

News of Firms: Core Strategic Group Sets Up Shop in Austin and DC

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By [Steve Barnes](#)



News Direct, a content and news distribution platform that allows users to release standalone multimedia, has launched. The platform features a self-directed, collaborative workspace powered by AI-assisted advanced automation software. “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 founder and CEO Gregg Castano. In addition to its multimedia capabilities, News Direct assists users with reimagining their workflow, bolstering security and producing actionable analytics. The company also operates using a flat-rate pricing model.

