



SA4Mayor.com Breaks New Ground With Online Coverage

Digital Journalism Project covers 24/7 "YouVoice, Your Vote, on-line, anytime!"

San Antonio, TX ([PRWEB](#)) March 4, 2009 -- San Antonio voters to have access to a community driven Digital Journalism Project, [SA4Mayor.com](#). "Our goal is to go beyond the limitations of traditional news coverage," shares founder and managing editor, Patricio Espinoza, an Emmy award winning journalist. "It is a product of the times we live in," adds Espinoza, most recently Vice-President of News & New Media with one of the largest online Latino social networks next to MySpace and Facebook.

"SA4Mayor.com is at the forefront of new digital frontiers," says Espinoza. "We find ourselves in the midst of massive layoffs by news organizations, less local coverage for our communities and not many options and opportunities in traditional news media. SA4Mayor.com enriches local coverage, and more importantly it opens the door to community driven journalism."

SA4Mayor.com goes by "We Keep them Honest!" and "Your Vote, Your Voice, OnLine, AnyTime" (TM)

"We see it as an opportunity to combine the best of both worlds, [this first project and the stories we do](#) are a 'Beta' test of our resources, and uses popular social media and viral tools like Twitter, blogs, [RSS feeds](#), Social Networks, etc to distribute digital content," he added.

SA4Mayor.com is the only bilingual site covering the [San Antonio's 2009 Mayoral Race both in English and Spanish](#). A recent study by the PEW Center indicates that out of 44 million Latinos, 22 million are on-line, or 1 out of every 2.

Stories, videos, posts, comments, polls, sections like ["It's Your Turn!"](#) within SA4Mayor.com give users interactive abilities and "share" options using social networks and popular viral tools. To this, add an interactive video player offering pre-produced pieces as well as uncut and raw interviews including active contributor columns, Citizen Journalism submissions, and everyone's favorite, "It's Your Turn" videos where the people of San Antonio have a voice, on-line, anytime.

["We also take advantage of on-line streaming technology opening interactive delivery options to our viewers.](#) It's a new and mobile media world out there, and the square box in your living room is no longer the only option," says Espinoza. The site includes [candid interviews and behind the scenes](#) with Mayoral candidates beyond "standard profiles" can be seen on local TV

While the SA4Mayor.com online effort runs through the 2009 Mayoral elections in San Antonio, Texas, Espinoza is already working on several other projects including local and regional online news services capable of going live 24/7 at a fraction of traditional print and broadcast costs.

SA4Mayor.com is already generating over 2,000 page views, and at least 500 daily visits. In only two weeks in operation, the site was the first to webCast a Candidates forum, including a Live-Chat. And it has posted exclusive interviews and stories since. All are distributed online using a media rich platform where video reports and visitors' interaction are at the forefront. Any registered user is encouraged to comment, but most important, to use viral tools to share the content and contribute.



"Traffic has grown 10 times plus in just 5 days," continues Espinoza. "It's funny... some of the candidates have been pointing fingers thinking one of the camps was financing our efforts. We are sorry to disappoint, we are a team of unbiased independent Journalists. And while funds are low, our Journalism spirit is high, and as such, SA4Mayor.com, is truly a project of the heart, and the first of more to come ground breaking Digital Journalism Projects."

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Online Web 2.0 Version

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