LEY SB1070 multimedia project coordinated and edited by Diego Aparicio

http://www3.impre.com/especiales/sb1070/

I spent about four weeks working on this multimedia project. By the time I got involved in this project, all the raw elements were in place. Two reporters from sister paper *La Opinion*, in Los Angeles, had already gone twice to Arizona to work on this story. They shot enough photos, audio and video to produce 13 audioslideshows and videos -- about 40 minutes of audio and video. They were all different stories, and did a great job to keep it focused on how SB 1070 impacted Latino families on both sides of the border between Arizona and the city of Nogales, Mexico.

There was also a graphic designer based in Mexico City, who produced all the web elements of the project.

My job was to coordinate communication between Los Angeles and Mexico City, but most importantly, to make sure the project launched on time - two weeks before July 29, when the bill became law.

I also edited the project inside out, including 13 audio slideshows and videos, which took at least half of the time. Editing video involved going over it two or three times and later speaking with the reporter and photojournalist in Los Angeles about how to make it shorter and sharper. The first drafts they produced averaged about 7 minutes and the final cuts ended at about 3 minutes each.

The project also included a timeline, two interactive maps and a section with photos and audio clips of several people who were for and against SB 1070. *La Opinion* published long print stories each day during the week leading to July 29, which also boosted audience online because the print version would make a mention of the special multimedia project.

The significance of this project was that it was the first multimedia special news report ever published by ImpreMedia, the company that owns *El Diario*, *La Opinion* and several other Spanish publications across the country. The SB 1070 project was also published in about 13 papers the company owns.