

Newsmatics Launches PRSSA Student-Firm Influencer Campaign Highlighting the Role of Press Releases in Modern PR

The AI-powered news intelligence company aims to collaborate with emerging PR professionals to lead its upcoming influencer initiative

WASHINGTON, DC, UNITED STATES, January 29, 2026 /EINPresswire.com/ -- [Newsmatics](#), the parent company of [EIN Presswire](#), is launching its 2026 influencer campaign, giving young public relations professionals the chance to apply their influencer marketing skills to boost awareness of the world's leading press release distribution platform.



This campaign builds on Newsmatics' ongoing partnerships with universities worldwide, from [Georgetown Hoyalytics](#) to the [Masaryk University](#). It now expands to the [Public Relations Student Society of America](#)'s (PRSSA) student-led PR firms across the United States, showcasing the continued power and relevance of the press release.

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Jeremy Fields

The campaign will feature original content from selected student firms that will demonstrate how they use press releases to drive results and build visibility through earned media and AI platforms for their clients. Participating students will receive compensation, access to EIN

Presswire's distribution tools, and professional amplification of each participant's work.

“We're excited to work with the next generation of communicators,” said Marketing Intern Lilibet Kirwan, who is leading the campaign at Newsmatics. “These students are redefining how brands share news. By partnering with them, we're reinforcing the press release as both a foundational and forward-looking tool.”

Newsmatics executives view this campaign as part of a larger effort to connect academic experience with real-world media practice. "Today's press releases are not just for journalists. They shape how brands are found and understood across search, media, and AI platforms," said Jeremy Fields, VP Corporate Development, at Newsmatics. "This campaign gives students real-world experience using press releases as a strategic asset, while allowing us to learn from a generation that's redefining how stories travel and gain influence."

By equipping students with industry tools and a national platform, the company aims to support their careers while learning from their approach to storytelling and audience engagement. PRSSA chapters and student-led agencies interested in participating can learn more or apply by contacting Studentoutreach@newsmatics.com.

ABOUT NEWSMATICS

Newsmatics Inc. is an independent privately held news tech company headquartered in Washington, D.C., focused on news technology platform development. Its activities include media monitoring, custom media analysis, and advanced intelligence software applications. Its product line includes EIN Presswire, Affinity Group Publishing, Newsmatics News Index, and Perspectify, among others. Newsmatics' workforce consists of a global network of talented individuals focused on providing clarity and increasing transparency with respect to news content, while simultaneously striving to help fill local news deserts. To learn more about Newsmatics, go to newsmatics.com.

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