

Primedia Talk Radio appoints Joe Public as digital partner

[Joe Public](#) has been appointed as the technology partner for the rebuilding of Primedia's 567 Cape Talk and 702 Talk Radio websites, after a three-way pitch against reputable and established corporate software development houses.

"The websites were designed and built almost a decade ago in a very different digital context," said Joe Public's digital director, Shawn Roos. "The Internet has since come a long way with adaptive web design, web standards, media standards and API-driven services being the present and future of the web, and we're ecstatic that the business backed our vision."

As part of the project Joe Public will be developing software for managing and creating content including a bespoke CMS, API and content editing software.

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