

Podcasting Across Nebraska

2006-2007 Application

Applicant:

South Sioux City

Address:

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South Sioux City, NE 68776***

Contact Name:

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City of South Sioux City***

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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:

***City of South Sioux City
South Sioux City Community School District
Northeast Community College
Wayne State College
South Sioux City Convention and Visitors Bureau
Ponca State Park
The Siouxland Initiative
Dakota County***

Who will act as the lead for this project?

Lance Martin and Lance Swanson will share the lead in the project

Where will the equipment be housed?

South Sioux City Public Works Office or South Sioux City Student Support Center

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

This will be the highly collaborative effort of a dynamic group of project partners. The project partners believe that podcasting is an exciting technology that is growing very rapidly and has unique ability for promoting public services. The project partners are very interested in podcasting's potential to promote a myriad of subjects such as:

- ***Tourism***
- ***Education***
- ***Economic Development***
- ***Cultural Diversity***
- ***Government Services***
- ***Recreation***
- ***Fire Prevention***
- ***Special Events***
- ***Historical Information***

South Sioux City is a technologically progressive community. Podcasting will be a great compliment to our existing technology initiatives. Talented and enthusiastic technology leadership in the community will ensure that the Podcasting Across Nebraska project is a successful and sustainable program in the community.

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.

Our community plans to create informative, creative and engaging podcasts, both audio and video, to promote several topics. The South Sioux City Convention and Visitor's Bureau is already in the process of making a professionally produced video promoting tourism in the region that will be made into a podcast. Additionally, the Convention and Visitor's Bureau will work with Ponca State Park to create informative podcasts for park visitors. The South Sioux City School District plans to create educational podcasts utilizing both teachers and students as well as video podcasts of the student produced school news program. South Sioux City will work with Northeast Community College and Wayne State College in the creation of promotional and educational podcasts. The City of South Sioux City and the Siouxland Initiative will work together to produce video podcasts promoting economic development and available commercial properties in the area. The City of South Sioux City will work with groups such Mundo Latino to

create content that embraces cultural diversity. The City of South Sioux City will produce audio and video podcasts that promote city services and the new city website. The South Sioux City Parks and Recreation Department will create podcasts promoting local recreation events such as the annual Mighty Mo 5K and 10K run. The South Sioux City Fire Department will work with the city to produce a fire prevention and education podcast for children. The City of South Sioux City will produce podcasts of Story Time at the local library and work with the library and the Dakota County Historical Society for producing a podcast of the history of the county. Dakota County will work with South Sioux City to create a podcast promoting the county fair.

Project Goals:

- 1. The project partners will produce at least one podcast specifically promoting tourism in the area. The outcome will be another medium for potential visitor's to learn about tourism opportunities in northeast Nebraska. This will increase the number of visitor's and visitor revenue in the area.**
- 2. The project partners will produce at least one educational podcast and one school news podcast. This will introduce students, teachers and citizens to podcasting technology and will create another avenue for reaching out with educational information.**
- 3. The City will produce at least one podcast promoting city services and the new city website. This will inform citizens of available city services and create interest in the new city website.**
- 4. The project partners will create at least one podcast promoting economic development and available commercial properties in the area. This will provide an exciting new way to connect with potential businesses that may be looking to locate a facility in the area and spur economic growth.**
5. How do you plan to promote the podcasts created through this project?

The project partners will promote the podcasts through postings on the respective agency websites with links to the podcasts. The City of South Sioux City will include articles promoting the podcasts in the monthly city newsletter which goes out to over 5,000 households and businesses in the city. Additionally, the City will issue Public Service Announcements and press releases to the local media promoting the podcasts.

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

www.southsiouxcity.org

www.sccardinals.org

www.visitsouthsiouxcity.com

www.dakotacountyne.org

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

Youth will be involved in this project from the start. We plan to create podcasts of the weekly school news program that is produced by students. We also plan to create educational and promotional podcasts utilizing youths in promoting such topics as our South Sioux City Teen Court, Siouxland Cares initiatives and gang resistance education.

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

The South Sioux School's Technology Department has been experimenting with creating a technology podcast. We are really looking forward to some podcasting training.

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