

Hometown heroes in Hollywood



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Charleston residents love updates about hometown sweetheart Jennifer Garner, an actress who catapulted to the A-list after her marriage to Ben Affleck. To track news about Garner's upcoming movie premiers, a stint on Broadway and the celebrity couple's second child, *The Daily Mail* created a simple saved search in AP Exchange. The staff wound up with a blockbuster on its hands.

Editors started receiving a steady stream of Garner photos and stories in the e-mail – stories that weren't moving on their state wire, stories they would not have seen without Member Choice. Some of the blurbs ended up in print, but the *Daily Mail* found real value posting the stories to an anchored online feature. A photo gallery dedicated to Garner grew to more than 50 photos when the actress traveled across Europe to promote the action-thriller flick "The Kingdom."

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"The AP always has provided more content than we could find space for in the paper, but we are using it in new ways on our website. I like the fact that we are getting more value these days for the precious dollars we spend on our membership."

Nanya Friend
Editor and Publisher
Charleston Daily Mail in Charleston, W.Va.

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