

# Podcasting Across Nebraska

## 2006-2007 Application

Applicant: Valley County Economic Development

Address: 1514 K Street  
Ord, NE 68862

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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:

Valley County Economic Development  
Ord Area Chamber of Commerce  
Valley County Visitors Bureau

Who will act as the lead for this project?

Nancy Glaubke

Where will the equipment be housed?

Valley County Economic Development Office

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

We want to provide current information about business opportunities, incentives, and exciting developments in our community to our alumni.

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.

Valley County will use these podcasts to educate the alumni about business opportunities, available buildings, tax incentives, leasing opportunities, tourism, and housing. Our goal is to complete quarterly podcasts, and increase this to monthly. By maintaining a regular communication link to our alumni, we hope to be the community of choice when they decide to open a new business or take over an existing business. Valley County is consciously making an effort to retain our youth, encouraging people to move here and raise their families here. Our expected outcome is population stabilization and then population growth in this rural community.

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

Valley County Economic Development is already in the process of updating the alumni mailing lists for graduates from 1990 to present. Included in this update are e-mail addresses. We completed our first mailing in July. The podcasts will be promoted in these mailings, as well as numerous press releases in our local paper and radio station.

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

OrdNEUSA.com  
VisitValleyCounty.com  
ComeHomeToOrd.com

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

Yes. We have 7 high school students in our Leadership Quest class this year who will be working with us to produce and promote the new podcast.

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

Not yet. However, we anticipate tremendous opportunities for this type of communication and would be willing to work with other entities in promoting this.

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