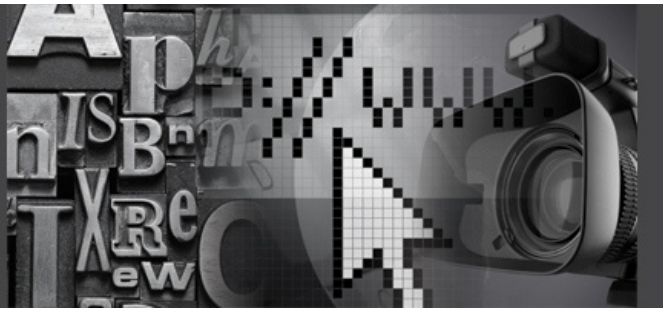
Mark Hinojosa

Multimedia-Audience Engagement-News Strategies



http://www.markhinojosa.com

303 N. Grove Ave.
Oak Park, IL 60302
mshinojosa@mac.com
312.493.8402(M)
708.358.1331(H)

Resume

OBJECTIVE

To obtain a position where I can use my experience as a newsroom leader, editor and multimedia producer to engage audiences with relevant content.

QUALIFICATIONS

I am currently the Director of Interactive Media for *The Detroit News* where I lead efforts to enhance the digital delivery of news and information. I have presided over the integration of the print and web news teams, as well as developing the news operation's social media strategy. Previously, I was the Associate Managing Editor for Multimedia and the Associate Managing Editor for Photography for the *Chicago Tribune.* I was the first person at the *Tribune* to have held both A.M.E. positions.

I have extensive experience in online team leadership, multimedia production and audience engagement through social media. My career in journalism has spanned the transition from analog to digital news delivery and the advent and development of multimedia storytelling manifested in projects as diverse as award winning multimedia news projects, a photo book, a traveling photo exhibit, contributions to scholarly articles, and a documentary film, as well as traditional news venues.

Additonally, I have lectured nationally and internationally on multimedia, newsroom convergence and audience engagement, developing lecture series and study plans for journalists.

MILESTONES

I brokered a co-production partnership between the *Chicago Tribune* and Kartemquin Films that resulted in the award winning documentary, ***At the Death House Door.*** The film is a compelling, emotional documentary based on the *Tribune's* investigative reporting about the wrongful execution of Carlos DeLuna.

NAA Digital Edge award - Most Innovative Multimedia Storytelling: ***A Tank of Gas, A World of Trouble,*** which took users on an oil safari with video and other multimedia elements illustrating the declining world oil supply. The multimedia project, which I managed, took the innovative approach of tracking the gas sold at a suburban gas station back to its sources at conflict zones around the world.

Online News Association Award for Service Journalism: ***The Mercury Menace.*** This interactive web presentation examined how toxic mercury enters the food chain through large fish. The site featured an interactive mercury calculator that allowed users to enter their weight to calculate the amount of different types of fish that could be safely consumed.

Chicago/Midwest Emmy for Outstanding Achievement for Documentary Programs – Documentary of Historic Significance. ***The City's Pastime*** was a one-hour documentary that explored the rich history of baseball in Chicago. The program, which was shot and edited by my video production team, aired on cable and public television.

When Evil Struck America was packaged as a CD-ROM time capsule distributed to more than 1 million subscribers on the first anniversary of the Sept. 11, 2001, World Trade Center attacks. Interactive and easy to navigate, it boosted single-day street sales of the newspaper by 100,000. I was responsible for the project's conceptualization and management of the design, production and distribution.

Americanos: Latino Life in the United States. Photo editor for this first of its kind photo book that documented the contribution of Latinos to the culture of the United States. The project included a film for HBO and a traveling exhibit through the Smithsonian Institution.

EMPLOYMENT

The Detroit News, **Director of Interactive Media (currently)** Leading efforts to enhance the digital delivery of news and information online, with mobile devices, and through social media.

Chicago Tribune**, A.M.E. Multimedia (1999— 2008)** Developed award-winning multimedia story presentations. Served as a liaison between the print, broadcast and the Internet, facilitating the development of stories across these different media.

