

# Erin Saxton, Takes the Helm of Social News Agency

## Newswire

Newswire February 08, 2010



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Erin Saxton, an established producer with 4 Emmy nominations under her belt, is taking the helm of Newswire, a subsidiary of Extensions, Inc. ([www.ext.com](http://www.ext.com)) (Symbol:EXTI), a social news and [press release](#) distribution agency offering freelance journalists the opportunity to contribute their talents to the online information industry. Erin Saxton's role will be to take Newswire to a higher status, making it one of the leading social news agencies, much like Digg. There is a huge amount of confidence in Erin Saxton's ability to do this for Newswire, as she has a highly advanced public relations history that has been quite successful. An expert at knowing what an audience wants, Erin Saxton has led many companies to great heights. She has been said to have a golden touch when researching or getting answers with her many sources and resources she has built up through time.

This is a good time to bring someone with Saxton's clout into this growing media venue. Social Media already claims millions of online hits a day and is poised to be the online source of information of the future. It is estimated that by 2015 over 50% of all online users will either subscribe to or at least log on to a social news media website at least once a week. The potential of this forum is only limited by the creativity of those who lead them to get online users attention. This is where Erin comes in.

To fully understand the full advantage of Erin Saxton's presence, it is important to understand what Newswire is and what it does. Serving as a social network for independent journalists, Newswire provides tools and resources necessary to contribute to social news. There is a lot of public relations involved, which is where Erin Saxton shines. She knows what resources are important to writers and what stories are going to sell. As Newswire provides these writers with access to press events, Erin Saxton becomes an essential tool in getting the actual access to these sources. Journalists will be given Press passes in order to get live access to important events, a tool that can provide writers with an advantage over other writers.

Social news is becoming a large trend in the information industry today. There are several exceptionally large social news sites, as well as so many smaller social news sites you probably don't want to count. Getting to the top of the social news ladder is very competitive, much like other information distribution industries. Erin Saxton has enough experience expanding and developing businesses as well as The Idea Network, which she established and helped grow into a large agency. The Idea Network performs quite similar functions, however focuses more on getting the businesses to the public. Incorporating this knowledge and experience by providing writers with resources is going to be a powerful combination she is well suited for.

Being a large figurehead in the social news industry, Saxton is finding journalists, photographers, videographers, and other social news reporters for very large and premier companies. Having such a successful agency for this function, it is no wonder she was chosen to take hold of Newswire. Erin Saxton will be the powerful connection between the two, creating a full system with a strong structure and reliable resources. With so many years of success, it will likely take no time at all for Erin to turn Newswire into a social news agency ranking with Digg and other top social news sites.

A large portion of Newswire will depend on Saxton's resource capabilities in terms of contacting and locating as well

as access to news events that are high in popular content. As Newswire has begun to incorporate SEO into its functions, rich content will be highly essential to the growth and development of the agency. Taking a look at the full package it resembles an intricate cycle of resources connected to Erin who then connects them to journalists and then to audiences around the world that are targeted by each publication. The whole future for Newswire seems quite bright and Erin will be a large component in a massive social news agency that should be quite impressive for all independent writers. As Erin Saxton has access to highly popular resources, journalists will have more of a chance of being seen through the use of Newswire, as Newswire attracts a much larger audience.