

# NewsX © Consultation ‘Blue Paper’ (V 2.3 - Feb 27, 2024)

## Overview

NewsX is a model to support freelance journalists working together in small editorial teams to produce independent news that offers the holy grail of being both sustainable and scalable. NewsX Builds communities around the classic news agency model, creating a potentially almost infinite amount of independent, credible news, and supplying it to an almost infinite amount of diverse media partners.



## Glossary

- Blue Paper:** A consultation document that sets out a proposal for discussion.
- Byline (Brand):** The name a NewsX journalist uses as a personal guarantee for content.
- CoC:** Code of Conduct. Sets the standard for journalism from A-Z
- Church & State:** The separation between PR and editorial that should exist in any newsroom.
- CIC:** A *Community Interest Company* is a social enterprise that puts purpose before profit.
- Editorial Production Roles:** The 10 distinct roles in creating a NewsX story.
- NAPA:** The UK-based *National Association Of Press Agencies*.
- NXA:** NewsX Agency, the classic agency model selling content for cash.
- NXC:** NewsX Community, powered by NewsX tokens, and with a community of followers.
- NewsX © CIC:** World's first self-sustaining and scalable global news agency.
- NewsX © Tokens:** Alongside revenue share, journalist’s get NewsX tokens.
- NewsX © Trinity:** The three core elements of NewsX are **content**, **publishers**, and **journalists**.
- T4 News Hub:** A linked series of online newsrooms where stories can be sold and swapped.
- White Paper:** The final form in which a project is presented for implementation.

# Genesis

Journalism has existed since early man first daubed hunt scenes on cave walls. From clay tablets to printing presses, then first-generation computers to AI, each stage has made it easier to research, produce and publish news. Throughout this process, reporters have been creating news, not just for their generations, but also for the future.

Yet now journalism, this great force shaping the world for the better, has lost its way. The same technological advances that made what we do more manageable and more accessible have also been killing it. Fake news, amalgamation sites, PR and marketing are just a few ways it has been watered down and discredited. Social media platforms, which should be our most significant friend, have instead become our worst enemy, siphoning away revenue from our stories and enforcing rules that dictate what to write if we want readers, all so that we focus on giving them sharable content they can monetise. The valuable profits from adverts that used to accompany our work and support journalists at the coalface of democracy are now a thing of the past. That money is now lining the pockets of Silicon Valley moguls.

But while all this is true, there is an even bigger problem that is hardly being tackled at all --the destructive shift now almost universally present across the news landscape where the only facts now included in a report are those that suit the narrative. Backed up by social media algorithms turbocharging content distribution, the public is fed a diet of what they want rather than what they need to hear. This process, where information is filtered to only let acceptable facts through, has created vast echo chambers where the message is endlessly shared, and amplified at every repetition. These shares mean traffic, and traffic means profits. Algorithms have been set up to lump people into ring-fenced groups where they are force-fed with this content, perpetuating their worldview. Anything from outside the bubble is stigmatised and avoided because of the risk of alienating friends or family by crossing this invisible line. Balanced reporting soon becomes regarded by these insular groups as the opposite of journalism. It is seen as activism. But as George Orwell rightly said: *"Journalism is printing what someone else does not want printed: everything else is public relations"*.

My journey to find a solution began at the start of 2014 when the online news portal *BuzzFeed* signed up to be a client of my small, Vienna-based news wire service, and after 16 months of taking content and not paying for it, accused us of running a fake news factory on a global scale. Not that they ever found anything wrong with the stories, instead they went online and copied and pasted anything however obscure as long as it fitted the narrative.

Now, a decade later, I have chronicled my unsuccessful attempts to get the story corrected, save my business, and future-proof it against a similar corporate assault. I wrote extensive notes on how the news business worked for my lawyer, notes that then became a book, and by the time that was finished, I had lost myself in the picture it painted of the media landscape, and stopped trying to correct the report. Instead, I used the lessons of that fight to document what is happening to news and, on the back of that, to create NewsX. It is an alternative model that unconventionally has nothing to do with making someone rich. It is a model for sustainable and scalable independent journalism capable of telling the truth, no matter who it offends.

NewsX is that model, which is based around supporting the only media concept that is both sustainable and scalable, which is that of the news agency, in cooperation with legacy media that will publish the content.

## Blue Paper

A blue paper is a consultation document for change, unlike a white paper, which presents a completed strategy. In terms of creating a paper of any sort for independent, balanced reporting, neither should not be necessary: access to open, honest information to aid decision making in our lives and societies should be a basic human right. Yet despite billions spent trying to fix journalism, the media landscape is more fractured than ever. A recent article in the [New Yorker](#) warned the media was facing an "extinction level" event. This is not understated.

