

Podcasting Across Nebraska

2006-2007 Application

Applicant: Oakland Craig Public School

Address: 400 N Brewster
Oakland, NE 68045

Contact Name: Sharon Loftis
Phone Number: 402-685-5631
E-mail Address: sloftis@esu2.org

Joan Magnusson
402-685-5661
jmagnuss@esu2.org

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:

Oakland Craig Public School
City of Oakland, NE
Village of Craig, NE
Lower Elkhorn Natural Resources District
Logan East Water District
Oakland Chamber of Commerce
UNL Extension, Burt County
Swedish Heritage Center
Burt County Economic Development Corporation

Who will act as the lead for this project?

Sharon Loftis

Where will the equipment be housed:

Oakland Craig Public School

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

Our School and Community are interested in podcasting as a way to develop skills in media production and dissemination while also educating and promoting our community, its environmental resources and history. We feel podcasting is becoming an important tool to inform, update, educate, and promote our community. We want to promote community pride in our quality of life, excellence of our educational system, and richness of our environmental resources; and market this quality of life to others outside our communities through a series of podcasts available over the web.

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 and expected outcomes for at least two podcasts which will be made available over the Internet.

Through the flexibility and accessibility of podcasts, we want to increase community and regional awareness, and educate those viewing the podcasts regarding projects that sustain and improve Natural Resources in our area of NE and promote our community as an area that values and invests in a partnership between education, community businesses, public facilities, and government.

We envision an ongoing series of podcasts that will include, but are not limited to, showcasing environmental and community projects, activities, and history.

Podcast one will focus on educating the public concerning the ENWRA (Eastern NE Water Resources Assessment) Project, a partnership between the Lower Elkhorn NRD, NE Department of Natural Resources, and the United States Geological Service. Because of unique geology, Logan East Rural Water District is serving as the site of one of three pilot studies where groundbreaking technology, such as helicopters towing electromagnetic devices, will be used to better understand aquifers and surface water.

Other podcasts will continue to inform the public on results of this study, and additional environmental projects, such as, but not limited to, recycling center, tree planting projects, park improvements, water quality testing, rural conservation efforts such as terraces or waterways, and creek bank stabilization.

A second series of podcasts will focus on promoting and increasing scope of interest in community heritage activities such as the Swedish Heritage Center and Swedish Festival, Burt County Fair which is held in Oakland, and historical places of interest.

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

The podcasts will be promoted through internet websites, local and regional newspapers, regional radio station, school newsletters, N.E. Tour and Travel Division, Dept. of Natural Resources, Dept. of Economic Dev., and UNL Extension.

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

Oakland Craig Public School	Burt Co. Government
City of Oakland	Burt Co. Extension
Lower Elkhorn Natural Resource District	West Point News
Educational Service Unit 2	Burt Co. Plaindealer Newspaper
Oakland Community & Business Portal	Omaha World Herald Newspaper
N.E. NE Economic Development Dist.	NRCS
NE Public Power Dist.	N.E. Community College
NE Educational Technology Association	

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

Students from Oakland Craig Elementary through Senior High School will be producing the podcasts with the help of the teachers and media specialists. They will be involved in the video and audio segments, and will learn and apply the skills of podcasting, and the importance of community involvement and promotion. Through working with this media, they will sharpen writing abilities, communication and reporting skills, and production skills of digital video, still photography, and broadcasting.

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

There are no other uses that we know of, other than a Burt County 4-H podcast.

Summary

Because of the rapidly increasing use of podcasting as a means of educating citizens and promoting economic growth, the opportunity to promote natural resources and heritage with this exciting new technology as part of Podcasting Across Nebraska would be very valuable to our school and community.