

Podcasting Across Nebraska

2006-2007 Application

Applicants: VaReane Heese & Gladys Jones

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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:

South Sarpy School District #46

City of Springfield, NE, City of Louisville, NE,

Springfield Small Business Association, Springfield City Council,

Sarpy and Cass County Offices of Tourism

Who will act as the lead for this project?

VaReane Heese and Gladys Jones will share leadership.

Where will the equipment be housed?

In Springfield, NE, at Springfield Elementary or at Platteview Central Junior High

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

The cities of Springfield and Louisville sit in the middle of an area rich in natural resources . They have watched the surrounding school districts expand and draw students away from their districts. We feel we have much to offer and hope to draw positive attention to our locality. We plan to involve our students in this endeavor and learn the fine points of podcasting along with them. We want everyone to know that Springfield and Louisville are wonderful places to visit and...to live.

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.

Goals and Outcomes:

- A- to promote South Sarpy District #46 and Louisville Public Schools and increase enrollment
- B- to promote the Sarpy County Fair and Rodeo and the Cass County Fair with an increase in participants, exhibits and attendance from surrounding areas
- C- to promote businesses in Springfield and Louisville so they see increased profits and exposure
- D- to promote local natural resources and historic sites yielding an increase in visitors from outside the area and benefiting those visitors as well (Louisville State Recreation Area, Platte River State Park, Mahoney State Park, Schram State Recreation Area & Ak sar ben Aquarium, SAC Museum, Safari Park, Chalco Hills Recreation Area)
- E- to promote business endeavors in the surrounding area and attract business from outside the immediate area (Red Barn Opry, Nebraska Crossing)

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

Promotion of podcasts would be done via the following means: South Sarpy School District #46 Schools websites and newsletters; Springfield Monitor and Omaha World Herald newspapers will be invited to learn about our project; Springfield and Louisville websites; students will create promotional fliers to post in local businesses and community buildings; information will be shared at technology conferences such as Nebraska Educational Technology Conference and Nebraska's Learning Web.

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

www.sarpy46.org
www.LouisvilleNebraska.com
www.SpringfieldNebraska.com

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

Students will be directly involved in promoting podcasts in several ways: they will be encouraged to bring photos of family activities in the surrounding area; they will create fliers promoting the podcasts and distribute them to local businesses and organizations; they will learn how to create additional podcasts which will be shared within our schools and the community; they will create video promoting school and community activities.

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

We plan to teach our students how to create podcasts to share weekly school news within the school and community. Elementary students will create podcasts that develop the Boys Town social Skills. Since the organizations involved in this application are so interested, we feel they will be monitoring its progress and will be encouraged to create additional podcasts promoting our communities. Eventually, students will create videocasts promoting the area.

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