

# Mark Hinojosa

Multimedia-Convergence-Newsroom Strategies

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## 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. 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, 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.

Additionally, I have lectured nationally and internationally on multimedia, newsroom convergence and audience engagement, developing lecture series and study plans for working journalists. Through my association with the National Association of Hispanic Journalists, I have mentored students and professional photographers to help them develop their craft and navigate their careers.

### MILESTONES

**2007-2008** - 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.

**2007 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.

**2006 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.

**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, which was 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. I was responsible for the project's conceptualization and management of the design, production and distribution.

**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 traveling exhibit through the Smithsonian Institution.

**1982 -** Part of *Kansas City Star* team that was awarded the 1982 Pulitzer Prize for local news reporting for our coverage of the causes of The Hyatt Regency hotel walkway collapse.

## EMPLOYMENT

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

***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.

***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** 2009 Sino-U.S. Advanced Convergence Journalism Training Session, 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

Featured presenter at the 2008 Advanced Media Research Seminar, Guangzhou, China

Speaker for the 2007 Advanced Media Seminar, Changsha, China

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

Visiting faculty, **Poynter** Leadership for Online Editors seminar, St. Petersburg, FL, 2005

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

Speaker, IV Congress of Catalan Journalists: The journalist's role and functions of journalism XXth century, Barcelona, Spain, 2000

## 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*.

## REFERENCES UPON REQUEST

For more information and to see examples of work please visit <http://www.markhinojosa.com>