

# Kickstart that new Web site

> **Considering a niche Web site?** Use Member Choice content to keep it fresh.

*The Morning News in Springdale, Ark., has created some local niche Web sites with more real-time appeal thanks to the additional content available under Member Choice. One of its most popular niche sites is [nwabikers.com](http://nwabikers.com) (NWA stands for Northwest Arkansas). The site, which started this summer, is centered around the annual September Bike Blues & Barbeque festival in Fayetteville, Ark., the nation's third largest annual bike rally. However, with the right saved searches in AP Exchange, the paper is feeding AP content relevant to bikers to the site on a regular basis and growing its traffic as a result. AP content recently highlighted on the site has included the latest news on Harley Davidson, Sturgis, other major rallies and biker culture.*

> **View latest Member Choice news:** [www.ap.org/choice](http://www.ap.org/choice)



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Posted on 28 August 2008

SHAWANO, Wis. (AP) — A remade Harley-Davidson motorcycle might be easy to spot in the parade of thousands of riders in Milwaukee this weekend for the company's 105th anniversary celebration.

Steve "Doc" Hopkins has put together a one-of-a-kind bike at his Harley dealership in Bonduel for the 105th anniversary. In just 17 days, Hopkins turned four rebuilt [...]

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## Biker News

### Entrepreneur Says Invention Cuts Cycle Emissions

Posted on 25 August 2008

BRIGHTON, Mich. (AP) — A Michigan entrepreneur says moves by China and India to toughen motorcycle emission standards give him a chance at making it big with a fuel injection system that helps meet those stricter pollution rules.

China builds 24 million motorcycles a year, while India makes 10 million. New clean air standards that apply to small-engine motorcycles sold after 2009 in those countries give him hope for a huge market for his product.

Check it out at: [www.nwabikers.com](http://www.nwabikers.com)

***"The advantage of having the additional content is that we can update those sites more frequently and give our readers more content that might somehow impact them. The site has news value and gives a person a reason to keep coming back, where before we just didn't have enough local stories to get it up and keep it going."***

Spencer Tirey  
director of Web and photos  
The Morning News in Springdale, Ark.

Member Choice text services replace dozens of existing text services to give you more in a simpler product line-up.

> **AP Breaking News** – the core service – offers comprehensive breaking news coverage and represents about 90 percent of all AP content.

> **AP Complete** adds deeper content in news, business, sports, entertainment and lifestyles to supplement breaking news coverage with in-depth analysis, trends and features.

**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.

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