Mashable Introduces Special Reports

First Report Launches Today -- Politics Transformed: The High Tech Battle For Your Vote

New York, NY (PRWEB) October 02, 2012 -- Mashable introduced today Special Reports, a new editorial product that will explore the topics Mashable's community is passionate about in a long-form content series. These reports will be available on Mashable.

"Politics Transformed: The High Tech Battle For Your Vote” is the first report, consisting of 13 original articles that examine the way that digital has affected the 2012 Presidential Election and how it will continue to reshape politics, campaigning and voting in the future.

"Special Reports underscore our commitment to original, in-depth coverage of the most pressing topics in the digital era,” said Adam Ostrow, Chief Strategy Officer at Mashable. “We’re excited to debut this program with a comprehensive look at technology and social media’s impact on the 2012 election, and plan to create additional Special Reports year-round on Mashable.”

"Politics Transformed" will explore:

• The players behind the digital campaigns in Washington,
• How the campaigns are using your personal data,
• The impact of online political ads,
• The role of mobile in the elections,
• The future of electronic voting,
• How social media will shape our candidates and elections in the future, and more.

The series will be reported by Mashable's own editorial team including Deputy Editor Chris Taylor, Editorial Director Josh Catone and US & World Reporter Alex Fitzpatrick, who recently covered the Democratic and Republican National Conventions for Mashable.

The report includes commentary from Adam Sharp, Senior Manager of Government, News and Social Innovation at Twitter; Zephyr Teachout, Associate Professor of Law at Fordham University and the former Director of Internet Organizing for Dean for America; and Dana Chisnell, one of the most sought-after ballot design experts.

Mashable’s Special Report, “Politics Transformed,” debuts today on Mashable and in the upcoming weeks will be on sale in the Kindle Store for the price of $2.99.

The individual stories will be available on Mashable, while the e-book, soon to be available on Amazon Kindle, will include the full series and exclusive interviews.

Since launching in 2005, Mashable has grown to be one of the most influential online news sites, winning four Webby Awards and becoming the largest independent news source reporting on digital culture.

About Mashable:
Mashable is a leading source for news, information and resources for the Connected Generation. Mashable
reports on the importance of digital innovation and how it empowers and inspires people around the world. Mashable’s 20 million unique visitors and 6 million social media followers have become one of the most engaged online news communities. Founded in 2005, Mashable is headquartered in New York City with an office in San Francisco.
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Online Web 2.0 Version
You can read the online version of this press release here.