I will not repeat the litany of challenges here, all of which are well known by those of us in the trade and that have become an endlessly repeated litany, what is needed now is ideas on how to fix things. These ideas are outlined here to offer a vision of fair and balanced reporting that holds power to account and delivers what people need rather than what they want to hear. This vision is both sustainable and scalable. But we need to widen the net, get more involved, tackle polarisation with balanced reporting, and support the failing legacy media before it is really extinct.

The details in this blue paper are not for institutional investors, but to ordinary people who have had enough of fake news, activism described as journalism, worthless AI-created content, and PR disguised as editorial. It is a move to find the journalists, media partners and managers of the future who are prepared to get involved at this early stage as we fulfil the NewsX mission of purpose, not profit, and safeguard the project for the benefit of future generations of journalists and the societies they serve.

If you share this ideal, you can either register as a publisher partner, journalist partner or content provider on our [website](#), or write to us directly using the [contact page](#). At the end of the day, if legacy media is facing an extinction event, then NewsX is a final call to arms, humanity's last chance to turn things around by gaining access to the truth, no matter who it offends.

## NewsX © Explained In A Q&A With Its Founder

**Q: So, Who Are You? Tell Us A Bit About Yourself.**

*A: OK, my name is Michael Leidig. I am British, but I live in Vienna, Austria. I am the director of special projects at the British [National Association Of Press Agencies](#) (NAPA), and I also own and run several news wire agencies.*

### **Q: How Did You Come Up With The Idea For NewsX ?**

*A: Ten years ago, at the start of 2014, I was the victim of a campaign to put me out of business because my independent news organisation did not fit with the narrative. One of my award-winning agencies, [CEN](#), was accused of being a globe-spanning fake news factory. The irony was that the story was a fabrication itself, cut and pasted from the internet with not a word of original reporting. It was a rude introduction to emergent journalism that weaponised news for political and corporate gain.*

### **Q: How Did That Lead You To Come Up With NewsX ?**

*A: It should have been easy to take down. But as I set off on a journey that took me all the way to the US 2nd Circuit in New York, I found that even with my understanding of the news industry, I was powerless against a fictitious report that ignored professional journalistic standards. I sensed a conspiracy before eventually realising that it was simply what news had become. This development in journalism, where it targets only a part of society, is profoundly dangerous because it contains everything needed to spread through social media, innately targeted to groups that share a common ideology and who in turn promote it among themselves to demonstrate how correct their worldview is.*

### **Q: And NewsX Helps Prevent This ?**

*A: Articles like this are motivated by corporate greed where what counts is power and money, so with NewsX, we have removed the opportunity to use news to get rich by creating a social enterprise. In fact, NewsX is the world's first accredited news agency Community Interest Company (CIC). It is trademarked and registered in the UK, and its aim is to make the creation of independent news both sustainable and scalable.*

### **Q: How Does It Work ?**

*A: It works with journalists who create content for distribution to a global network of the world's biggest media partners, from respected outlets like the Times and Telegraph to online giants like the Sun, MailOnline and the New York Post.*

### **Q: What Is A CIC (Community Interest Company) Anyway ?**

*A: CIC's or "kicks" are a special type of limited company which exists to benefit the community rather than private shareholders. CICs have to provide a purpose, which must be approved by the UK community interest company regulator in order to get CIC status. To quote the regulator, CIC's are described as being "for people wishing to establish businesses which trade with a social purpose..., or to carry on other activities for the benefit of the community".*

### **Q: What Was The 'Purpose' The CIC Regulator Accepted For NewsX ?**

*A: Simple - Journalism. The community interest company regulator carefully considers all applications to decide if they qualify as a community project, and accepted our submission that there can be no greater way to serve a community than to place credible media at its heart. The NewsX application was approved on that basis, and as a result, our registered purpose is now journalism, not profit.*

### **Q: But What About NewsX Investors – Don't They Want A Return ?**

*A: News X has no investors, it has been created as a social enterprise by journalists for journalists. All revenue that is earned will go for the support of journalists and the provision of software and services so they can concentrate on reporting.*

### **Q: Why Do We Need NewsX ?**

*A: Although the problems faced by legacy media are many, most of those do not apply to a news agency, which is a news wire service, especially when it operates for a purpose other than profit. In fact, NewsX was created to solve just two problems, the first is the need to pay journalists a living wage, including making sure senior staff earn a salary that is comparable with other professionals, and secondly, to make sure original exclusive news is credited with a byline, where the journalist provides a guarantee for everything that bears their name. The reason we need fair pay is obvious, the reason we need a byline for journalists is so they can build their own brand, and at the same time tackle fake news, activism and PR disguised as news. If it has a NewsX reporter's name, it guarantees that it is original, balanced reporting, and nothing else.*

