

# PODCASTING ACROSS NEBRASKA

## 2006-2007 APPLICATION

**Applicant:** North Platte/Lincoln County Convention and Visitors Bureau  
**Address:** 219 S. Dewey  
PO Box 1207  
North Platte, NE 69103

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### 1. Is this application from:

- A single community
- A single community with multiple partners (Please list partners below.)
- A regional group of communities (Please list participating communities and organizations below.)

### Participating communities and organizations:

All communities represented in the area served by the North Platte/Lincoln County Convention and Visitors Bureau (NP/LCCVB) will be participating in the Podcast program. These include the Lincoln County communities of Brady, Maxwell, North Platte, Hershey, Sutherland, Wallace and Wellfleet, as well as the rural areas which incorporate such recreation sites as Lake Maloney, Sutherland Reservoir and Jeffrey Lake.

Partners in the project will be the

- North Platte/Lincoln County Convention and Visitors Bureau
- North Platte Area Chamber of Commerce
- Sutherland Chamber of Commerce
- Lincoln County Tourism Advisory Committee
- North Platte Community College (A division of Mid-Plains Community College)
- The local office of the Nebraska Game and Parks Commission,
- Area attractions and events and the web designer and marketing partner of the NP/LCCVB, Idealogic Marketing
- We are also working with Bob Broweleit of the Sandhills RC & D, who is also partnering with another applicant

## **Who will act as the lead for this project?**

Lisa Cox, Executive Director of the North Platte/Lincoln County Convention and Visitors Bureau will be the lead participant in this project.

## **Where will the equipment be housed?**

The equipment will be housed in the offices of the NP/LCCVB at 219 S. Dewey in North Platte. This is a central location with regular business hours, so the equipment will be conveniently available to all participating project partners.

## **2. Why is your community or region interested in podcasting?**

Audio and Video podcasting is the next wave of web based information technology. At the recent conference of the Upper Midwest Convention and Visitors Bureau Association, several national speakers highlighted the necessity of incorporating audio and video podcasting into tourism websites.

Podcasts can be listened to or viewed on personal computers, can be downloaded to personal audio devices such as ipods, and they can even be accessed through the ubiquitous mobile telephone. The portable nature of the podcast makes it the perfect medium for walking and driving tours, giving directions to attractions and events, enticing travelers off Interstate 80 and into our communities, and the immediacy of production allows for on-the-spot recording of happenings at exciting events.

Productions such as the Audio Postcards from NPR can create a minds-eye picture of “being there”, with background noises such as crashing waves, chirping crickets or chattering crowds offsetting a descriptive narrative. In fact, if you were to go to this address: <http://www.npr.org/templates/story/story.php?storyId=5760338>, you could hear “The Sound of the Sun setting on a Florida Beach”. The sound effects make you feel as if you are experiencing it right along with the narrator.

Hear, if you will, a pleasant-voiced narrator describe the fun of a NEBRASKAland DAYS rodeo, with the sound of the announcer and the roaring crowd, maybe even the grunt of a straining bucking bronc, in the background. Move on to a description of the parade with a marching band, the sandcastle building contest with laughing children. Not only can you see the event in your mind, you won't be able to resist coming for a visit.

This is the desire behind our interest in adding podcasting to our arsenal of marketing materials. There are so many wonderful attractions and events, wildlife and scenery and recreation in Lincoln County that could be depicted by

regularly produced audio and/or video podcasts. This medium can help potential visitors find visiting our area absolutely irresistible.

The same can hold true for potential new residents or potential students for our partners like the North Platte Area Chamber of Commerce and North Platte Community College. The podcasts can get out a lot more information than people will take the time to read on a computer screen, including reasons to move to North Platte or become a student at North Platte Community College

Because Podcasting is a relatively new phenomenon, and part of the quickly-changing technological revolution, part of the partnership activities will include educating the event promoters and residents of the rural communities as to the advantages of producing podcasts showcasing their area.

