At my work we feel it is a bit backwards to ask people to subscribe to a News item after it is published.

It would be more efficient if, instead, the writer of the News item could add people or a group to a News item so they are automatically subscribed to the News item, and are also notified that a new News item has been posted, as well as to any updates posted on that News item.

This would work in the same way that adding Watchers to Issues works.

I'm sure other people have had similar ideas or suggestions. I did search but couldn't find anything, as most results centred around Issues instead of News.