

Gregg Castano Launches News Direct - Upending Traditional Paradigm of News Wire Category

7/5/20



Gregg Castano

News Direct, the first content and news distribution platform purpose-built for contemporary media outreach, officially launches today. News Direct enables both journalists and PR professionals to do their best work. It's the only platform with the exclusive capability to release standalone multimedia and features a self-directed, collaborative workspace powered by AI-assisted advanced automation software.

Amid the coronavirus global pandemic, the volume and scale of pitches sent to journalists has exponentially increased - prompting brands and PR pros to determine the best way to convey and distribute COVID-related information in digestible bites. This is also reflective of today's communications landscape.

"Newswire services, which so many brands rely on to distribute their news and content, remain stagnant. This had to change. How news and information is disseminated and consumed today requires public relations professionals and journalists to create and deliver impactful multi-sensory stories. And this is what News Direct provides," said **Gregg Castano**, Founder and CEO of News Direct. "It is a platform that helps great content rise to the top and get discovered. Full stop."

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