

Authoritative Content

Because All Content is NOT Created Equal



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King of Pop Tragedy: Authoritative Content Trumps Traditional Media!



June 25, 2009 - TMZ.com, an aggressive celebrity fan site, breaks the shocking news of Michael Jackson's death. TMZ quickly releases the first—and only—photo of the King of Pop being rolled by gurney from an ambulance to the ER.

Instantly, the world is abuzz over Jackson's demise: TMZ's site is awash with traffic. Twitter is on fire. Hot social sites and blogs are swamped!

Meanwhile, everyone waits...and waits...for traditional media to confirm Jackson's death.

Amazingly, it was another hour before the first traditional news organization—the venerable Los Angeles Times—could even corroborate the story...by then, old news. This was eventually followed by CNN and then the other big-name journalistic echo chambers. While traditional media fiddled with getting their stale sources straight, real-time news was burning, and the world was mourning: One of its greatest musical artists was gone!

From a breaking-news perspective, it was also shocking to everyone how they learned and were fully informed of this tragedy. They saw first-hand that the Internet can truly be a credible source of authoritative information, and that on-line non-traditional content producers are every bit equal, if not superior to, traditional media. Based on this riveting example, the people's choice for authoritative content is no longer traditional media. Instead, the capable hands of online, non-traditional sources can be reliable—indeed, preferred—sources for authoritative content.

In today's hyperlinked universe, traditional news organizations no longer decide for us what is—and is not—authoritative content. Today, the Web-based experts, professionals, industry leaders, and scholars all publish authoritative, trustworthy, and meaningful news content—everyday and on every topic: Journalism—that is, information gathering and sharing—will never be the same!

CHAPTER 1: This Way Out—Helping Content End-users Escape Online Clutter

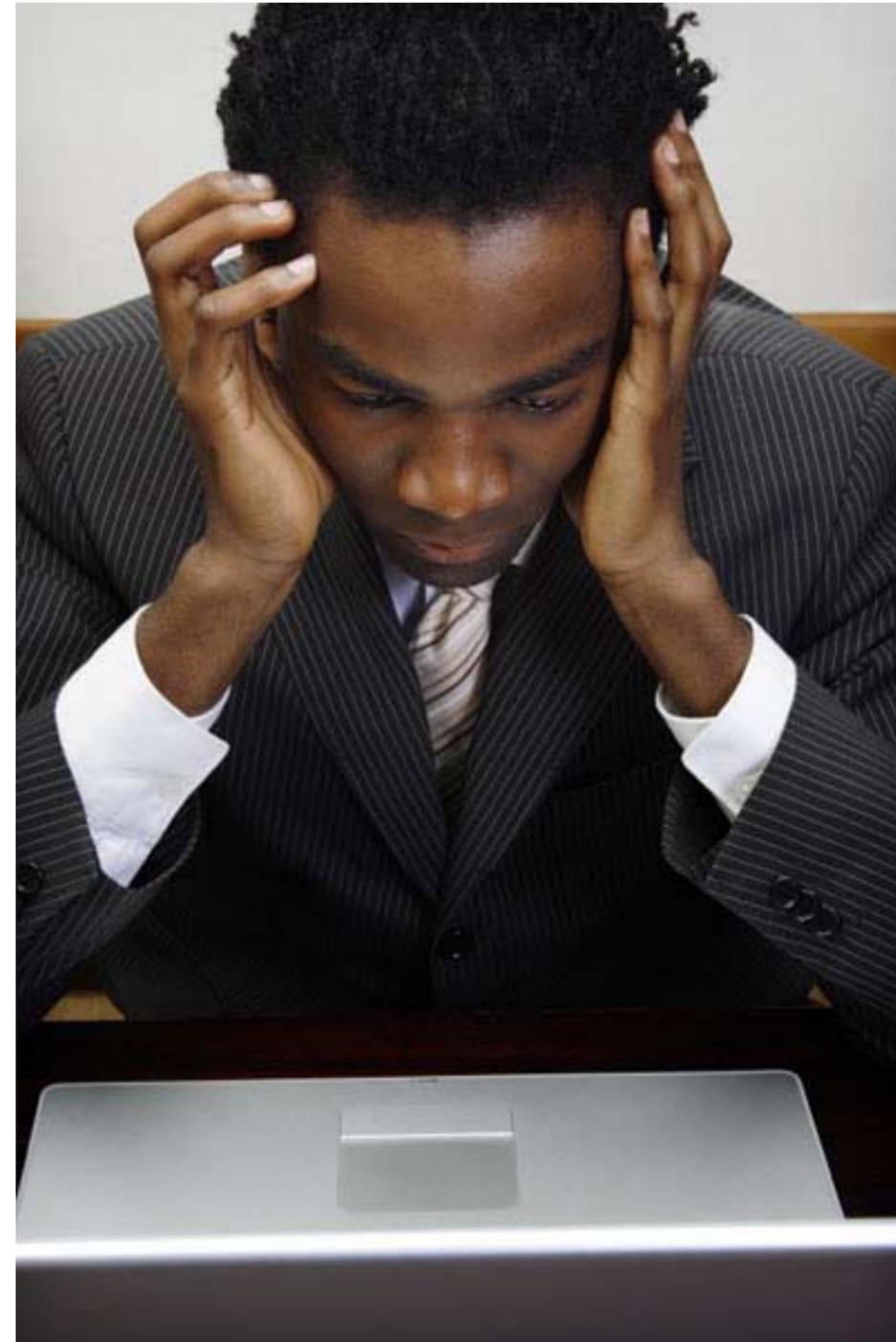
The Online Maze Keeps Getting More Challenging to Navigate

