

NewsWire a SEO Engine Driven by Independent Journalist

(SE) Chris Ryan April 13, 2010



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What if you could combine the best features of SEO, the media establishment, independent bloggers and writers? You would have NewsWire, a new credentialed union of writers, bloggers and independent journalists, focusing on creating keyword SEO articles to help small business drive traffic via search engine optimization. NewsWire promises to provide a platform for the next generation of independent investigators, while at the same time promoting the journalistic integrity of the larger media outlets. In short, NewsWire brings the zeal of the new journalist and the acceptance of the modern press together at last.

For Writers and Journalists Outside the Main Outlets

Ever since internet news maverick Matt Drudge broke the story of the Monica Lewinsky scandal, mainstream media has had to (reluctantly) pay attention to the work of independent journalists and writers. These nouveau-journalists have become collectively known as the "blogosphere," and go boldly where no other reporter has dared to go before. But these writers have long labored under a heavy handicap. Members of the press attached to large outlets like CNN or Fox News, newspapers, or well-known magazines have access to press conferences, back stage interviews, and other news collecting opportunities. Independent bloggers do not have the backing of a large organization to give them the recognition they need for similar access. NewsWire will provide these new independent journalists with an overarching organization to lend them the legitimacy many of them deserve but do not receive.

What will it accomplish?

The first amendment of the US Constitution states clearly that the federal government shall "make no law...abridging the freedom of speech, or of the press..." The United States was founded on the ideal that news could be shared freely among people without constraint. In order for that dream to be realized, media outlets are needed that will share all, not just some, of the news worthy of distribution. NewsWire will provide all citizens committed to excellence in communication and a journalistic code of ethics a forum for distributing the news others might overlook. NewsWire seeks to help fulfill the Founding Fathers' dream of free and open exchange of ideas amongst all people, regardless of a stories commercial interest or "general" appeal.

A Micro Social Network

NewsWire is a social network of journalists and writers. The internet has created this possibility of bringing people and their work together not in an office building or at an address but electronically. Writers and journalists will be able to exchange ideas and leads with each other, support each other, and encourage each other in their pursuit of the truth. Vetting of writers will take the form of submission of five articles on any subject, which will be examined for content and structure. Once these articles are approved and a writer agrees to NewsWire's journalistic code of conduct, they become a member of the NewsWire network.

Forum for publishing

Too many good stories never see the light of day because they get buried under the weight of all that is being

published on the internet, or ignored for reasons having nothing to do with the actual newsworthiness of the story. Newswire will give bloggers and other independent journalists a forum for publishing their stories. Once writers have been vetted and become established as members of the Newswire network, their stories will be available on the internet, and they will be publicized under the banner of a legitimate news network.

Access to Credentials

Most importantly, being a member of the Newswire union of writers means that a journalists has access to press credentials and to an organization with name recognition. With a Press Pass and a 1-800 number to an editor at Newswire, members will have unprecedented access to press conferences, news scenes, and other areas that would have been closed to an independent writer or blogger.

Newswire will be the first of a new generation of news sources, ones not beholden to commercial interests or to what will entertain a specific audience. With the globe as the audience, there are people somewhere waiting to hear the news someone else wants to bring. Newswire will become a new and fruitful bridge between journalists and citizens via SEO driven articles.