### **Q: How Does It Work ?**

*NewsX is a blueprint for a sustainable news-gathering and distribution operation that can be scaled globally, but not publishing. We leave that to our legacy media partners. NewsX editorial teams have access to exclusive original content by virtue of working with news communities where content can be sourced directly. These communities cover either certain regions or certain special interest topics. In a way, NewsX is a sort of social media and news media hybrid, combining the best of both world's for the benefit of journalism. Both news media and social media produce all sorts of content, but only social media organisations have money, and that's because they understand the power of a community and the traffic it brings.*

### **Q: So News X Is Content Creation, And Borrows Other Media To Publish Its News?**

*A: Exactly, NewsX is primarily a content creator. Many of the projects that tried to fix journalism have been obsessed with defining ways to control how news is delivered, but while they were spending the money on that, they were not focusing on where the news came from, and quality dropped.*

### **Q: Will That Work ?**

*A: Absolutely yes. It reconnects journalists with the community sources that used to generate original content, a connection that has been lost which used to be at the heart of news creation, and not the big brands. The local media and specialist magazines were the places where most people saw the news first, but often it had originated in the vast network of local newspapers and specialist publications that no longer exists. The communities are still there, but there is no longer any journalism to filter what is true, and more importantly, nobody to spread this to the big brands. NewsX is rebuilding this network.*

### **Q: What Are The Essential Elements Of A NewsX Community ?**

*A: Our communities are for people with passion. But it has to include experts and influencers connected to the region or the subject that the community has been created around. This will provide credibility and exposure. They are the basic ingredients of a powerful community that will have value this time round, as there is journalism at the heart to ensure credibility, and that they do not simply become yet another echo chamber.*

### **Q: Isn't A NewsX Community The Same As A Facebook Group, Or Any Other SM Group?**

*A: No, because social media groups are islands without a way of reaching outside themselves. The heart of such communities before the internet always used to be the local paper or a specialist magazine. They did not just keep the community informed, they opened a window for the world to see what they were doing. There is no point in having communities without a voice, and the voice of the community is the media. It shares what the community is about, what it stands for, and what it is concerned about so that others can get involved as well. In a sense, if we have enough communities, it will almost be like a huge supercomputer, identifying problems and solving them through the power of accurate reporting.*

### **Q: So NewsX Will Create A Newspaper Or Magazine For Each Community ?**

*A: I think it's too early to be specific on what form the media will be created by the NewsX teams in communities. We already helped a startup community with its own print newspaper. But that was because there was not one already on the market, and in future if we repeat that it will almost certainly only happen again where there is a vacuum, as our mission is are about cooperating with existing media to supply original, exclusive content rather than replacing it. But having said that, there are some universal elements that will apply to all communities.*

### **Q: Can You Say What Those Are ?**

*A: Sure! First and most important, every community will have a virtual newsroom that gives them access to our global network of media partners who will get their news. The software allows content submission, collaborations between editors and the community to build stories, and a*

*distribution network. Every community will also have a website mainly for blogging, comments and discussions. There will also be a chat room, which, together with the website, will be a sounding board for community users. The community can also use both to advertise jobs, services and community projects, get people involved in news and even write it, with the chance of editorial work in the wider NewsX network. And finally, we will have newsletters, which will generate community engagement to publisher content related to the community, and when there is no publisher, to the usage of that content on the community's own website.*

#### **Q: What Is A Virtual Newsroom ?**

*A: Actually, we call it T4 Hub, which is easier to say than 'The Fourth Estate Alliance News Hub', which is what it used to be called. For reasons of brevity, this was condensed down to T4, and because The Terminator is a really cool movie. The idea for the software originated in 1995 when I founded my first agency in Vienna, Austria, and we struggled with connecting all the different programmes needed to run a newsroom. Alongside the T4 Hub newsroom software, we have also developed other programmes, including some pretty cool news-gathering tools and other editorial aids like a catalogue of royalty-free music for news videos.*

#### **Q: Who Built T4 ?**

*A: A software engineer working for another agency who was the boyfriend of one of our journalists did the first version. He did it for free because, like all of us, his girlfriend worked long hours, and he was in the office so often waiting for her to finish that he offered to design a software that combined everything into one place. In payment, we let his girlfriend take off the chains early so they could spend more time together. That was actually a pretty good deal, they ended up getting married, and we got a free software we would never have been able to afford otherwise. It hard-wired editorial processes into a colour-coordinated workflow, allowing a team to work seamlessly at each stage as the story passed from one role to the next. This was constantly refined over the next 30 years, and later extrusions included an accounts package, video and picture options, and many other functions to ensure that the journalist could concentrate on journalism. The current version was designed in Drupal.*

