

As the United States' number one radio network and the leading provider of morning show material nationwide, Premiere Radio Networks needed a comprehensive publishing solution for their online properties, specifically their worldwide internet site.

# Premier Radio Networks

Premiere Radio Networks, a subsidiary of Clear Channel Communications, syndicates more than 60 radio programs, creating more than 7,800 radio affiliations throughout the United States.



## Goals

Launch a political web site that would include premium content on a subscription basis

Facilitate creation, translation and presentation of the #1 political newsletter

Provide up-to-the-minute updates on RushLimbaugh.com with new text, audio, and video clips

Ensure consistent message and brand management for all audiences

“With Day, we have a top-of-the-line publishing solution that allows our limited editorial staff to do the work of one much larger.”

Brian Glicklich, VP Interactive Services  
Premiere Radio Networks

## Communiqué Solution

Day's technology provides the company with the means to quickly and inexpensively publish Web content that complements and supplements daily radio shows; facilitating the creation, translation and presentation of the #1 Political newsletter and the launch of a political web site that would include premium content on a subscription basis.

Using Day's Enterprise Web Platform, Premiere's small editorial staff builds Web pages, manages data, and automatically provides the appropriate screen views for subscribers and non-subscribers, including publishing completely new content within three hours of a program's completion; providing up-to-the-minute updates to RushLimbaugh.com with new text,



audio and video clips while ensuring a consistent message for all audiences and securing brand management.

Within seven months of the installation, the site had surpassed all business expectations.

"We selected Day based on its product's ability to handle a fast publishing workflow in a demanding environment," said Brian Glicklich, Premiere Radio Networks' Vice President of Interactive Services. "With Day, we have a top-of-the-line publishing solution that allows our limited editorial staff to do the work of one much larger."

<http://www.premrad.com>

<http://www.rushlimbaugh.com>

<http://www.day.com>



## Project Challenges

PRN needed to build Web pages, manage data, and automatically provide the appropriate screen views for subscribers and non-subscribers, with only six employees.

Within seven months of the installation, the site had surpassed all business expectations.

## Key Criteria for selecting Communiqué

Extensive Use of Standards

J2EE Architecture, XML, etc

Scalable, Secure and Reliable

Global Content Management