

# Podcasting Across Nebraska

## 2006-2007 Application

**Applicant:** Heritage Highway 136, Southeast Nebraska Tourism Council, and Thayer County Economic Development Alliance

**Address:** Thayer County Economic Development Alliance  
225 North 4<sup>th</sup> Street  
Hebron, Nebraska 68340

**Contact Name:** Arlis Hohl

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**E-mail Address:** tceda@diodecom.net

### 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:

Thayer County Economic Development Alliance

Southeast Nebraska Tourism Council consists of the following counties:

Cass County	Fillmore County	Gage County
Jefferson County	Johnson County	Nemaha County
Otoe County	Pawnee County	Richardson County
Saline County	Sarpy County	Thayer County

Heritage Highway Byway 136 consists of the following communities:

Hebron	Deshler	Fairbury
Beatrice	Filley	Tecumseh
Auburn	Franklin	Red Cloud
Alma	Oxford	Edison
Guide Rock	Brownville	

UNL Extension Educators in the Southeast area

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

Arlis Hohl is the director for Thayer County Economic Development Alliance. She is also the Treasurer of the Heritage Highway Byway 136 and the Vice-President of Southeast Nebraska Tourism Council. She will serve as the lead for the podcasting project.

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

The equipment will be stored at the Thayer County Courthouse, in the Economic Development Office, located on the 3<sup>rd</sup> floor.

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

There is a strong network of tourism organizations within this region working together to highlight the Oregon Trail, Pony Express, Agri-tourism and other local event. Our Communities combined with the tourism groups want to promote our areas with this new technology that is available. We are excited to be able to participate in this kind of a program. We want to make podcasts of the different tourism events, locations, trails, historical facts and many more reasons for using podcasts. Every Community has a website, along with websites for SENTC and the Byway 136 organizations which would use the podcasts to promote their tourism or events.

## **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.**

The Counties and Communities plan to use the podcasts as another way to promote our local assets. We see podcasting as a way to involve the youth to become volunteers and use their talents. We believe the youth will have the creativity and time to promote our local tourism and businesses, to attract the tourists who want to spend time in our Communities.

We can see podcasts being made of the Oregon Trail, Birding, Lakes, Homestead National Park, and Towns along Highway 136, Arbor Day, local festivals, Czech Days, County fairs, racetracks, and many more events of the region.

We have 12 Counties plus more communities along 136 and I expect to have numerous podcasts made throughout the area.

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

We will promote the podcasts created by this project through our local websites that our Communities already have. We also have tourism websites for all the Counties in our region, plus the websites for SENTC and Heritage Highway 136. The SENTC guide may do a page devoted to podcasting from what is developed with the new equipment.

We can list the various addresses for downloads that show off our heritage, history, assets, and many other items. These can be downloaded and listened to as you travel the Southeastern part of Nebraska.

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

<http://www.visitbeatrice.com/>  
<http://www.visitsoutheastnebraska.org/>  
[http://www.visitbeatrice.com/Hiway/with\\_flash/7185x.htm](http://www.visitbeatrice.com/Hiway/with_flash/7185x.htm)  
<http://www.gosarpy.com/index.html>  
<http://www.visitcasscounty.com/>

Many others too numerous to mention.

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

To create synergy and increased participation for podcasting, we will give a podcast Overview training for tourism partners during the months of February and April 2007, while University of Nebraska Extension staff house the BITmobile in the area. After this initial training, communities can apply to TCEDA to create podcasts within the region to develop the two podcasts by the required date of August 2007. Trained individuals will then train others and/or help communities develop podcasts. While the region is large, the equipment can be transferred through the region by Arlis Hohl (board member of tourism organizations) and/or through trained Extension Educators within the region. Following this learning phase, local communities and/or organizations may want to invest in podcast equipment in the future.

We plan to involve the youth by having podcast training sessions throughout the Southeast region. We will work with the local technology instructor in the schools. We want to challenge the students to do projects for their towns. Those projects may range from tourism, advertising, marketing, and showing off their schools and hometowns. Extension offices will work with youth enrolled in 4-H and/or after school programs.

We want the buy in from the youths to help promote the region, gain leadership skills, learn to volunteer, and to teach the Communities that they have skills that are valuable to our local hometowns.

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

The High Schools all have school plays, one-act plays, and musicals that could be advertised by podcasts. Other uses could be the local churches sermons, town council meetings, other valuable meetings, Veterans Day programs, Memorial Day programs, 9-11 programs, choirs, and community theaters. As you can see, we could use podcasting for many different activities. Educational and promotional pieces will also be created by Extension for local websites to supply research-based information.

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