A century ago, information was hard to come by, but a decade ago the media landscape changed. Today's consumers want instant access to products, services, and information, and they turn to the Internet to find it. The problem is finding respected, relevant and reliable information in an online environment that has morphed into an online conversation the likes of which no one could have imagined prior to the 21st century.

The birth of the social Web brought with it a flood of information. No longer was accessing that information a problem. Now the problem became finding clarity amid the clutter. Still, professionals want that respected, relevant and reliable information to be readily-available and at their finger tips. A Google search just doesn't get the job done anymore.

The Online Clutter Escape Route—Authoritative Content

Newstex provides a solution that allows distributors to not only meet customers' needs but also to help differentiate their offerings from their competitors'—Authoritative Content.



In simplest terms, Authoritative Content is useful, meaningful and respected information published by experts, professionals, industry thought-leaders, knowledgeable individuals, and organizations that people trust.

In today's open online environment, anyone can come to the party and stake their claim on a piece of online property by starting a blog, joining a social network, publishing updates on Twitter, and so on. However, all content is not created equal. Authoritative Content makes the distinction between professional, credible content and everything else that clutters the online world and impedes the workflows of professionals who need quick and easy access to trusted content.

Break Free from the Online Clutter Barriers

Authoritative Content is editorially selected by the expert Newstex team for quality of content, frequency of updates, and more. The process is not automated but rather man-powered, meaning human beings actually review the sources accepted as Authoritative Content to ensure only the most reliable, relevant and respected content producers are included. During a time in history when it seems like every process is automated, the subjective analysis of Authoritative Content can only be performed accurately with human intervention.

! QuickTIP

There are over 1 billion people online and 1 trillion Web pages to sort through. Authoritative Content reduces that mountain to an easily navigable hill of targeted, credible information.

As a result, end-users can feel confident that the information they get from Authoritative Content publishers is timely, meaningful, and trustworthy. In a word, content delivered through Newstex is authoritative. Rather than spending hours sifting through useless and irrelevant Google results to find the prized needle in the Web haystack, end-users can find the credible information they need in seconds with Authoritative Content. Suddenly, all that time spent clicking through window after window of Google results can be invested in more productive activities. It's a value-add they shouldn't live without.