Chicago Tribune, A.M.E. Photography (1993— 1999) Responsible for a staff of 65, which included photographers, photo editors and lab staff, as well as planning and budgetary responsibilities.

New York Newsday, **Staff photographer (1987--1991)** Was part to the launch team for *Newsday's* New York edition.

TEACHING AND LECTURING

Throughout my career, I have lectured nationally and internationally on multimedia, newsroom convergence and audience engagement, as well as mentoring students and professional photographers to help them develop their craft and navigate their careers.

Recent engagements include:

Speaker, **University of Missouri School of Journalism's** 2010 Journalism Training Session, Xi'an, China

Speaker, **University of Missouri School of Journalism's** 2009 Sino-U.S. Advanced Convergence Journalism Training Session in Foshan, China

Presenter for the **Maynard Institute's Multimedia Editing Program**, Reno, NV, 2009

Hearst Visiting Professional, **Arizona State University's Cronkite School of Journalism and Mass Communication**, Phoenix, AR, 2009

Featured speaker, 2008 China Convergence Summit at **Nanjing University**, Nanjing, China;

Multimedia coach, **Northwestern University's Media Management Project,** Chicago, IL, 2008

Featured presenter, Congreso Periodismo Digital 2.0, Caracas, Venezuela, 2005

PROFESSIONAL AFFILIATIONS

Founding board member, *Knight-Batten Awards for Innovations in Journalism.*

Lifetime member and former board member, *National Association of Hispanic Journalists.*

Former board member, *Online News Association.*

Former board member, *Street Level Youth Media.*

EDUCATION

B.A. Mass Communication, Pepperdine University, 1978

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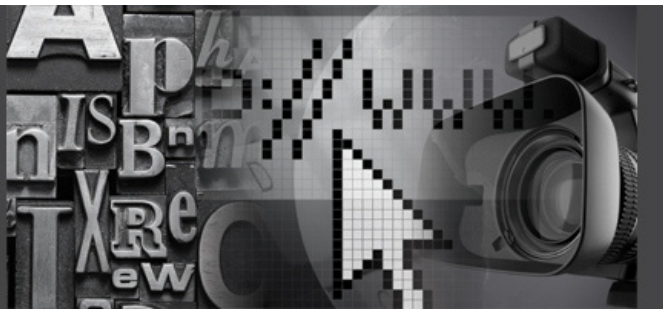

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312.493.8402(M)
708.358.1331(H)

Professional References

Javier Aldape
VP/Niche Products, The E.W. Scripps Co.
20 N State St 512
Chicago IL 60602
817.501.2730
Aldape@earthlink.net

Jody Brannon, Ph.D
National Director, News21.com
Carnegie-Knight Initiative on the Future of Journalism Education
ASU Walter Cronkite School of Journalism, Phoenix. AZ
office: 602-496-5165
cell: 301-537-5011
jody.brannon@asu.edu

Flynn McRoberts
Chicgao Bureau Chief
Bloomberg News
111 S. Wacker Dr. Suite 4950
Chicago IL 60606
o-312-443-5936
c-312-404-8687
flynnmcroberts18@gmail.com

Jan Schaffer
Executive Director
J-Lab: The Institute for Interactive Journalism
3201 New Mexico Ave. NW Suite 330
Washington, DC 20016
202-885-8100
jans@j-lab.org

Randall D. Smith
Professor and Donald W. Reynolds Chair of Business Journalism
Co-Director, Center for the Digital Globe
Vice Chair, Alfred Friendly Press Fellowships
310H Reynolds Journalism Institute
School of Journalism
University of Missouri
Columbia, Missouri 65211
573-882-9738
smithrandall@missouri.edu

Gordon Quinn
Artistic Director, Founder
Kartemquin Films
1901 W. Wellington Ave.
Chicago, IL. 60657
773-472-4366 Studio
773-235-0816 Office
Gordon@kartemquin.com

Stephen Quinn, Ph.D
Associate Professor of Journalism
Deakin University
Waurn Ponds, Australia 3217
home: box 13, Winchelsea, Australia 3241
mobile: +61 (0)439321888
sraquinn@gmail.com