

Build a metro wire with AP content

> Dateline searches in **AP Exchange** create a **local wire** that continually updates online with **AP WebFeeds**

The Charleston Gazette in West Virginia uses AP Exchange and AP WebFeeds to send AP stories of relevant datelines to its Web site. This metro wire includes cities within the newspaper's circulation area, including the West Virginia cities of Beckley, Bluefield and Morgantown. IT Manager Anders Bush said the newspaper's circulation area is broad, so the search allows the paper to bring in wire stories from throughout the state and beyond that are of interest to its readers. The feed continually updates and editors in the newsroom can make changes as needed. Bush said the use of AP Exchange and AP WebFeeds helps the newsroom to keep its site fresh.

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The screenshot shows the website for the Charleston Gazette (wvgazette.com) as of July 30, 2009. The main headline is "Sports | Survival to the finish" with a photo of a golfer. Below this, there are sections for "SPORTS" (featuring a football player), "ENTERTAINMENT" (featuring Gary Puckett), and "Top Stories" with several bullet points. At the bottom, there is an "AP News" section with a list of headlines and an "AP Video" player showing a shipwreck search.

The Charleston Gazette uses a saved search in AP Exchange and AP WebFeeds to keep its Web site current with the latest headlines from datelines in its circulation area.

"What we're using it for online is to get fresher content. Each time you come back to the page, there's something different."

Anders Bush
IT Manager
Charleston Newspapers

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- > **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
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