



Friday, June 27, 2008

---

## Sun Newspapers expands online citizen journalism opportunities

*Send us your videos of your 4th of July celebrations*

Sun Newspapers this week introduced a new feature to expand reader interaction on daily news Web site in video presentations.

Teaming with Virginia-based voped, the new free service permits readers - residents, business owners, community event planners and politicians - to share information and their opinions with Sun Newspapers. 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 newspaper's website. The service also allows readers to share their video footage of local events - including news, weather, sports or the activities of community organizations.

Sun Newspapers has invited area residents to kick off this new feature with videos of their 4th of July celebrations - from community events to your backyard barbecue.

"The newspaper has built an active and loyal online readership by providing daily news updates for more than a decade," said publisher Bob Cole. "This new service expands the opportunities for readers to share their views on everything from the county budget to the huge pothole on the street front of their home."

Voped founder Mark Serrano, a 12-year Loudoun, Virginia, resident, began work on the online video-sharing application in 2007 and the company formally launched May 1 with six employees. While debuting the service with Leesburg (Va.) Today, voped's video-sharing application is being 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, Columbus, Ohio; Minneapolis, and Dallas.

"We are thrilled to be able to introduce voped to web users and content providers everywhere. Our web applications make voped the nexus of online interaction between news publishers and news consumers, as well as other Web content publishers and active Web enthusiasts," Serrano said.

While the service is live at [www.mnsun.com](http://www.mnsun.com), the application's capabilities are under continuing development and the newspaper has invited feedback on how to make better use of the technology.

Send your comments regarding this website enhancement (or any other website comment or question) to: [suninfo@acnpapers.com](mailto:suninfo@acnpapers.com)