

California ballgame inspires first-ever "news mob"

April 7 2012

US baseball frenzy inspired a Southern California newspaper to field scores of reporters as part of a "news mob" to cover the Los Angeles Angels opening season game on Friday.

Sports fervor among fans of the local team is so high that the Orange County Register decided to blitz the first home game with more than 100 reporters, editors, photographers, fans, and members of every department at the newspaper.

Before the evening game between the Angels against the Kansas City Royals was even started, Register editor Keith Sharon tweeted that more than 40 stories were already filed and available online.

"You've never seen anything like this in the history of baseball, or news organizations, or the world," Sharon said at the Register website.

It was Sharon who claimed credit for the wild idea of a "news mob" capturing the opening day game and festivities from all angles with smartphone pictures, Twitter messages, Facebook posts, online stories and more.

Stories posted included how the arrival of first baseman Albert Pujols from the Dominican Republic is boosting pride in local Latinos, tips for dads taking children to the [game](#), and the "hottest players and wives."

The additions of Pujols and pitcher C.J. Wilson to the Angels roster has

fueled hope for a championship season.

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