



Industry Veteran Gregg Castano Launches News Direct – Upending Traditional Paradigm of News Wire Category

CommPRO Editorial Staff

[News Direct](#), the first content and news distribution platform purpose-built for contemporary media outreach, officially launched this week. 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.



Gregg Castano, Chief Executive Officer
News Direct

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.

“News wire 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.”

A purpose-built platform for the contemporary communications landscape.

News Direct provides features and benefits that address key pain points for PR and IR professionals to position them for success. This includes:

Exclusive standalone multimedia distribution: Bridging together PR and journalists' ecosystems by delivering of relevant, engaging and informative content in the most sought-after formats. Infographics, videos and images are distributed as independent assets – without the requirement of embedding into a news release.

Reimagined workflow: Users can work smarter with a state-of-the-art platform that combines advanced automation with speed, efficiency and collaboration. News Direct maintains the human element where it matters most, however – in customer service.

Unparalleled security: The most secure data protection protocol in the category – supported by industry-leading technology that offers the highest level of content security throughout the workflow and distribution process.

Actionable analytics: Proprietary media intelligence that provides meaningful metrics and insights that stakeholders care about. News Direct has partnered with News Quantified to provide best-in-class measurement and exclusive data reporting.

Predictable pricing: The only major platform with a flat-rate pricing model for greater budget management and value. No word counting or geographic limitations like others.