

Podcasting Across Nebraska

2006-2007 Application

Applicant: Plattsmouth Main Street Association

Address: 136 North 5th Street
Plattsmouth, NE 68048

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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:

Plattsmouth Main Street Association
Plattsmouth Public Library
Cass County Nebraska Economic Development Council
Plattsmouth Public Schools – Honor Society

Who will act as the lead for this project? Plattsmouth Main Street Association

Where will the equipment be housed? Plattsmouth Main Street Association

2. Why is your community or region interested in pod casting?

We plan to use the pod casting to better publicize our community for economic development, retention of our resources (youth), tourism and historic preservation.

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 pod casts which will be made available over the Internet.

Youth involvement in the project will help to identify their interest in Plattsmouth and Cass County and provide direction for attraction of businesses which would provide future jobs. The library would use the casts to promote their youth plays, Saturday children's activities and use of the library.

Economic development would benefit by having an overview of the community/county available to provide to prospects on the web site. This would help city, county and Main Street in recruitment of businesses.

A tourism focused pod cast would help to attract visitors to the Main Street district as well as other points of interest such as the SAC Museum, Aldrich House Museum, Cass County Museum and others. Having this information on the Cass County Visitors web, City web and library webs would increase visitor traffic throughout the county.

4. How do you plan to promote the pod casts created through this project?

Promotion for the pod casts would be done through emails to local business, coverage by local and regional media, and posting on billboards in the county.

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

www.plattsmouth.org
www.visitcasscounty.com
www.nebraskamainstreet.org

www.plattsmouthchamber.com
www.cccorsair.com
www.plattsmouthlibrary.dyndns.org

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

Students will help with the research, production and publicity for the pod casts. We plan to work through the Honor Society at the local high school and involve them in particularly the tourism and promotion portions of the project.

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

Currently there are no pod casts within our community. This will be a new endeavor for our community.

E-mail completed applications to anne.byers@cio.ne.gov by 5:00 CT, October 13, 2006.