneurs, 2) learning about people's stories and what drives them, 3) exploring new experiences as I attend events, go to live shows, assist on music videos or productions, or work with new businesses and fellow entrepreneurs.

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“The editorial mission of my publication is to amplify Jewish and minority voices and provide meaningful quality content.”

Photo Credits: Danny Jay

4. How do you balance your editorial vision with commercial considerations?

As far as this publication is concerned, I only work with people I want to work with and I only do business with those whose ethics and standards align with mine.

About Editorial Vision and Content

5. What is the editorial mission of your publication?

The editorial mission of my publication is to amplify Jewish and minority voices and provide meaningful quality content.



“I like to highlight differences and fill in gaps while solving problems for the consumers of products, services, and content.”

Photo Credits: Danny Jay

6. How do you determine the topics and themes that your publication will cover?

Oftentimes, I just go with the flow and focus on events I am covering or projects peers and clients may have. Depending on what is on the calendar, after having attended events, I organize and cluster together what seems to fit.

7. What qualities do you look for in a story or article?

- 1) How does this individual contribute to helping society become more loving and compassionate through their customer service (if it's a product or service) and message (usually applies to entertainers)?
- 2) Why is this product, service, event, or piece of art, music, or movie, important to the world today?
- 3) How is this product, service, event, individual, or piece of art, music, or movie, different from any other?

I like to highlight differences and fill in gaps while solving problems for the consumers of products, services, and content.



Photo Credits: Oscar Sierra

8. How do you approach diversity and inclusivity in your content?

My whole platform is about focusing on minority groups and minority owned businesses, but the primary focus is on Jewish Americans and their allies.

“When I write the articles myself, I go over them a few times, but I am not hyper focused on perfection. The main focus is the message and getting the content out in a timely fashion.”

About the Editing Process

9. Can you walk us through your editing process?

Right now, my staff is just myself and two or three freelance collaborators, which makes the process easier and more challenging at the same time. I do most of the work myself, from getting the clients, to attending events, and later writing the articles, unless I send out my notes to a collaborator.

When I write the articles myself, I go over them a few times, but I am not hyper focused on perfection. The main focus is the message and getting the content out in a timely fashion. While I try to catch mistakes, grammatical errors, and typos, if I miss them from time to time, it is not the end of the world to go back and edit, especially if it is not something major.

I do my absolute best to provide quality content, but so often the pressure of perfectionism prevents us from moving forward. Recovering from my need to be perfect all the time has helped me go with the flow and opened up more opportunities for me. Being stuck in a project knee deep, focusing on every tiny detail sometimes hinders growth.

10. How do you handle conflicts or disagreements within the editorial team?

Right now, there is not much of an editorial team, but in the event of conflict in any situation I do my best to address it and fix it then and there — this applies with peers, interns, clients, and in my personal life. Don't wait to fix a problem, get ahead of it and be direct so that you can salvage relationships, preventing further conflict.

11. What advice would you give writers about how to effectively work with editors?

Right now I am looking for interns and the best advice I can give a new intern is that they should focus on finishing the assignment first, then we can look at what we can add or exclude together. As long as they cover the who, what, when, where, how, and why, most articles write themselves. The most important part of being a journalist is asking the right questions.

12. How do you ensure the accuracy and credibility of the content published?

As far as my own pieces are concerned, which are mostly pieces on events I have attended, it just boils down to checking dates, names, and other details, but as long as I show up and write about my experience, the accuracy depends on my own perception. Reviewing a show or a restaurant, for example, is sometimes subjective but there are also other objective questions to ask: How was the lighting? Was the venue clean? How long was the wait? Was the sound quality adequate?

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