

Make the most of big events

> Member Choice comprehensive coverage can quickly give your online site a boost

The Honolulu Star-Bulletin wanted to build a dynamic online presence to chronicle the historic inauguration of President Barack Obama, a Hawaii native. Without a way to quickly select and format wire coverage, online staff would have been limited to posting stories only from their own reporters in Honolulu and Washington. AP Custom News was crucial to the Star-Bulletin's complete online coverage of the inauguration.

> View latest Member Choice news: www.ap.org/choice

Editors had only signed up for the online service about a week earlier, but found the application so easy to use and customize they were able to match the look and feel of their Web site in little more than a day. They simply set up different feeds of headlines and stories they wanted from the inauguration in advance, checked them that morning, and had updated stories and photos ready for the Web. Check out the results: <http://hosted2.ap.org/HIHON/Obamainauguraltest>

“This way we were able to keep a simultaneous balance of local and national coverage that we hope catered to our audience's needs. I think the new AP system was crucial in keeping our site fresh and live throughout the day.”

Robert Myers
Online Director
Honolulu Star-Bulletin in Honolulu, Hawaii

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
- > **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.

450 West 33rd Street | New York, NY 10001 | www.ap.org