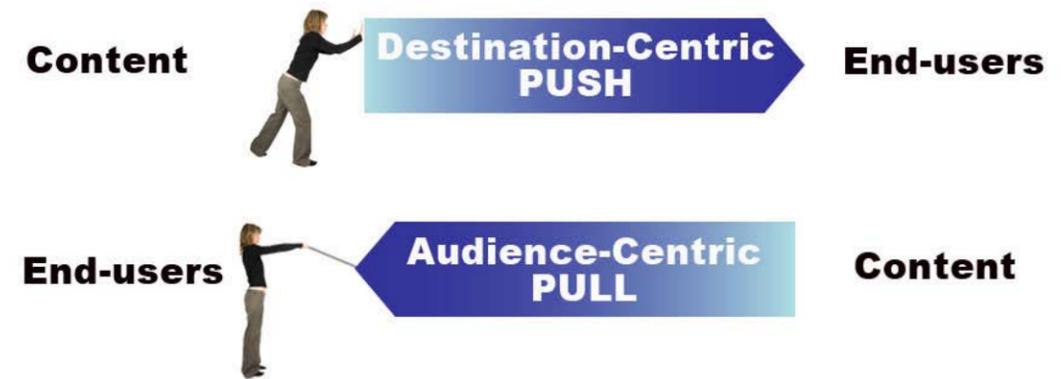
CHAPTER 2: Embracing Media Migration

Moving Content Delivery from Destination-Centric to Audience-Centric

Newstex Authoritative Content delivers content from thousands of news organizations, blogs, Twitter feeds, Podcasts, and videos that offer broad and deep coverage on topics that matter to professionals on a daily basis. No longer are content end-users satisfied with the information published by traditional media such as news organizations, magazine publishers, and so on. Today, professionals want more than the pre-packaged, politically-charged and corporate-backed content offered by national news outlets. They understand that many of the most influential thought-leaders and experts have abandoned producing content for traditional news organizations and now publish their own content on their own blogs, Web sites, Twitter feeds, podcasts, and videos.

In other words, professionals seek content in less of an antiquated destination-centric manner today, preferring audience-centric sources that pull relevant information to them. Authoritative Content delivered to end-users by content distributors is the next generation of the audience-centric information delivery model. End-users need relevant and reliable information, and Authoritative Content gives it to them.

Destination-Centric Content Distribution vs. Audience-Centric Distribution



The Great End-User Shift

User-generated content wasn't always taken seriously, but plugged-in generations came into adulthood with different views on traditional media than those their parents and grandparents held. As Generation X enters middle-age, there are fewer and fewer professionals who remember a world without computers and the Internet. It wasn't that long ago that the verb Google didn't exist, but today, it's part of common vernacular. When a person needs information, they [Google](#) it. It's that simple.

That shift from offline information to online information is further evidenced in the struggling print publication market with many leading newspapers and magazines moving from offline to digital distribution or closing their doors entirely.

But there is more to the offline to online news media shift than a preference for accessing information via the Web. Truth be told, the shift has more to do with the existence of Authoritative Content outside traditional news outlets than most people expected.

Online Publisher Paradigm

	Authoritative Publishers	Traditional Media
Source	Individuals or Organizations Experts Professionals Academics	Corporate and Established Journalism Outlets
Audience	Niche	Mass
Content	2-Way Active Engagement	1-Way Passive Telling
Voice	Personal or Professional	Corporate or Institutional
Reputation, Respect, and Reliability	Growing	Diminishing
Speed of Communication	Fast	Slow
Guiding Principle	“The mode of delivery doesn’t define journalism or the accuracy and credibility of content.”	“Corporate and established media provide journalism; content from everyone else is merely information.”

Today’s online Authoritative Content producers offer information that’s as credible and reliable as traditional media. Most are non-traditional producers, free from the corporate bureaucracy that impedes information flow, so they deliver content faster. The Online Publisher Paradigm clearly demonstrates the core of the ongoing media migration.

