



## Send2Press Announces Most Read News Stories of 2005

Fri, 06 Jan 2006 15:27:18 -0600 CST  
by Liisa S.

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TORRANCE, Calif. — Neotrope/Send2Press, a PR agency and news distribution organization established Jan. 1983, has announced its most popular news stories of 2005 disseminated through the Send2Press Newswire ([www.Send2Press.com](http://www.Send2Press.com)). The top-20 news stories, based on number of readings by journalists and media professionals is a fascinating cross section of the kind of news being announced by small businesses, and the type of news actually being read - and potentially reported on - by active news media professionals.

“Over the past 6 years, we have provided this annual list to our clients,” said Neotrope(R) founder and President, Christopher Simmons, a member of the Public Relations Society of America (PRSA), and ASCAP. “Last year, we began announcing the list publicly since it is fascinating to see what our colleagues in the media actually read amidst the static of so much ‘news [spam](#) ’ hitting the wires these days.”

“This year we saw a lot of traction from stories related to podcasting, non-fiction books, offbeat eBay auctions, rap music celebrity endorsements and computer technology innovations.”

He added, “For an interesting contrast, this year we’ve also included the most popular stories read by the public, which shows the preponderance of interest in sex and celebrity related topics.”

“Media Read” results were tabulated based on number of “reads” by the media through the [Send2Press.com](http://Send2Press.com) website in HTML, PDF, and plain-text formats; through readings on the PRNJ site (if applicable), through clipping service click-throughs from sources like CyberAlert(R), and through initial click-throughs via sources like News.Google, Lycos News, and Send2Press Newswire media opt-in and RSS click-views. Search engine clicks (“hits”) were not included as these are typically public, and not media, views. This year’s new “Most Read by the Public” listing included search engine clicks.

\* The top-20 most read newswire stories for 2005 by members of the media, in descending order of popularity (link to story included):

1.

Woman Gets \$15,199 to Change Name Forever - eBay Seller Terri Ilagan to Be Legally Named [GoldenPalace.com](http://GoldenPalace.com)  
[www.send2press.com/newswire/2005-03-0330-003.shtml](http://www.send2press.com/newswire/2005-03-0330-003.shtml)

2.

The Question ‘Where Has Susan Powter Been’ is About to be Answered - Susan Powter is Stopping the Insanity Better Than Ever!!!

**Related Stories:**  
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[Neotrope Announces Relaunch of Send2Press PR Partner Program](#)

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[VNR: UrbanBoomer, Inc. Announces a Groundbreaking New Website Geared Toward the Baby Boomer Generation](#)

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[www.send2press.com/newswire/2005-04-0413-006.shtml](http://www.send2press.com/newswire/2005-04-0413-006.shtml)

3.

Realiteen Publications Launches Magazine for Christian Teen Girls

[www.send2press.com/newswire/2005-04-0406-005.shtml](http://www.send2press.com/newswire/2005-04-0406-005.shtml)

4.

Hip Hop Newcomer Chopper to Promote New Line of Rap Snacks - Chicago-Based Evans Food Group Makes Effort to Capture Young, Urban Market

[www.send2press.com/newswire/2005-03-0309-003.shtml](http://www.send2press.com/newswire/2005-03-0309-003.shtml)

5.

Dennis Rodman Crosses Line With Wife - Basketball Legend and Online Casino Team Up for Wife-Carrying Contest

[www.send2press.com/newswire/2005-06-0601-005.shtml](http://www.send2press.com/newswire/2005-06-0601-005.shtml)

6.

Apple's iPod 'Nano' Sets the Stage for 'Nanocasting' - A Business Model for Podcasting

[www.send2press.com/newswire/2005-09-0915-002.shtml](http://www.send2press.com/newswire/2005-09-0915-002.shtml)

7.

Seaweed Systems, Inc. Stands Behind Launch of OpenGL ES SC at Siggraph 2005

[www.send2press.com/newswire/2005-08-0802-002.shtml](http://www.send2press.com/newswire/2005-08-0802-002.shtml)

8.

**New Book** by Geoff Hoff and Steve Mancini Asks: Can a Gay and a Straight Guy Inhabit the Same Novel Without Driving Each Other Crazy?

[www.send2press.com/newswire/2005\\_01\\_0117-003.shtml](http://www.send2press.com/newswire/2005_01_0117-003.shtml)

9.

