



John Hinrichs
California State Coordinator
Entertainment Industries Council, Inc.

With more than 30 years experience as a writer, communicator, and project manager for nonprofit groups, businesses, arts organizations, political campaigns, labor unions, and others, John Hinrichs has helped move people and make things happen in hundreds of campaigns, projects, and issues.

John is a results-driven communicator with a strong record of success in strategic planning, branding, message framing and development, media relations and training, internet and social media, event and meeting production, collateral materials, and design. He is also an exceptional writer and editor—and award-winning journalist—who can consistently craft informative and compelling copy that emotionally connect with people and motivate them to action.

Among the jobs and projects that show John's communications and writing skills include developing and implementing strategic communications programs as national communications director for AFTRA, a 70,000-member national entertainment and media union; increasing media relations and promotional efforts and improving publications and services at the Redwood Empire Association, a nine-county regional travel promotion non-profit organization; and creating communications strategy and messaging and producing materials in political campaigns ranging from city council, mayor, and county sheriff to state senator, U.S. representative, and voter referendum.

John is a skilled team-builder and project manager as demonstrated by coordinating staff, vendors, candidates, volunteers, and others in more than 20 successful political campaigns; managing, training, and mentoring staff at AFTRA and Redwood Empire Association; and collaborating

with staff and board members, volunteers, sponsors, vendors, academics, and others, he produced a diverse assortment of publications, speeches and presentations, press and public events, video, opinion research, social media conversation, websites and blogs, collateral material, trainings, and other communications content and product.

John recently joined Entertainment Industries Council as California statewide coordinator for their innovative three-year project—funded by the California Mental Health Services Authority—to bring together the entertainment industry, news media, and mental health providers to increase the number of Californians who seek mental health services by reducing stigma and discrimination around mental health issues.

A three-generation native of Los Angeles, John earned a Bachelor's degree in political science from Occidental College. He is married to Linda Dishman—executive director of the Los Angeles Conservancy. They live in the Silver Lake district of Los Angeles.