

Mark Hinojosa

Multimedia-Audience Engagement-News Strategies



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Resumé

OVERVIEW

I am an experienced newsroom leader and editor who can engage diverse audiences and grow revenue. My specialties are:

- online team leadership
- multimedia production
- audience engagement and development

My career in journalism spans the transition from analog to digital news delivery and the advent and development of multimedia storytelling. I help newsrooms and journalists explore, master and embrace new opportunities and trends/tools, developing and leading efforts as diverse as award winning multimedia news projects; online news content production and social media strategies; a nationally acclaimed photo book and traveling exhibit; contributions to scholarly articles on online management, and a documentary film partnership that paired the newsroom's investigative reporting with award winning filmmakers to create a product that would reach a new audience.

Through an informed use of reader metrics, development of new audiences, and innovative partnerships, traditional media organizations can expand their audience and grow revenue.

QUALIFICATIONS

I am the Director of Interactive Media for *The Detroit News* where I lead efforts to enhance the digital delivery of news and information. Over the last five years, I have presided over the integration of the print and web news teams, as well as developing the news operation's social media strategy.

- In this time, *The News* has increased pageviews by 100 million pages through a combination of applied metrics, aggressive social media use and innovative outside partnerships.

- In 2013, *The News* had 460 million pageviews, an increase of 7.7 percent over the previous year, and averaged 3.5 million unique visitors each month.
- The social media strategy I developed aggressively pushes the newspaper and its reporters to engage readers with social media tools, allowing for live tweeting of news events and promoting marquee content.
- As a result, *The News* now connects with 150,000 followers on various social media platforms.

Prior to *The News*, 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.

CAREER MILESTONES

2012- Pulitzer Prize judge, photography

2011- Pulitzer Prize judge, local reporting

2009- Michigan AP Best Newspaper Website

2008 - At the Death House Door

I brokered the co-production partnership between the Chicago Tribune and Kartemquin Films that resulted in this award-winning documentary, based on the Tribune's investigative reporting about the wrongful execution of Carlos DeLuna.

2007 - A Tank of Gas, A World of Trouble: NAA Digital Edge Award - Most Innovative Multimedia Storytelling.

I managed this multimedia project that used video and other multimedia elements to create an "oil safari". The project illustrated the declining world oil supply by innovatively tracking gas sold at a suburban gas station back to its sources in conflict zones worldwide.

2006 - The Mercury Menace, Online News Association Award for Service Journalism

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 figure out the amounts of various fish they could safely consume.

2004-2005 - 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, shot and edited by my video production team, aired on cable and public television.

2002 - 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 and remains one of the *The Chicago Tribune's* most successful revenue-generating projects. I was responsible for the project's development, production and distribution, managing a diverse team of designers, coders, editors and writers.

1999 - *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 Smithsonian Institution traveling exhibit.

EMPLOYMENT

The Detroit News, Director of Interactive Media (current) 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) 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 support staff, as well as planning and budgetary responsibility.

Chicago Tribune, Assistant Photo Editor (1991— 1993) Responsible for the photo content of sports, Metro and features newspaper sections and contracting and managing of freelance photographers.

EARLIER CAREER

New York Newsday, Staff photographer

Was part to the launch team for *Newsday's* New York edition.

Kansas City Star, Staff photographer/photo editor

Served as both photographer and photo editor. Part of Kansas City Star team awarded the 1982 Pulitzer Prize for local news reporting for our coverage of the causes of The Hyatt Regency hotel walkway collapse.

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

