

NewsWire AS

Mva. 979 963 017
PB 325 Skovve
Telefon 24 15 50 60
0104046
Telefax 24 15 50 61
www.newswire.no
nw@newswire.no

NewsWire is a news agency—but with a twist. We take the traditional wire services a step further. Up to a point, we do what Reuters, Associated Press and others do: Provide news of general interest in written and televised form to the media.

If your Norwegian is any good, you'll find us at www.nw.no.

Like them, our job is to identify stories of interest to the general public. We produce and distribute them - under our name - to newspapers, broadcasters and other media. Our aim is to have our stories reach the widest possible public in our Norwegian market.

But we differ from them in important respects. Unlike traditional news agencies, we are not paid by the media who run our stories, but by companies, organizations and government entities. They are our clients and, usually, our sources.

So we are what you might call a "source-paid news agency".

Are we then a press release provider? No, we are not: We retain editorial control, and will not run stories unless we deem them to be true, correct, and of interest to the media and the general public.

At the same time, we have to respect the interest of our clients. There is little room for critical journalism in this model.

So this is our challenge: We must produce stories which the media wish to publish, and our clients wish to see published.

Our philosophy is that everything we provide to the media must be transparent. They must know that our stories come from NewsWire, what we do, why we do it, and who has paid us to produce this particular story.

We are commercial. We make a living of this. We are not aware of other operations of our kind. (If you know one, please let me know; we would like some colleagues.)

While our idea was regarded as a bit of an abomination when we started 17 years ago, we are now widely used by the media. The reason is simple: They trust us.

NW's fundamental tenet is that it takes journalistic skills to identify and structure newsworthy information in a professional way. Every report must be accurate, interesting, well written and relevant to the media. Written to the standard you expect from traditional press agencies.

Christopher H. Lund, founder
NewsWire
chl@nw.no