



For Immediate Release

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PODCASTS AND VIDEOS SPICE UP JEFFERSON CITY CONVENTION AND VISITORS BUREAU WEB SITE

With advances in technology happening faster than anyone can track, web site features including audio and video capabilities are becoming the norm. That's why the Jefferson City Convention and Visitors Bureau recently added a page to its web site (www.VisitJeffersonCity.com) specifically for podcasts and videos about Jefferson City.

"Videos and podcasts on the Bureau's web site provide the visitor with a much better understanding of what our community has to offer, in a more interactive and exciting format." said Steve Picker, Jefferson City Convention and Visitors Bureau executive director.

The Bureau currently has two podcasts and three videos on the page, and plans to add more in the future. The podcasts are created through a special partnership with a Jefferson City podcast, The Capital City Insider. The Bureau has worked with the creator of this podcast to come up with topics that are of interest to visitors to, and residents of, Jefferson City. Currently the podcasts include interviews with Kathy Cavender, manager of Runge Nature Center, Bob Adams, organizer of the Show-Me Beer Festival, and Sarah Stroesser, communications manager of the Jefferson City Convention and Visitors Bureau. The Jefferson City Convention and Visitors Bureau will add a new podcast about once a month.

The videos on the Bureau's site are courtesy of KETC, LIVING ST. LOUIS. These 5-10 minute videos cover topics such as the history of the Missouri State Penitentiary, Lincoln University and the Soldier's Memorial and the Missouri State Capitol chandelier that fell in 2006.

The link to the "Video/Podcast" page can be found on the Bureau's web site home page, underneath the photo slideshow.

For more information, contact the Bureau at (573) 632-2820, or log on to www.VisitJeffersonCity.com and take a look and listen to the new multimedia feature.

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