#### **Q: Does That Mean You Are Replacing Current Media With NewsX**

*A: Absolutely not. As I said earlier, there would be no point in trying to replace existing media with their vast networks, powerful brands and enormous operating costs that we would never be able to cover. That's also the road to a monopoly, which is not where we want to be. We want to be an enabler, and support the real press that we have already been working with for three decades with the same content and more, but this time providing it for free. In that scenario, we can't expect them to pay for the privilege of allowing us to use their media organs to share our news content and pay us for it as well.*



**Q: Will Outsourcing To NewsX Not Lower Trust In Legacy Media Partners ?**

*A: No. if anything, it will raise it as we have a lot of filters in place to prevent activism, advertising or PR from affecting what our editorial teams share. One of the cool things about NewsX is that the editorial team will never have to worry about pressure from investors or owners telling them what to write, or for that matter advertisers, as we don't have them. Granted, that still doesn't completely stop the possibility of external editorial influence. But it is a great start.*

**Q: So NewsX Editors Can Still Get It Wrong Just Like Everyone Else ?**

*A: Yes, but at NewsX, there is a strong awareness that access to the vast network our media partners represent is totally dependent on one thing: credibility. The content that we share with our network needs to be well-written, independent, balanced and accurate, and that's only the start of the list. Each community and each editor risks being kicked out of the club if they become involved in activism, or blatant self-promotion or accepting money to colour what they write. It also works both ways, we will only be sharing content with genuine real press news partners. This self-regulating system ensures anyone looking for short-term gain will not have a long-term future at NewsX.*

**Q: So NewsX Media Partners Guarantee Your Quality?**

*A: I think it would be more accurate to say that legacy media and other real press partners are the enforcers who will act in the event of a breach of standards. Most likely if this sort of inappropriate behaviour is taking place, it will be other NewsX communities that discover it, and other journalists. NewsX embraces opposites, tabloid and quality journalism, broadcast and print, left and right and many more diverse things all under one roof. Having these opposing or different forces in one place strengthens and regulates what we do. In fact, our motto at the start was "our opposites make us stronger, and our shared values bind us". I was quite proud of that, I think it's a good maxim to have for a news organisation.*

**Q: Do you Have A Whistleblower Hotline ?**

*A: No, we have something better. It's called journalism. We use it to raise questions and challenge others, and ourselves, and this is fine as long as it's based in fact and balanced, and where anyone criticised is offered the opportunity to reply. We will also join one of the independent press regulators like ['IPSO'](#) or ['Impress'](#) as soon as we can afford it, and they agree to let us in. And thirdly, we have established our own independent press regulator that is building an independent editorial team from NewsX to solve disputes quickly by applying the [editorial code of conduct](#).*

**Q: So There Are No Consequences For A Journalist Or A Community That Gets It Wrong ?**

*A: I wouldn't say that, it depends on whether it's accepted that they did something wrong or not, and if it was wrong, how badly wrong? Everybody can make a mistake, including journalists,*



*especially when trying to meet a deadline. This is all forgivable. But if somebody were, say, to accept money to write something that was untrue, that would result in them being kicked out of the club or suspended. At NewsX, if there is one rule above all others, it is that there has to be a separation between church and state.*

**Q: What Do You Mean By Church & State ?**

A: 'Church and State' is an expression used in the media business to reference the age-old relationship between journalism and advertising where they exist in the same universe, but need separation of they are to fulfil their roles properly. In publishing, 'Church and State' has always existed hand-in-glove: both need each other to survive. After all, without advertising, how will journalism be funded, and without journalism to attract eyeballs in the first place, who will see the adverts?

**Q: So You Are Tough On Advertising And Have No Investors, How Will You Pay People ?**

A: *Good question. At the moment, the business model is about being paid per story published, we send finished news items into the editorial queues of partners, and when they decide to publish, we get a payment. We are in the process of pivoting from this model to one where instead of being paid in cash, we will be paid in blockchain advertising credits for our content. This can then be turned into revenue so our editorial team can pay their bills.*

**Q: Will Media Partners Agree ?**

A: *It makes good business sense for both sides. It is easier for our partners to provide advertising credits than to pay us in cash. The content will also be original and exclusive, and free for usage on all social media platforms and other media in the same group. Because its easier to pay in credits, it will be much easier to get a proper credit for the agency and byline for the story creator.*

**Q: Do Media Partners Have Other Advantages Beyond Being Able To Afford Content ?**

A: *Yes, they don't have to worry about filtering out any paid PR or marketing, and there is no hidden message, which on each story is guaranteed by the byline of the writer and the NewsX brand. They can also use blockchain tech to order exclusive content from out network of correspondents. We also offer to help them share their exclusives guaranteeing links, brand recognition and more credits with which to buy content without giving away advertising inventory.*

