**How NPR’s Seoul Bureau Chief Uses Tumblr to Complement Her Reporting**

NPR’s new Seoul bureau chief Elise Hu uses her Tumblr blog Elise Goes East to share stories and tidbits both serious and silly from her experiences living halfway around the world. Hu shares information that doesn’t make it into her NPR stories and observations about Seoul, where she’s lived since March. Since Hu started the blog, she’s attracted 7,000 followers, already exceeding her goal of 5,000 within the first year.

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[***http://www.niemanlab.org/2015/05/elise-goes-east-how-nprs-new-seoul-bureau-chief-is-using-tumblr-to-complement-her-reporting/?utm\_source=API%27s+Need+to+Know+newsletter&utm\_campaign=98028be443-Need\_to\_Know\_May\_5\_20155\_5\_2015&utm\_medium=email&utm\_term=0\_e3bf78af04-98028be443-31697553***](http://www.niemanlab.org/2015/05/elise-goes-east-how-nprs-new-seoul-bureau-chief-is-using-tumblr-to-complement-her-reporting/?utm_source=API%27s+Need+to+Know+newsletter&utm_campaign=98028be443-Need_to_Know_May_5_20155_5_2015&utm_medium=email&utm_term=0_e3bf78af04-98028be443-31697553)