

Podcasting Across Nebraska

2006-2007 Application

Applicant:

Cheyenne County Chamber of Commerce and Visitor's Committee
Kimball-Banner County Chamber of Commerce and Tourism Committee
Deuel County Chamber of Commerce and Visitor's Committee

Address:

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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:

Kimball

Chamber of Commerce – Kim Baliman

Tourism Committee

Kimball Public Schools

Historical Society – Terri Lukassen and Rechelle Brown

Potter

PCI – Lou Anne Frei

Potter-Dix Public Schools

Sidney

Cheyenne County Chamber of Commerce - Megan McGown

Cheyenne County Visitors Committee – George Perry

Cheyenne County Historical Association – Glenn Johnson

Cool Kids Club – Colleen Langdon

Sidney Public Schools – 4th & 5th Grade History class

FCCLA – Nancy Rexroth
Chappell
Chamber of Commerce
Creek Valley Public Schools

Department of Tourism – Karen Kollars
UNL Extension service Kimball, Cheyenne and Deuel counties – Connie Hancock,
Rob Eirich, Kerry John, Michelle Kippes
4-H Clubs

2. Who will act as the lead for this project?
Cheyenne County Chamber of Commerce
Ramona Joyce

3. Where will the equipment be housed?
The equipment will be housed at the Chamber of Commerce/City Offices in the respective communities – Chappell, Sidney, Potter, and Kimball. The equipment will be shared equally between the 4 communities – with each community having access to the equipment for a three- month period over a year's time. This will allow each community time to plan and create their storyboard before actually creating the podcast. Actual scheduling will be organized on need and readiness. Because of the location and distance between communities the equipment can easily be transported within a week's time.

UNL Extension staff work closely as a team in the three counties and can coordinate the transportation of the equipment. Extension staff travel weekly between the communities and can easily deliver the equipment where it is needed.

4. Why is your community or region interested in podcasting?
History abounds in the south panhandle counties of Deuel, Cheyenne and Kimball. The vision of the Chamber of Commerce and Tourism committees is to bring local community people together to learn about the area and create rich content information. Podcasting is the tool that will do just this.

The area attracts thousands of visitors a year. The region realizes the need to work together to develop new visitor activities and the use of technology is an avenue to achieve this. These new technologies include geocaching, interactive websites, and podcasting.

The common theme these three counties have is the past work done by the Community Builders group to emphasize the Lincoln Highway/Highway 30. There is 100 miles between the three counties where the Lincoln Highway was built. Creating a driving audiocast of the Lincoln Highway between these communities allows us to discover the commitment people had in building not only the first transcontinental highway, but in building the communities along that highway.

Each of the communities has their own history that can easily be turned into walking tours. The communities need to take advantage of the people who lived during the

time when the communities were being established. The people with the historical knowledge will enhance the podcasts by their stories.

Rural communities, such as Chappell, Sidney, Potter and Kimball will be allowed to take advantage of this technology and leverage their marketing efforts by bringing in the new tourist to the area to discover the rich history. Through discovery activities they will be allowed to meet the local people with the intent for a return visit.

Podcasting is a tool to bring content “alive” by enabling people to be educated about the history of the area, learn about community/regional activities, and discover local businesses. The possibilities are endless.

This Podcasting project will involve many community leaders, youth and organizations. Creating podcasts allows these communities to utilize the skills of local educators, photographers, writers, and narrators.

The region has a history of capturing and promoting technology related tools. They also have a history of working together for the betterment of the area. Many of these organizations are members of current regional groups – Western Nebraska Tourism Coalition, Panhandle Area Development District, Panhandle Development Network, etc. Working together with limited resources has made the South Panhandle strong.

Part of this effort is educating people on what podcasts are and what information is available via the delivery method. Once people understand what a podcast is, and how to use a podcast, the possibilities are endless in how they will develop additional pod casts for their community and region.

5. 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 pod casts that will be made available over the Internet.

Each community can create two pod casts for a total of 8 podcasts to promote the region.

Individual community pod casts –

- Walking tours – historic downtown, historic housing area, High Point, etc
- Promotion – School activities, community festivals, business of the month, education, etc.

Regional Podcast - The four communities are located on the Lincoln Highway and each community would create their section of the history that lives on that Highway – so a driving tour could be created from Kimball to Chappell.

Goals of the project include:

- Promotion of the individual communities, the region – for an increase of visitors who travel the Interstate or the byways.
- Better understanding of the history and how important it is to the area.
- Increased involvement of youth and adult relations in community related projects.

- Reaching a more diverse audience through modern technology.
- Helping youth to realize history can be fun and informative with a modern approach.

6. How do you plan to promote the podcasts created through this project?
The Podcasts created will be promoted via various websites i.e. Chamber, Radio Stations, Schools, Extension etc.

The pod casts will also be promoted via the following –

Local newspapers
Local Media
Community Website
Western Nebraska Tourism Coalition
Travel Guides at Rest Stops
State Historical Society
Keyword search
Word of mouth, etc....

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

Kimball Chamber of Commerce - <http://www.ci.kimball.ne.us/>
Kimball County Government - <http://www.co.kimball.ne.us/>
Kimball City Government - <http://www.ci.kimball.ne.us/city/index.html>
Village of Potter - <http://www.potterne.com/>
Sidney City Government - <http://www.sidney-nebraska.com/>
Cheyenne County Chamber of Commerce - <http://cheyennecountychamber.com/>
Cheyenne County Government <http://www.co.cheyenne.ne.us/>
City of Chappell - <http://www.chappellne.org/>
Deuel County Government - <http://www.co.deuel.ne.us/>
KSID Radio - <http://ksidradio.com/>
High Point Activity Coalition
Sidney Sun Telegraph – <http://www.suntelegraph.com>

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

Youth will be a major contributor. The intent is to bring adults who have the history to work with the youth to create the rich content and bring that content to life. Youth will have a better understanding of the technology and can learn how to create the pod casts by taking photos, scanning historical photos, writing content, and actually creating the podcast. Youth will be our greatest asset to move the project forward.

Chambers and Tourism committees will be actively involved in getting the schools involved – this provides for youth and adults taking ownership in their community and developing pride.

Each community has a variety of youth organizations that can also become actively involved in creating podcasts from a community perspective. The tourism/historical angle is just the beginning in getting people excited about this technology tool.

Additional youth organizations who will be involved are: Cool Kids, High Point Assessment Committee, 4-H, Girl Scouts, Boy Scouts, etc.

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

Once an effort has been created for podcasting, the communities/region will have the opportunity to create a subscription podcast. This means there will be weekly or bi-weekly updates which can be automatically uploaded to those people who are subscribed. The opportunities exist for education – i.e. student activities, student projects, administration information, etc and for community – i.e. regular updates of community activities, news, business of the month, etc.

The regular podcasts will be helpful for local people who utilize this technology for a means of information. Once the concept of creating the podcast exists, it will be important to include videos in these podcasts. The wave of technology use is growing and this means education, communities, and businesses need to keep up.

There is also an effort to incorporate Geocaching as a tourism activity and the podcasts could be a part of a regional effort where by travelers and locals could participate in learning more about their community and the history that abounds. By creating several opportunities to utilize technology around the podcasts the possibilities are endless.