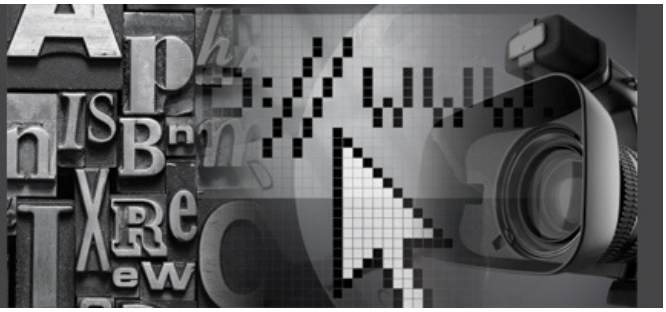
Mark Hinojosa

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)

BIOGRAPHICAL INFORMATION

Mark Hinojosa is currently the Director of Interactive Media for The Detroit News where he leads efforts to enhance the digital delivery of news and information. He has presided over the integration of the print and web news teams, as well as developing the news operation's social media strategy. In the last year, www.detnews.com was voted best news web site in Michigan by the Michigan Associated Press Editorial Association and cited as one the top ten newspapers for social media use by the Bivings Group.

Previously, he was the Associate Managing Editor for Multimedia for the Chicago Tribune. While there, Hinojosa filled the newly created position of A.M.E. for Electronic News, now Multimedia. In that role, Hinojosa worked as a liaison between print, broadcast and the Internet, facilitating the development of stories across these different media. Additionally, he developed innovative and cost-effective tools for audience engagement, as well as newsroom training programs in video and audio reporting. Hinojosa joined the Chicago Tribune in 1991 and served as photo editor and as A.M.E. for Photography. Hinojosa was responsible for a staff of 65, which included photographers, photo editors and lab support staff. Hinojosa is the first person at the Tribune to have held both A.M.E. positions.

During his tenure as A.M.E. for Multimedia, Hinojosa and his staff received numerous awards for their multimedia projects, including an NAA Edgie Award for Most Innovative Multimedia Storytelling, the Online News Association's Service Journalism award, a local broadcast Emmy award and three additional Emmy nominations, including one national Emmy nomination.

Hinojosa has lectured both nationally and internationally on multimedia, newsroom convergence and audience engagement. Most recently he was a featured presenter for the University of Missouri School of Journalism's 2009 Sino-U.S. Advanced Convergence Journalism Training Session in Foshan, China. He was also the Hearst Visiting Professional at Arizona State University's Cronkite School of Journalism and Mass Communication.

A Los Angeles native, Hinojosa has lived in Chicago, IL, Kansas City, MO, and in three of the five boroughs of New York City. He holds a bachelor's degree in Mass Communication from Pepperdine University in Malibu, CA. Hinojosa has served on the boards of the National Association of Hispanic Journalists, the Online News Association and Street Level Youth Media, an organization committed to teaching media awareness to urban youth. He is also a founding board member of the Knight-Batten Awards for Innovations in Journalism. He is married to a communications specialist with whom he has three children, and, when time permits, is an avid fly-fisher.