



Tuesday, June 24, 2008

---

## **SNP expands online reader interaction opportunities**

*\* New Voped feature allows residents to share their video footage of local events at ColumbusLocalNews.com*

Suburban News Publications has introduced a new feature on its Web site, ColumbusLocalNews.com, to expand reader interaction with video presentations.

Teaming with Northern Virginia-based Voped, the new free service permits readers -- residents, business owners, community event planners and politicians -- to share information and their opinions.

Anyone with a video or computer camera or a cell phone with video recording capabilities can record their comments about a news story and upload the file to the SNP Web site.

The service also allows readers to share their video footage of local events, including news, weather, sports or the activities of community organizations, with other readers easily on the Internet.

Voped founder Mark Serrano, a 12-year resident of Northern Virginia, began work on the online video sharing application in 2007 and the company formally launched May 1 with six employees.

The video-sharing application also will be integrated into the online operations of American Community Newspapers network of 86 newspapers and 14 niche publications that reach approximately 1.4 million households in Northern Virginia, Ohio, Minnesota and Texas.

While the service is live on the SNP Web site, the application's capabilities are under continuing development, and the newspaper invites feedback on how to made better use of the technology.