



The Klaxon.com rivals other online news organizations with emergency, disaster commentary

By Staff Reports

iNET

The Klaxon.com is one of the fastest-growing online news organizations that focuses on emergency and disaster commentary and analysis.

Its launch Dec. 1, 2009, garnered attention that pushed it to the top five in Google News for disaster information.

“This site is the brain child of two well-educated gentleman that, without a doubt, will grow to become more popular not just among emergency personnel, but common readers,” said Ali Gheith, a resiliency coordinator and director of the Emergency Management program at Metropolitan College of New York in New York City.

The Klaxon.com not only is unique for content, but also because of its “new media” journalistic approach as a handheld journalism medium.

Joshua Wilwohl, the organization’s co-founder and editor-in-chief, said the site operates from anywhere in the world off of a

staff member’s mobile telephone.

“It’s simple, unique and with the touch of a button (on a phone application), a staff member can submit his or her information directly to an editorial staff member,” said Wilwohl.

The Klaxon.com also offers events, a disaster map that tracks world emergencies and a Voices of Emergency Management gallery.

The latter is a unique perspective in the world of emergency management by profiling professionals around the world who tell their personal story in this field.

“It’s a new paradigm not only in journalism, but also in the way emergency and disaster news is reported,” said Chuck Frank, the site’s other co-founder and publisher. “We offer a perspective that no one else can because we have the staff who’s seen action and have made the dire decisions that affect lives.”

Analytic reports put The Klaxon.com as having more than 100,000 visitors since its launch and growing at a rate of 700 percent.

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