

Create a custom AP news wire

> Use **AP Exchange** and **AP WebFeeds** to create **custom online news feeds** that continually update.

The Ventura County Star in southern California has been using AP WebFeeds to create a feed that allows it to present a customized California state news report online. The newspaper wanted to select which items appeared in its state news feed, eliminating digests and advisories. It also wanted to allow readers to comment on AP stories, as they do with locally produced content. AP WebFeeds allowed the paper to take the AP Exchange search directly into the newspaper's online content management system. Senior Web Developer Troy Singleton built the feed so readers see the latest version of a story, eliminating earlier versions. The newspaper previously used AP Exchange and AP WebFeeds when the Los Angeles Dodgers and Angels were in the playoffs last year. The Ventura County Star plans to expand its use of WebFeeds by creating other feeds that eventually would allow readers to build their own page of story modules based on topics of interest. "If you have an idea for a section or a group of stories, it makes it possible to make it available to our readers," said Digital Media Manager Bruce McLean.

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The Ventura County Star is using AP Exchange and AP WebFeeds to feed custom news modules on its Web site, sending the results of AP Exchange searches directly into the newspaper's online content management system.

"It fits into our normal section and story frames. These stories go up live automatically. We don't have to touch them."

Bruce McClean
Digital Media Manager
Ventura County Star

Member Choice is AP's comprehensive content, technology and licensing solution. In addition to all of the English-language text, photos, agate and graphics the AP produces each day, it also offers:

- > **AP Exchange**, a browser-based application that helps organize and find the content most important to your market
- > **AP WebFeeds/WebFeeds Manager**, integrates with front-end systems the locally relevant AP Exchange searches you build, as well as additional Member Choice content.
- > **Marketplace**, the easiest way to share your content with other news organizations
- > **Extended Licensing**, which gives you the ability to use AP stories in niche and weekly publications within your market
- > **Money & Markets**, the AP's insightful personal finance and investing package of graphics and data

The **Associated Press** is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

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