**Q: Will Freelance Journalist's Agree ?**

A: *Journalists are the most important part of NewsX. On our web page we have a listing of the reasons they should get involved once we are fully up and running. But in the initial stage, there are three reasons that we believe will persuade journalists to work with us. Firstly, although we*

*will not sell the first article, we fully anticipate that each item will then get secondary usage which will be monetised, and this money will be shared with our journalists. Secondly, we guarantee a byline, which builds a journalists profile, opening the door to access on other even bigger stories. At the end of the day, there are millions of people writing for blogging platforms that mostly nobody reads. Publication in one of the NewsX media partner platforms brings a guarantee of readers, as well as recognition as a news professional. Thirdly, we are not asking that the articles be written for free; every completed role will result in points that can be changed into NewsX coins.*

#### **Q: What Are NewsX Coins ?**

*A: When journalists register with NewsX, they get a profile page that also updates with a number that represents all the completed tasks they have logged, showing how many NewsX coins they are entitled to. These coins may eventually be turned into a crypto coin on blockchain, but equally, we may continue for now to keep them as an internal value system where revenue earned by NewsX can be divided up by those who created it. Launching the coin as crypto on an exchange is ultimately the plan, as it will be available to investors and provide start-up capital without giving away equity, but the process is complicated and expensive and will be done when the community feels we are ready.*

#### **Q Do You Think That Will Work ?**

*A: We are not trying to make short-term gains, NewsX is investing in the long term to make journalism sustainable and scalable, but moving from payment in cash to payment with credits that might not be worth anything for months is a chicken and egg scenario, how do you continue to pay for the creation of content until you get large enough to start to earn from the new income model? Registering as a CIC is our way of providing a guarantee that we are a serious project whose purpose is to support journalism and not profit. If we find others who share that belief in both our mission and the blueprint we have for getting there, it will work, but we need them to get involved now.*

#### **Q: How Is The Pivot To The New Model Going ?**

*A: We started the process at the beginning of December 2023 and are slowly moving my four active news agencies over to the **NewsX Agency (NXA)** model. Two of those agencies are now fully part of the NewsX Agency project, with the revenue that they get from the sale of content going to fund the newly formed NewsX permanent editorial team. The **NewsX Community (NXC)** side of the project has also created 16 templates for news communities, and has already started handing out coins to the first editorial team members who are agreeing to be paid by converting these coins to cash. The next stage is to move the remaining agencies over to NewsX Agency, and once we have ironed out any problems in the coin utility, we will open the door to let others join.*

**Q: What's The Difference Between a NewsX Agency (NXA) And NewsX Community (NXC) ?**

*A: NewsX Agency (NXA) is focused on getting revenue for content, which is paid for in the usual way using conventional currency. They cannot guarantee a byline for staff, and only around 20% of the content is used. It is not heavily focused on original, exclusive content. Staff are fully employed on fixed salaries. The salaries and bonuses are not regulated, and there is little or no self-publishing. Ultimately, all NXA agencies will most likely convert to become communities. In contrast, the NewsX Community (NXC) give content away not for money but for advertising credits, with journalist's paid in NewsX coins. NewsX Community (NXC) aims for 100% usage of the original, exclusive content it produces, with a byline for the author and a credit for the agency on all illustrations, including video. Material is provided with all rights, including syndication rights, and for usage on social media. The payment rates for fixed staff, when this is affordable, will all be relative throughout NXC, and content is self-published between 24 and 48 hours later. Eventually, the plan is for as much of the content as possible to be produced within NewsX communities.*

**Q: So You'll Use Crypto To Fund NewsX As You Pivot The Business ?**

*A: That is the plan, yes. In theory, blockchain technology came into the world with the potential to solve exactly the sort of problems we are faced with, which is to have funding for an idea without giving away equity. As a CIC, we are in a unique position in the crypto world, because it is part of our articles of association that all income will be used to fund journalism. My belief in having NewsX as a CIC is that it will ensure that those working in editorial will benefit from their work and not just an owner or investor. But like so many good things, blockchain has been corrupted to the point where it has become essentially what everybody believes: a vast, unregulated gambling den where mostly the little guy, unaware of the risks, loses everything, and the rich get richer.*