WUSA-TV Sponsors Teen Driver Training Program in Washington DC Area

[www.send2press.com/newswire/2005-06-0602-003.shtml](http://www.send2press.com/newswire/2005-06-0602-003.shtml)

10.

Cold Feet? Runaway Bride Kit Sold on eBay - Internet Casino Says 'I Do' to Perfect Getaway

[www.send2press.com/newswire/2005-05-0506-003.shtml](http://www.send2press.com/newswire/2005-05-0506-003.shtml)

11.

Beyond Belief Media Declares War on Christmas - First Offensive Features New York Times and USA Today Ads, DVD 'Guerilla Giveaways

[www.send2press.com/newswire/2005-12-1205-006.shtml](http://www.send2press.com/newswire/2005-12-1205-006.shtml)

12.

Hip Hop and Business Worlds Collide to Motivate Urban Youth

[www.send2press.com/newswire/2005-04-0429-001.shtml](http://www.send2press.com/newswire/2005-04-0429-001.shtml)

13.

Peter Kessler Acquires Interest in Golf Media Partners/Advantage Golf Schools

[www.send2press.com/newswire/2005-01-0125-001.shtml](http://www.send2press.com/newswire/2005-01-0125-001.shtml)

14.  
Company Wins Right to Name New Species  
[www.send2press.com/newswire/2005-04-0413-004.shtml](http://www.send2press.com/newswire/2005-04-0413-004.shtml)
15.  
NEXPLICIT Introduces Business Management Solution for Small and Midsize Entertainment and Media Companies  
[www.send2press.com/newswire/2005-03-0325-001.shtml](http://www.send2press.com/newswire/2005-03-0325-001.shtml)

16.  
Mediaguide and Focus Marketing Partner to Create New Tool to Help Focus Radio Promotions  
[www.send2press.com/newswire/2005-02-0225-001.shtml](http://www.send2press.com/newswire/2005-02-0225-001.shtml)

17.  
[CentralPark.com](http://www.centralpark.com), a Fully Interactive Guide to New York's Celebrated Central Park Goes  
[www.send2press.com/newswire/2005-08-0831-004.shtml](http://www.send2press.com/newswire/2005-08-0831-004.shtml)

18.  
Floating Mid-air Video Display Hits Market  
[www.send2press.com/newswire/2005-08-0816-003.shtml](http://www.send2press.com/newswire/2005-08-0816-003.shtml)

19.  
Family Run Restaurant's Self-Published Cookbook Makes Best Seller List  
[www.send2press.com/newswire/2005-11-1117-004.shtml](http://www.send2press.com/newswire/2005-11-1117-004.shtml)

20.  
TVHound Launches Interactive Television Guide for TV Fans and Couch Potatoes  
[www.send2press.com/newswire/2005-10-1011-005.shtml](http://www.send2press.com/newswire/2005-10-1011-005.shtml)

**View the 2004 list here:**  
[www.send2press.com/newswire/2004\\_12\\_1223-002.shtml](http://www.send2press.com/newswire/2004_12_1223-002.shtml)

\* The newswire stories most read by the public, in descending order:

1.  
Former Miss West Virginia, Allison Williams, Files Suit Against Defendants Responsible For Falsely Claiming She Participated In Internet Sex Video  
[www.send2press.com/newswire/2005-03-0323-001.shtml](http://www.send2press.com/newswire/2005-03-0323-001.shtml)

2.  
Brad Pitt and Angelina Jolie Caught in the Act - Celebrities' Air Captured at Mr. & Mrs. Smith Premiere  
[www.send2press.com/newswire/2005-06-0629-002.shtml](http://www.send2press.com/newswire/2005-06-0629-002.shtml)

3.  
Satellite Radio Fans Treated to a Radio First with the Debut of 'Tissue Time With Beth And Allison'  
[www.send2press.com/newswire/2005-12-1207-002.shtml](http://www.send2press.com/newswire/2005-12-1207-002.shtml)

4.  
[InvestmentWizard.Com](http://www.investmentwizard.com) Introduces CramerWatch, The First Independent Service to Track Jim Cramer's

Stock Market Recommendations on CNBC's Mad Money  
[www.send2press.com/newswire/2005-04-0419-003.shtml](http://www.send2press.com/newswire/2005-04-0419-003.shtml)

5.