Today’s information end-users recognize the importance of blogs, Twitter, podcasts and online video in breaking news stories, debunking rumors, delivering expertise, and inviting thought-provoking collaboration. They know that the term “blog” no longer means online personal diary, and they understand that user-generated content can be just as reliable (sometimes even more trustworthy) than traditional media. Furthermore, they accept that it can be difficult to find that reliable content hidden in the pages and pages of Google search results, but they accept it begrudgingly.

With Authoritative Content, they don’t have to accept it, because the work of finding reliable sources is done for them by Newstex.

CHAPTER 3: The Authoritative Content Difference

The Best Content from the Best Publishers

A Who's Who of Newstex Authoritative Content

All the information in the world won't help a content end-user if that information is coming from inferior sources. Newstex Authoritative Content publishers are respected and diverse, offering a full complement of news, editorial commentary, opinion, strategic thinking, debate, and more. Take a look at a few of the publishers that provide Authoritative Content through Newstex:

- **News:** Thousands of traditional online and offline news organizations including over 450 newspapers from [McClatchy-Tribune](#).
- **Public relations:** Business and financial organizations such as [PR Newswire](#) and [Business Wire](#).
- **Blogs:** Bloggers from news organizations and corporations as well as independent experts and thought leaders, including [Gawker.com](#), [Mashable.com](#), AOL's [Blogging Stocks](#), [Engadget.com](#), and [Digital Journal](#).
- **Videos and Podcasts:** Video and podcast producers from news, government, business, independent media, and more, including [Johnson & Johnson](#), [U.S. Chamber of Commerce](#), [Zack's Investments](#), and others.

- **Twitter:** [Twitter](#) publishers from news, business, independent media, and more, including all Twitter feeds from the members of the U.S. Congress, U.S. Federal Agencies and the Canadian Parliament.

Adding More Value to Authoritative Content

Getting quick access to reliable information is a benefit most end-users can't say no to, and once they hear the added value that Newstex brings to that content, they typically can't wait to use it. That's because Newstex enhances all content it aggregates prior to providing it to distributors as follows:

- **Standardization:** Newstex standardizes the content it aggregates and provides to distributors as full text feeds (including full blog feeds) in consistent XML or News ML format for seamless integration into distributors' systems and easy delivery to end-users.
- **Categorization:** Newstex contextually categorizes each video to ensure maximum content relevancy and targeted search results for end-user customers.
- **Tagging:** Newstex tags all content with public company stock ticker symbols for all of the North American exchanges and with tickers for key executives, government officials, and topical categories based on the International

Press Telecommunications Council (IPTC) NewsCodes taxonomy, which applies categorization codes to news stories. Tags make it easier for end-user customers to search and find more of the information they need.

- **Hosting and streaming:** Newstex hosts and streams licensed video content, assuming all costs for sharing videos with distributors and end-users.
- **Transcription:** Newstex fully transcribes certain video content or adds publishers' own video transcriptions and delivers the complete computer-generated transcripts along with the corresponding videos. Transcripts enable end-user customers to find relevant content through the search functions included in distributor systems.
- **Links and attribution:** Newstex preserves all links from the original content it aggregates and attributes the original source.
- **License agreements:** All content delivered by Newstex is licensed with appropriate agreements in place, so distributors can focus on delivering content rather than maintaining legal documents.

Authoritative Content— The Better Option for Finding and Delivering Content

End-user customers don't need more ways to find content. They need a better way to find content. Authoritative Content streamlines the process of searching for and finding useful and trustworthy content by tapping into the best sources, continually updating to ensure content is fresh and relevant, and enhancing that content to make it even better than before.

Remember, all content is not created equal. If differentiating the content you distribute from the content offered by your competitors is important to your company, and if delivering enhanced content that your end-user customers can trust meets your strategic goals, then Newstex Authoritative Content provides the content source that no other company can match. Visit Newstex.com for more information or contact Newstex by email at info@newstex.com or by phone at 212-380-1855.





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