**Q: You Can't Easily Go Back To Cash If It Fails. Are You Sure It's a Good Idea ?**

*A: Its not as much of a risk as you think as the basic idea of a coin is something I had embraced more than a decade ago, around 2008, when I developed the Yousdesk software to manage a coin to trade in the news. At that time, the problem I had was that while one story in five was published, which was a pretty good rate, four stories in five were not. This wastage was something I wanted to tackle, and at the same time, Geoff Marsh, who was in charge of both the Daily Star online and the Daily Express online, was struggling with the problem of how to get content when he had not been given a budget, which is pretty much the same problem today's editor's have. Geoff was only allowed to use the items already paid for by the print edition. But the volume of content available in print was not enough to satisfy the demand for his online page, and invariably, if he waited to see what they used so he could get it for free, he would be a day late. So we did a deal that seemed to work for both, and in the time it was in operation, we provided hundreds of stories to his two national paper websites, which were paid for in Yousdesk coins,*

*with accreditation for staff and the agency, and with links. When they needed more coins, they gave us more advertising credits.*

### **Q; So Why Did You Stop?**

*A: The project worked in that Yousdesk ended up with tens of thousands of pounds of advertising, and both papers had hundreds of stories in exchange. But the problem was that in the late 2000s, there were no advertising exchanges selling space like those that exist today, and the project was mothballed because there was no way to turn those ad credits into real cash. In the end, I used most of the GBP 36,000 that I had earned to buy coverage for the singer Kim Petras, who I was managing at the time. Moving forward to 2023, and with the 15 years of experience since Yousdesk.com was in operation, we are now recreating Yousdesk, with the only difference being that it is now rebranded as NewsX.*

### **Q: Why Would Anyone Buy NewsX coins?**

A: My father was an organic farmer in Kent who had a small herd of dairy cows that was a seven days a week and 12 hours a day job. It never made any money, but he still ended up rich by reading the business pages of the Sunday papers and looking for companies that were in difficulty, and which had new management in place with big ideas. In this simple formula for success, he would invest by buying almost worthless shares, and if the new strategy worked, he would make a killing. NewsX is not giving away equity, we are asking people to buy the coins because they want to support what we do and make a difference. But at the end of the day, like any coin, it could also go up in value, and if it does, then you not only support the project, but also get a return on the investment. NewsX, however, is not about a company that needs restructuring, it is an entire industry that needs restructuring. I like to think that if my dad read about NewsX, he would have agreed it was the sort of radical strategy for change that he was looking for.

### **Q: But It Is Still A Risk?**

*A: There is a saying that if you can't afford to lose a hundred euros, don't invest in crypto. But if you are going to invest a hundred euros, it is the best place to be. It can be a confusing decision which coin to go for, but there are a couple of things that are unique about NewsX. First of all, because NewsX is a community interest company, and the coins are one of our assets, we are not using them for speculation at the expense of other buyers. We are using them to fund journalism. So our priority is the utility of the coin, not working out ways to play with it so that we get rich at the expense of others. As far as we know, this is the first time that a company that is CIC has registered as a news wire and also the first time a CIC has unveiled plans for a crypto coin. But with its inbuilt guarantees, it could be a good model for future launches.*

### **Q: What If No One Buys The Coins?**

*A: Our belief is that an investment in supporting NewsX will help the business model to scale, boosting the value of the coin as the utility kicks in, and rewarding the faith in our vision. But there is also the chance this will not happen. In an infinite universe everything is possible. If we get no sales and we are not prepared to accept investment, it will still go on because NewsX is a shoestring start-up; we live hand to mouth and when the revenue grows, we grow. But it means we will not be a fast transformation, as a working business, we don't have the resources to onboard large numbers of partners, but balanced against that, it will give us the time to do it slowly and carefully, and end every day with a better version than what we had the day before. It will also rest a lot on the goodwill of our editorial team, who may have to accept coins and wait for them to become worth exchanging as well as small payments from the revenue share model. This will be helped by the fact that there are no dividends going to investors or founders or managers taking a large salary, and when there is finally success, it will be the team that built it that had the satisfaction of securing their own future.*

### **Q: OK So That's For Editors And Publishers, But Where Will You Find Communities ?**

*A: We are expecting that once we start to build communities, they will find us. At the end of the day, we are offering an attractive reason to be part of the NewsX Community mission.*

- *A community website*
- *Accredited NewsX press status for editorial teams*
- *Ability to publish directly to the global news wire*
- *A feed of related content from other communities*
- *Access to the NewsX virtual newsroom and other software and resources.*
- *NewsX Credits to fund editorial content*
- *Newsletter links*

*Because NewsX editorial teams work to common standards, editorial staff can quickly move between communities depending on demand. They will earn the same rates wherever they are, paid from the same central fund to the same account. This means they can maximise motivation by generating news in a community where the reporter feels most at home.*

### **Q: How Is News From These Communities Distributed ?**

*A: The T4 Hub software has been adapted to send in the way that media partners want to receive content. It is capable of sending in different ways including FTP and email, and the content is enabled so that it can go straight into the news queue alongside the work of other editorial staff and correspondents. Each item needs to be formatted in a way that makes the key points visible and to see the pictures and videos with a single click. The system can also provide tailor-made lists of stories which match the taxonomy of the story with the taxonomy of what the media partner is looking for. If both match, the story is sent. Access to this network and delivering*