[OnlineBootyCall.com](http://OnlineBootyCall.com) Announces Cyberdating's First-Ever Virtual Bikini Contest for Would Be Calendar Girls  
[www.send2press.com/newswire/2005-06-0603-005.shtml](http://www.send2press.com/newswire/2005-06-0603-005.shtml)

6.

Celebrity Hairstylist Frank Galasso Joins Forces with [BeautyRiot.com](http://BeautyRiot.com)  
[www.send2press.com/newswire/2005-04-0405-004.shtml](http://www.send2press.com/newswire/2005-04-0405-004.shtml)

7.

Christians Unite to Burn Harry Potter Books - Burning Books - Extreme Reaction or Proof of Uncompromising Devotion to God, asks Bob Miller  
[www.send2press.com/newswire/2005-08-0803-003.shtml](http://www.send2press.com/newswire/2005-08-0803-003.shtml)

8.

Website Releases Top 10 Romantic Lines From New English Students, Celebrates Lighter Side of Learning a Language  
[www.send2press.com/newswire/2005-02-0202-001.shtml](http://www.send2press.com/newswire/2005-02-0202-001.shtml)

9.

Oops...Britney Spears' Pregnancy Test Sold On Internet - [GoldenPalace.com](http://GoldenPalace.com) Does It One More Time  
[www.send2press.com/newswire/2005-05-0502-004.shtml](http://www.send2press.com/newswire/2005-05-0502-004.shtml)

10.

MnMStudio Launches [Lust2Go.com](http://Lust2Go.com) - Sony's PlayStation Portable (PSP) Not Just for Kids Anymore  
[www.send2press.com/newswire/2005-04-0422-001.shtml](http://www.send2press.com/newswire/2005-04-0422-001.shtml)

11.

Camouflage Wristbands Raise Money to Support U.S. Troops  
[www.send2press.com/newswire/2005-02-0217-003.shtml](http://www.send2press.com/newswire/2005-02-0217-003.shtml)

12.

Virginian Woman's Unborn Triplets Go for \$12,000 on eBay - Babies' Naming Rights Sold to [GoldenPalace.com](http://GoldenPalace.com)  
[www.send2press.com/newswire/2005-04-0411-002.shtml](http://www.send2press.com/newswire/2005-04-0411-002.shtml)

13.

Long-Term Care Insurance Could Soon Be 100% Tax-Deductible; Early-Bird Steps Can Assure Benefit  
[www.send2press.com/newswire/2005-06-0615-004.shtml](http://www.send2press.com/newswire/2005-06-0615-004.shtml)

14.

Ionic Silver Complex Designed for Antimicrobial Use in Humans Receives U.S. Patent  
[www.send2press.com/newswire/2005-06-0629-001.shtml](http://www.send2press.com/newswire/2005-06-0629-001.shtml)

15. (TIE)

Falsified Bush Biography Found on State Department Website (Approved by Harriet Miers?)  
[www.send2press.com/newswire/2005-10-1017-006.shtml](http://www.send2press.com/newswire/2005-10-1017-006.shtml)

15. (TIE)

Brad Pitt's Bong Dealer, CraigX, Tells All in '9021GROW'

[www.send2press.com/newswire/2005-08-0829-009.shtml](http://www.send2press.com/newswire/2005-08-0829-009.shtml)

### About Send2Press(R)

Send2Press ([www.send2press.com](http://www.send2press.com)), a unit of Neotrope, offers best-in-class affordable news distribution and alternative placement of news content to improve its "persistence" versus the traditional one-shot approach. In addition to sending news directly to journalists, print and broadcast media, and news clipping services, Send2Press places news into online news sources, and deep into search engines using Neotrope's ContextEngine(R) press release optimization technology. Send2Press is the leading affordable U.S. newswire service, helping small businesses and start-up companies reach and inform their target media. All of Send2Press' staff members are experienced working journalists, published authors, and/or contributing editors to national publications.

Neotrope(R) is a brand identity, online marketing, and media relations company, established January 1983. Neotrope and Send2Press are trademarks and service marks of Neotrope(R).

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### About The Author / Editor:

Author and journalist Liisa S. currently writes two monthly columns that feature chefs and wine experts, and previously has been an editor for a national medical publishing company where she managed a team of writers and did market research. Liisa received her Masters in Media Studies from the New School for Social Research in New York City, and she is currently a member of the Public Relations Association of Western North Carolina.

» [Learn More About Liisa S.](#)



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