3. **Please describe how your community or region plans to use audio and/or video content to promote tourism, events, recreation, historic sites, and other activities.** Please include project goals (i.e., to promote the county fair) and expected outcomes (i.e., an increase in visitors from outside the county) for at least two podcasts which will be made available over the Internet.
  - **Event promotion** – Although visits to small, rural community events rank very high in tourist surveys, promoting these events to more than a regional audience is very difficult. By creating Podcasts highlighting the activities and depicting individuals having a great time, the exposure of the hometown events in Lincoln County communities will be greatly increased. Podcasts will also be used to highlight activities at the annual NEBRASKAland DAYS celebration.
    - **GOAL:** Promote local celebrations in the rural communities in Lincoln County such as the Sutherland 4<sup>th</sup> of July celebration, Brady Days, and Fall Festivals in Hershey, Maxwell, Wallace, and Wellfleet, and the many events such as NEBRASKAland DAYS, the Country Bluegrass Show, Lincoln County Fair, Fall Fun Fest, Literary Festival, Autumn Arts Festival and many more.
    - **EXPECTED OUTCOMES:** Increase attendance at all events from a wider geographic area, encourage visitors to stay longer and visit more attractions and events, and contribute more dollars to the local economy.
  - **Historical attraction promotion** – Lincoln County is located in the heart of “The Great Platte River Road” and contains numerous historical sites on the Mormon, Oregon, and California trails and the Pony Express. These sites include the installation of the odometer on the 1847 Mormon expedition that scouted the way for future trains, and many Road Ranches and Pony Express stations. A driving trail booklet is in the development phases, and podcasts will be vital in explaining the historical significance of these sites.

- **GOAL:** Create historical driving tour incorporating historic sites along the trails of westward expansion.
- **EXPECTED OUTCOMES:** Increase visitation from outside the area to these sites, and infuse more tourism dollars into the economies of the outlying villages.
- **Experiential/Eco/Agri-Tourism promotion** – Whether it’s just a scenic drive, birdwatching (including the glorious Sandhill Crane migration), an on-farm or ranch vacation, or any number of other ways to experience the great outdoors in Lincoln County, Podcasting can enhance the visitors experience by providing readily available in-depth information, and can serve as a way to market these outdoor adventures to a wider audience.
  - **GOAL:** Create Podcasts that highlight outdoor adventures including scenic drives, bird and animal watching, agri-tourism or any other outdoor recreation.
  - **EXPECTED OUTCOMES:** To increase visitation for our rural tourism entrepreneurs, and to add to the income generated by the tourism industry.

**4. How do you plan to promote the podcasts created through this project?**

The podcasts will be promoted on the North Platte/Lincoln County Convention and Visitors Bureau website, and will also be offered to all of our partner sites. On relevant sites, where possible, the podcasts will be posted. We will use reference to the podcasts in printed material and commercial advertising, as well as editorial submissions to publications.