*content that bypasses spam filters and is whitelisted into the media partners editorial system is one of the main functions of The T4 Hub.*

**Q: But You Can Send Content From Outlook As Well ?**

*A: You can if you don't care about it being published. The media industry has a long history in trying to work out ways to get the content that it wants to receive. If you use an email, it won't help if you are not white-listed; it will end up in the spam. If you are not licenced with a wire or don't have the ftp access date, you cannot file directly into the news queue where your news will be seen and read by an editor. With so few editorial staff now, there is enormous automation to throw out everything that is likely to take up staff time. Anyone who has tried and failed to reach a reporter with a good story, and who has failed, can provide testimony to that.*

**Q: Do You Send Complete Stories, Or Only On Commission ?**

*A: The current business model is mostly filing completed stories as waiting for a decision on a commission by an editor worried about not going over budget is an endless waiting game. But under the new business model, news items will be offered individually on an exclusive basis to media partners where, hopefully, worries about the budget will no longer cause delays. The items offered will be based on the taxonomy of the news that they have said they want to see. I suspect we will always to some degree have a feed of completed, ready to use items as we have now, but we need to increase the volume of exclusive content substantially.*

**Q: This Taxonomy Sounds Important ?**

*A: Indeed it is, the importance of categorising people and news into groups is one of the things that social media realised very early on that the real press still has not. It is not enough simply to have a section in a newspaper to help identify content, and NewsX has developed an eight-point taxonomy which is automatically generated with every news item as it's being worked on. If the editorial team working on an item don't spend the five minutes needed to do the taxonomy, it cannot move through the editorial system. And the process of adding the taxonomy saves a lot of time in the production process further down the line, and more than compensates for five minutes needed to create it in the first place. Exactly the same taxonomy is applied automatically to the journalists creating the content. This is really important for transparency. And the same eight-point taxonomy is applied to publishers based on the content they accept. Communities and agencies also have a taxonomy based on content, and this makes the movement of people and content between themselves and communities far more manageable and also places the right content in the right editor and with the best media partner.*

**Q: So Where To Place A Story Is Dictated By Taxonomy ?**

*A: Yes although we will also take into account the type of media partner. Both finished news and suggestions for commissions will be offered in different tiers. Tier 1 is for mainstream media*



*national news sites, or sites with significant global reach. Tier 2 is for any media that is accepted as a genuine news organisation and not included in Tier 1, and Tier 3 is for any place where we can find readers that do not fall into Tier 1 or 2, such as company news sites or government and non-government organisations.*

### **Q: Could NewsX Not Be Simpler ?**

*A: There are numerous papers analysing the problems faced by the media industry, and countless attempts with billions in investment to fix it so far without success. True, there are some outliers that managed to become sustainable and possibly even profitable, but they are not scalable. They also take not just years but decades to build the reputation needed to reach that position, and are not solution to supply independent, balanced reporting now. The NewsX solution is complicated because there are so many different problems that all need a different solution. All of the concepts outlined in this blue paper have earned their place in helping teams with often conflicting interests to work together efficiently to produce original exclusive content.*

### **Q: So Who Is Going To Manage It?**

*A: The vision outlined above is my vision and I will keep control of that as it changes to a team that will continue to ensure it stays true to its founding principles. Most important is that in exchange for honesty and integrity, journalists are paid a living wage like any other profession, and that wages within NewsX are all proportional so that senior editors do not have salaries vastly in excess of the most junior editorial staff. How this factors in with those paid in coins will be worked out as we go along, but the main thing is the desire to be fair to everyone, not just a select few. As the project solidifies, it will need a president with a casting vote, a CTO and a CFO, and the board of the CIC will include the following.*

- 1. A NewsX Communities representative.*
- 2. A NewsX Agency representative.*
- 3. A workers representative to see editorial staff get a fair deal.*
- 4. A journalism educator dealing with training and onboarding.*
- 5. A print media journalist.*
- 6. A broadcast media journalist.*
- 7. A representative of the filmers and photographers.*
- 8. A sub-editor managing the style guide and complaints.*
- 9. A retired journalist working with retired professionals joining NewsX.*
- 10. A student representative aged under 30 for the new generation of news professionals.*

*These roles are also for people that want to make a difference, and were selected to ensure all the interest groups within NewsX have representation.*

### **Q: How do I get involved?**



*A: Very simple, you go to the website, decide whether you are best classified as a publisher, as an editor in one of our newsrooms, or as a provider of content for our team. You then sign up, and yes, for many applicants there may be overlap as to whether editor, publisher or content source is more appropriate, but there is the opportunity to choose more than one once you have registered with your name and email. All the advantages we offer are listed in detail on the page. If you have questions, you can contact me using the online link.*

