



El Béisbol Scores New Media Specialist: Max Benavidez

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Contact:

Producer/Director A.P. Gonzalez

323-957-1936

apg@beisbolproductions.com

www.beisbolproductions.com

Multifaceted talent, Max Benavidez, has agreed to shepherd *El Beisbol's* new media campaign – a campaign which will build upon a multiplatform approach using the tools of social media and providing a rich online experience.

Director, A.P. Gonzalez notes, “Once the TV documentary is fully financed and shot, the *El Beisbol* site will include short interviews with players and scholars as well as a behind-the-scenes production blog. The intention is to explore today’s significant social themes which are sparked by the TV broadcast as well as to provide a platform for audiences to discuss their favorite Latino players.”

Max Benavidez, PhD, works and creates at the intersection of new media, the arts, and education. He is the managing director of [Public Communications Strategies](#), the award-winning author of seven books, and a consultant on policy and new media issues to a wide range of national cultural and academic institutions. Benavidez is recognized as a major thought leader, speaker and published author in new media. A digital analyst and new media sociologist, Benavidez has studied and written on the effects of emerging media, including the mobile platform and social networks, on business, marketing, publishing, the non-profit sector, the arts and culture.

Benavidez led the development of L.A. Public Media, a new digital public media service directed toward a young and diverse audience, which was created under a multi-million dollar grant from the [Corporation for Public Broadcasting](#). He also serves as a new media advisor for The Converge Project at Harvard Medical School and the Robert Wood Johnson Foundation. He oversaw the board reorganization and restructuring of Self-Help

Graphics in Los Angeles under a grant from the California Community Foundation. He also headed the strategic planning process for the Friends of the Los Angeles River (FoLAR) under a grant from the Resources Legacy Fund; and he was the strategic planner for the creation and launch of the California Latino Caucus Institute for Public Policy, where he served as the director of its public policy fellowship program from 2002-2009.

Benavidez has lectured and taught throughout the country including time as a Resident Scholar at UCLA. His consultancy includes UCLA's Center for Policy Research, [Latinos & Economic Security](#), which is funded by the [Ford Foundation](#), [Lectura Books](#) and Harvard University. Benavidez has been published extensively on a wide range of topics including design education, communications, the arts, public policy, and social media. He serves on the International Mobile Life Program Committee, focusing on mobile applications, is a former essayist for the *Los Angeles Times*, has worked in TV and radio as a producer, and blogs for *The Huffington Post*. He holds a PhD in New Media and Higher Education from Claremont Graduate University and received his undergraduate and graduate education at UCLA.

Gonzalez and his *El Biesbol* team of filmmakers are elated to work with Max Benavidez, welcoming his experience in new media, journalism, arts and education. Benavidez, who played high school baseball growing up in Los Angeles, is also a big fan of the game.

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