

Rise of the Newsmaster

During the dot-com hype of the late 1990s and into 2000, Internet pundits and information companies alike cried: “*Content is King.*” The Internet-era was characterized by Webmasters creating information offerings of all shapes and sizes by simply slapping any old news content onto their properties expecting the public and their users to respond positively.

Let’s face it. Webmasters are HTML jockeys who know very little about content. Yet Webmasters had been responsible for adding news and information to the sites they controlled. It was as if the person who built the kitchen was also the chef. Or the guy who ran the printing press was writing the news. The services Webmasters created during the Internet-era were the poorly executed proof of their content ignorance and most ended up disappearing in the dot-com fallout of 2000.

But an amazing thing happened.

While the majority of Web sites and information offerings floundered, individual information consumers in companies, government agencies, non-profits and educational institutions transformed themselves from content novices to demanding experts. Wide familiarity with Google and other “self-service” information offerings on the public Web starting around 2001 created a class of millions of information-literate consumers who demanded more.

Driven by knowledgeable people becoming increasingly demanding about news and commentary, we’re now entering the post-Internet-era and the Newsmaster is emerging as the content conduit. Think of the Newsmaster is a kind of Webmaster. But rather than manipulating HTML code and JPEG files, the Newsmaster manipulates content including news, photos and commentary. Finally, we’re witnessing the rise of expertise in the *content* aspects of the creation of great information products and Web sites.

To serve the new class of information-literate content consumers, the right content must be added to Web sites information products. No Longer will just any content will do. Yes, “Content is King” but it’s not the publishers who own the King’s treasure, it’s the knowledgeable consumer. Now it’s the Newsmaster at all kinds of organizations who’s taking over responsibility from the Webmaster for the content choices on Web sites and information offerings everywhere. No, you’re not seeing title “Newsmaster” on business cards or organization charts yet. But be sure: The Newsmaster thrives in most organizations and is growing in importance and power while nobody is looking.

Newsmasters come from a wide variety of backgrounds. A Newsmaster might have a journalism background or even an art or music background. Maybe the Newsmaster is armed with a degree in library science and has experience as an information professional at a corporation or



government agency. A Newsmaster may already have responsibility for the information needs of an organization and their online properties. Or a Newsmaster may just be that smart, curious content whiz who everyone knows writes their own blog, reads all the time, sends people links and is the default “go-to” person in an organization for all things news.

A skilled Newsmaster must possess the working content knowledge of a professional news editor; the quick-thinking, real-time analysis abilities of a Wall Street trader; plus time management skills in order to juggle valuable content coming in from multiple content sets, sources, and databases. And like the Wall Street trader, in order to do their jobs the Newsmaster must put their trust in electronic information services. It’s no wonder great Newsmasters come from a wide variety of backgrounds and have often led a non-traditional career path culminating in their role.

A Newsmaster specializes in combining information from a wide variety of content sources into a unique and valuable package used by people to do their jobs and better their life. A Newsmaster may:

- Select, sort and deliver content
- Create valuable search queries so people find precisely what they asked for
- Organize content so people delight in the serendipity of finding something they didn’t think to ask for
- Establish RSS and other feeds to place content where it is required
- Contract for the important information needed in an organization

The Newsmaster is a unique individual in a company, school, government, or non-profit because of their deep understanding of content and their ability to harness the power of news and commentary. Newsmasters make content valuable for the others in the organization so they may do their jobs better and may enjoy more meaningful and productive lives.

Newstex was founded in 2004 to serve the increasingly important role of the Newsmaster. Our content services include a convenient one-stop-shop for premium news and commentary ready to be placed into applications. We celebrate the rise of the Newsmaster and look to the new post-Internet-era of the Newsmaster with tremendous excitement.