**5. Please list the regional or community Web sites which could link to the podcasts produced through this project?**

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| <a href="http://www.mpcc.edu">www.mpcc.edu</a>  | <a href="http://www.northplattebulletin.com">www.northplattebulletin.com</a> |
| <a href="http://www.visitnorthplatte.com">www.visitnorthplatte.com</a>  | <a href="http://www.northplatteairport.com">www.northplatteairport.com</a>   |
| <a href="http://www.northplattechamber.com">www.northplattechamber.com</a>  | <a href="http://www.ci.north-platte.ne.us">www.ci.north-platte.ne.us</a>     |
| <a href="http://www.lasr.net/index.php">www.lasr.net/index.php</a>  | <a href="http://www.westnebraska.com">www.westnebraska.com</a>               |
| <a href="http://www.visitnebraska.org">www.visitnebraska.org</a>  | <a href="http://www.i80nebraska.com">www.i80nebraska.com</a>                 |
| <a href="http://midwest-fishing.com/Nebraska/">http://midwest-fishing.com/Nebraska/</a>                                       | <a href="http://www.nppsd.com">www.nppsd.com</a>                             |
| <a href="http://www.co.lincoln.ne.us">www.co.lincoln.ne.us</a>  | <a href="http://www.ci.sutherland.ne.us">www.ci.sutherland.ne.us</a>         |
| <a href="http://www.wallacene.com">www.wallacene.com</a>  | <a href="http://www.villageofbrady.com">www.villageofbrady.com</a>           |
| <a href="http://athena.esu16.org/bradyschool/index.htm">http://athena.esu16.org/bradyschool/index.htm</a>                     |  |
| <a href="http://userweb.esu16.org/%7Emaxwell@esu16.org/home.html">http://userweb.esu16.org/%7Emaxwell@esu16.org/home.html</a> |  |
| <a href="http://userweb.esu16.org/%7Espweb@esu16.org/index2.htm">http://userweb.esu16.org/%7Espweb@esu16.org/index2.htm</a>   |  |
| <a href="http://204.234.206.252/">http://204.234.206.252/</a>   | <a href="http://www.nebraskalanddays.com">www.nebraskalanddays.com</a>       |
| <a href="http://countrybluegrassshow.tripod.com/">http://countrybluegrassshow.tripod.com/</a>                                 |  |
| <a href="http://www.grownorthplatte.com">www.grownorthplatte.com</a>  | <a href="http://www.nptelegraph.com">www.nptelegraph.com</a>                 |

<http://www.20thcvetsmem.org>

[www.nebraskalanddays.com](http://www.nebraskalanddays.com)

Podcasts which promote tourist attractions, recreation, events and activities, and historical sites will also showcase the general quality of life in Lincoln County. Therefore, in addition to the traditional local, regional and state tourism Web sites, the partner sites also include area communities, schools, and economic development organizations which are seeking to attract new residents to the area.

A number of commercial websites have also been identified as possible link partners. Podcasts produced by the Podcasting Across Nebraska project on these sites will be mutually beneficial. The podcasts would receive more exposure, and the commercial tourist attractions would be able to provide additional content that would be of interest to potential visitors. These sites include the local pages for local hotel chains:

[www.sandhillcc.com](http://www.sandhillcc.com)

[www.hamptoninn.com/hi/northplatte](http://www.hamptoninn.com/hi/northplatte)

[www.laquinta.com](http://www.laquinta.com)

[www.hiexpress.com](http://www.hiexpress.com)

[www.wikipedia.org](http://www.wikipedia.org)

[www.tripadvisor.com](http://www.tripadvisor.com)

<http://www.wikitavel.org>

[www.fortcody.com](http://www.fortcody.com)

[www.codygokarts.com](http://www.codygokarts.com)

[www.prairiesands.com](http://www.prairiesands.com)

[www.lincolnhighwayassoc.org](http://www.lincolnhighwayassoc.org)

## **6. Will this project involve youth? If so, how will they be involved?**

Because of the interest and expertise of the youth in all things technological, youth involvement in the local Podcasting project will be vital. Their fresh ideas in content and production will be invaluable, as will be their input into prospective uses and marketing. The four people trained in this project will use the opportunity as a “train the trainer” experience, and bring their knowledge home to share with others. The equipment will be made available to area high schools and the community college to produce podcasts ranging from lesson plans to sports reporting.

In addition, young voices will be vital in creating podcasts that will entice visitors to the area. Whether it’s interviewing participants in the Sutherland 4<sup>th</sup> of July Kids Races, or the NEBRASKAland DAYS sandcastle building contest, or having children narrate the scene at the Waterfront at Camp Maranatha, children will be involved in every aspect of the Podcasting project.

The enthusiasm of young people for new applications of technology will also be tapped in selling the podcasting idea to school administrations, attraction owners and managers, and village governments.

**7. Are any other uses of podcasting within your community or region in place or planned?**

As mentioned throughout this application, it is the hope of the applicant that the Podcasting Across Nebraska project will expand far beyond the creation and publication of tourism podcasts to promote the area. The people who will be trained through the project will share their newly-gained knowledge and encourage the use of podcasting to all areas of Lincoln County, whether individual, business, school, or government. Research will continue into how others are using the technology, and how many of those uses can be applied locally.