

# Podcasting Across Nebraska

## 2006-2007 Application

Applicant: Wayne Area Economic Development, Inc.

Address: 108 West 3<sup>rd</sup> Street  
Wayne, NE 68787

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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:

Partners will include: Wayne's Lied Main Street Program, Wayne Area Chamber of Commerce, Wayne Industries, City of Wayne, Wayne County, Wayne State College, and Wayne Community Schools

Who will act as the lead for this project?

Dave Simonsen, Executive Director for Wayne Area Economic Development, Inc. (WAEDI)

Where will the equipment be housed?

All equipment will be housed in the WAEDI office located at 108 W. 3<sup>rd</sup> Street, Wayne.

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

Members of the Wayne community are excited about the possibility of podcasting. What was once thought to be a 'medium of the future' is now a present-day technological vehicle which may be used for promoting tourism, events, recreation, historic sites, and so much more. Our office receives several requests each week for information about our community from people considering employment or relocation to the area. Requests also come from school children from around the country for information for social studies assignments. Podcasting will provide a very economical means to promote and market the community and the many different activities and events that take place in our area. The Wayne region has much to offer, and by reaching the many virtual tourists we can spark an interest in the Wayne region and extend a sincere invitation to physically visit our community. Podcasting will provide us with one more tool in our recruitment kit when recruiting new businesses and employees to the Wayne region.

## 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 pod casts which will be made available over the Internet.

Wayne's greatest tourism event is the annual Wayne Chicken Show. This event draws hundreds of tourists to Wayne on the second Saturday of July. We plan to use podcasting on the website ([www.chickenshow.com](http://www.chickenshow.com)) to promote the event and then to highlight and recap the previous year's events. This will be a great asset to include in our Chicken Show promotion and marketing campaign. Podcasts can be developed to promote attendance at the event. We expect to increase awareness of not only this event, but the entire region as well, when we are able to make a podcasting of contest winners, especially the National Cluck-off winner, available to the media both locally and around the world. (For example, our office was on live radio in Australia this past summer discussing the success of our Chicken Show and the National Cluck-Off.)

Members of Wayne's Lied Main Street Program, together with officials representing the City of Wayne and representatives of the Nebraska State Historical Society, are in the process of completing the necessary research in an effort to formally declare a portion of the downtown "designated main street district" as an "historical district." Once this designation is formally received, a virtual tour of the downtown historical district will be a featured promotion. A podcasting of the newly designated "Historical Downtown Wayne" would be a great marketing strategy to

promote our community to visitors and those interested in relocating to the Wayne region.

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

Wayne is fortunate to have an AM-FM radio station (KTCH) located in the community, as well as a newspaper and shopper (Wayne Herald/Morning Shopper) which are printed weekly. Electronic and print media, therefore, will be utilized. Both WAEDI and Main Street Wayne are featured weekly in the Wayne Herald and on KTCH as part of special, local programming capitalizing on events and happenings throughout the northeast Nebraska and Wayne region. These media sources and the opportunities they offer will be used to promote the podcasting. In addition, all of the aforementioned partners have their individual websites to enhance the promotion of the podcasting.

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

[www.waynene.org](http://www.waynene.org) (City of Wayne); [www.waedi.org](http://www.waedi.org) (WAEDI); [www.chickenshow.com](http://www.chickenshow.com) and [chamber.waynene.org](http://chamber.waynene.org) (Chamber of Commerce); [mainstreet.waynene.org](http://mainstreet.waynene.org) (Main Street Wayne); [industries.waynene.org](http://industries.waynene.org) (Wayne Industries); [county.waynene.org](http://county.waynene.org) (Wayne County); [schools.waynene.org](http://schools.waynene.org) (Wayne Community Schools); [www.wsc.edu](http://www.wsc.edu) (Wayne State College)

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

This project will involve the youth and students in our community. Our community is fortunate to have a very active youth culture that is enhanced by student chapters of various civic organizations. We have successfully cooperated with the college in developing community surveys and creating marketing and promotion strategies for area businesses. By involving the educational institutions as partners, we anticipate having a solid youth commitment to this project. Today's youth are much more information technology savvy than past generations; hence, area youth involvement is important and vital in the creation and promotion of podcasting. Additionally, the podcasting will have a youth element to capture a broader audience of tourists and provide a source of information to student researchers.

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

We have nothing in place at this time but there are many recognized possibilities for podcasting within our community that are currently being considered. These include but are not limited to classroom clips from the Elementary and Middle Schools featuring student and staff notices, activities and recognitions; High School music and theatre department holiday presentations; the Wayne State College First Friday Programs coordinated by the Public Relations office; and public safety demonstrations in the case of a pandemic flu outbreak or other catastrophic events. Other possibilities include High school extra curricular activities with clips from KTCH, as well as Wayne State College activities on KTCH or K-92 (college radio). Recently, the City Council has considered broadcasting the City council meetings on cable access or local radio. Podcasting offers an alternate way to reach interested residents. The various partner organizations also conduct numerous informational meetings and seminars throughout the year that could be considered for podcasting as an additional outreach tool.

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