#### **Q: Any Last words?**

*A: I think only this, which is that the present scenario is unsustainable, and only by rebuilding the lost local and specialist publication network, can we reinvigorate and again take control of the media landscape. As we continue to evolve editorial communities into the digital era, we will start to turn the tide against disinformation, and in turn tackle the polarisation that is proving so divisive. In this environment, with all its challenges, NewsX can use its business model that has kept its affiliates in business for more than 30 years as a springboard to pivot into a global, decentralised news network. Employing this solution, NewsX will also enable thousands of editors, reporters and subject specialists worldwide who are losing their jobs to AI to work on original content. Instead of draining the editorial resources by demanding payment for this independent content, NewsX enables a network where we actively support media partners in covering their editorial costs using a currency they can afford.*

## **Conclusion**

Journalism is frequently voted the worst job in the world. The hours are bad and the pay appalling, but balanced against that, it would still be worth it if there was the freedom to cover the stories we cared about or that matter. But all too often that is not the case, especially now, with so many more new rules on what news is allowed and what not. The fact is that the average freelance journalist will spend more time trying to get a commission and then trying to get paid than they will do on journalism.

For me, the biggest advance with NewsX is the shift towards placing journalists at the heart of communities where they can write about the things that interest them, and where they know they can make a difference as long as it is accurate, balanced and honest. If journalists are allowed to do what they do best, which is journalism, not activism or PR or clickbait, but simply to report on what is happening, it will change the world.

It will no longer be possible to buy reputations without doing the noble deeds to justify them; real stories will have a proper chance of being published, and will open up the possibility of a journalist on every street corner to put as spotlight even in the darkest corners where wrong deeds occur.

Armed with the code of conduct as a shield against abuse, news can be published without fear of the consequences, as long as it's always the best version produced by ticking all the boxes the

code demands. In this scenario, even if there is a mistake, the carefully documented production process will show there was no ill intent. Everything humanly possible will have been done in the first place. To help this, our T4 software ensures it is also not done with the hope of favour, gaining rewards beyond the recognition for being part of the NewsX community and access to a steady income stream that ensures media professionals are paid the same as other professionals. NewsX's coin solution retains the best parts of the traditional news model and then expands on that by empowering agencies to become autonomous communities operating on a decentralised global publishing network, offering the world's first ever-rolling diet of daily news stories. It embraces the only type of journalism where, according to industry leaders, human beings still have the edge over AI, which is creating original, exclusive content that we use to enrich the media landscape we operate in and support the communities where this news originates.

It is difficult to downplay the scale and impact of this when we consider the reach, power and money embedded in the global media industry. While journalism as a business is in the throes of crisis today, the demand for original, editorially independent news that remains separate from the message of sponsors has never been higher. NewsX's Community publishing solution harnesses this to create benefits both to media professionals and the wider public. These can be summarised as follows:

- It reconfigures broken value configuration
- It eliminates fake news / makes journalism accountable
- It opens journalism up to a broader market
- It supports publishers with additional income streams to fund journalism
- It provides professional training to new arrivals into the business
- It provides opportunities for professionals to take up / switch to journalism
- It makes journalism competitive as opposed to institutional
- It uses the scrutiny of news to create a level playing field

In short, NewsX is a system whereby people who care and are often already involved in communities get a window to the world by helping editorial teams identify news that counts and deliver it so others can become involved. It also pays publishers, editors and journalists top dollar for the result. Dennis Cassidy, my close friend and the late president of the British National Association of Press Agencies (NAPA), described those working in news agencies as being at the coalface of democracy, sifting the rubble to find the valuable news and turning that coalface into a diamond mine. NewsX delivers accurate, independent and exclusive content through specialist editorial teams who can pick out those rough diamonds and polish them to perfection before sharing them on a global market.

Quality is guaranteed by harnessing the passion in communities, where only an honest presentation by editors connected to that community will help them share what they care about with the world. As social media knew from the start, and as news media has realised too late, NewsX is about communities, vast numbers of them, where the only cost is for the editors sitting between groups of people who share a passion and publishers seeking news, to reach a wider

audience. Using NewsX, community content can be opened to a huge global network in a compelling array of ever-changing stories.

It is an opportunity for journalists to regain their voice, again putting them at the heart of the newsgathering operation in cooperation with their communities, creating original exclusive content once again and giving them a chip in the game while at the same time supporting publishers with original, exclusive material paid for in a way they can afford. It is a social media network for journalists doing what they love, with a utility that can be monetised and credible, which means both scalable and sustainable.