

Podcasting Across Nebraska

2006-2007 Application

Applicant: Northeast Community College

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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:

The Technology Academy of Northeast Nebraska (TANN) will be the lead organization for the project. The TANN involves students from Battle Creek, Norfolk, Stanton, Pierce, and Madison. The organizations involved will be the following:

Madison County Visitors Bureau
Norfolk Chamber of Commerce
Norfolk Area Recruiters
City of Norfolk
City of Battle Creek
City of Madison
City of Pierce
City of Stanton
Norfolk Public Schools
Battle Creek Public Schools
Stanton Public Schools
Pierce Public Schools
Madison Public Schools
Northeast Community College

This multi-partnership effort will bring the podcasting world to reality for our youth and the general public. By infusing podcasting curriculum into our TANN project, we will insure that Podcasting Across Nebraska will be sustained as it will be taught year

after year through the Technology Academies of Northeast Nebraska (TANN). One of the objectives of TANN is to expand services to O'Neill, South Sioux City, and West Point. This will result in these areas also being served with podcasting curriculum in the future.

[Who will act as the lead for this project?](#)

John Blaylock, Dean of Business, Math and Technology Division.

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[Where will the equipment be housed?](#)

The equipment will be housed at Northeast Community College in the Lifelong Learning Center and available for students enrolled in TANN classes.

Lifelong Learning Center
Northeast Community College
801 East Benjamin Ave.
P.O. Box 469
Norfolk, NE 68702-0469

2. [Why is your community or region interested in podcasting?](#)

NECC views this as an opportunity to provide education to a group of high school students that will in turn use this knowledge and skill to provide a service to our region by developing podcast segments representing local attractions among the partner communities. Podcasting will allow our service area an innovative way of promoting tourism. Many of the communities involved do not have the knowledge, financial or human resources readily available to take on a project of this nature. By integrating this into an existing class that will present this as new technology and a way to deliver information, it will be a win-win situation for all partners.

The goals of the project are to promote tourism in our 20-county area and provide educational opportunities for our students. With the assistance of this grant, both are obtainable.

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.

NECC plans to use podcasting to promote and develop tourism in our 20-county region. The TANN students will first focus on events in Madison County. Some of the events that would be covered are:

1. Madison County Fair: Podcasts will be created to promote activities that will be at the Madison County Fair. Some of the events that will be held include: 3 nights of rodeo, 2 concerts by well known country artists, carnival, 4-H and open class exhibits, food, and fun. The goal will be to encourage more visitors to the fair. The podcast will provide detail information on what events are happening at the fair. The expected outcome will be more visitors and residents attending the Madison County Fair as a result of using podcasting to become informed.
2. Museums: Podcasts will be developed for Elkhorn Valley Museum & Research Center and Madison County Museum & Carnegies Family Learning Center. The podcast will promote the exhibits available for viewing at the museums and encourage residents and visitors to take advantage of these opportunities in the community. If traveling exhibits are going to be on display, this will be advertised by podcast. Special events will also be advertised to encourage attendance. Museum attendance will increase as a result of promoting the podcast information on the museum website through public service announcements on local media.
3. Madison County Visitors Bureau: Students will develop podcasts for the Madison County Visitors Bureau to encourage tourists to visit Madison County and surrounding areas. Special events such as the Lavitsef Celebration, Ethnic Festival, Nebraska Miss Teen Pageant, and Downtown Norfolk Association will be promoted through podcasting. Students will work closely with the Director to promote tourism in Madison County.
4. Norfolk Chamber of Commerce: The students will promote annual shows and events sponsored by the Chamber such as: The Biz Show, Ag Appreciation Dinner, Annual Gala Celebration, Beef Expo, Vision 2026, and Leadership Norfolk.
5. Nebraska Cowboy Hiking and Biking Trail. Podcasting will be done to promote the use of the longest rails-to-trail project in the country by posting podcast segments on the Chamber and Convention Bureau websites. This effort will bring national recognition to this beautiful piece of history that has been preserved by the trail conversion.
6. Willow Creek State Recreation Area. The students will create a podcast promoting the camping, fishing, and water recreational value of this attractive and best known secret in Northeast Nebraska. Audio and video of the serene area will invite views to this recreational facility for a day, weekend or extended stay.

All of the podcasts will encourage attendance and participation in activities taking place in Northeast Nebraska with the expectation that podcasting education will be conducted in O'Neill, West Point and South Sioux City in the next year through the Technology Academies of Northeast Nebraska.

4. [How do you plan to promote the podcasts created through this project?](#)

The podcasts will be promoted through the local media, the websites of each organization, and press releases informing the public of a new curriculum taught by the TANN partnership.

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

Northeast Community College will work with all state agencies noted in the application packet to post podcast projects when completed. In addition we would propose adding the projects to the partner website noted below:

Northeast Community College	http://www.northeastcollege.com
Technology Academy of Northeast Nebraska	http://tann.nebraska.org/
Madison County Visitors Bureau	http://visitnorfolkne.com/
Norfolk Chamber of Commerce	http://www.norfolk.ne.us/
City of Norfolk	http://www.ci.norfolk.ne.us/
City of Battle Creek	http://bcps.esu8.org/battbus.htm
City of Madison	http://www.ci.madison.ne.us/
City of Pierce	http://www.ci.madison.ne.us/
City of Stanton	http://www.stanton.net/cityofstanton.html
Norfolk Public Schools	http://www.norfolkpublicschools.org/index.htm
Pierce Public Schools	http://www.piercepublic.org/
Madison Public Schools	http://madison.esu8.org/
Battle Creek Public Schools	http://bcps.esu8.org/
Stanton Public Schools	http://www.scs-ne.org/
Elkhorn Valley Museum & Research Center	http://www.elkhornvalleymuseum.org/index.htm
Madison County Fair	http://www.madisoncountyfair.com/frame.htm
Madison County Museum & Carnegies Family Learning Center	http://www.visitnorfolkne.com/visitors-and-residents/galleries-museums/

6. [Will this project involve youth? If so, how will they be involved?](#)

The TANN project is for high school juniors and seniors interested in information technology careers. This program involves nearly 60 high school students that are keen on this technology and eager to put their creative and technical skills together for the betterment of the region. The youth will be expected to provide service learning to create the various projects for the tourism partners as part of their class. Projects will be developed under the supervision of a classroom teacher to insure content.

7. [Are any other uses of podcasting within your community or region in place or planned?](#)

Northeast Community College is exploring how we can incorporate podcasting into our delivery of instruction. This grant opportunity will help us learn the details of podcasting and provide a model of how we can move podcasting from just an idea to a way of life for all college instruction.

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