

Podcasting Across Nebraska

2006-2007 Application

Applicant: KWSC-TV and KWSC-FM

Address: Wayne State College
1111 Main 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:

Wayne State College
1111 Main Street
Wayne, Nebraska 68787

Nebraska Renewable Energy Association
115 N. Charde Ave
Oakland, NE 68045
(402) 685-4848

Center for Rural Affairs
45 Main St
PO Box 136
Lyons, NE 68038

Who will act as the lead for this project?

Maureen Carrigg, Associate Professor of Mass Communication, Wayne State College

Where will the equipment be housed?

Wayne State College or the Center for Rural Affairs

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

KWSC-TV and KWSC-FM, the electronic media of Wayne State College are interested in podcasting because it is not a distribution method currently available for our original content developed in conjunction with community organizations.

Farmers and ranchers are an underserved audience that would benefit from podcasts concerning rural issues such as renewable energy, agricultural entrepreneurship, and federal legislation concerning family run agricultural enterprises and rural businesses.

The students of Wayne State College would work with members of the Center for Rural Affairs and the Nebraska Renewable Energy Association to provide video and audio content for podcasts.

It would be a wonderful opportunity for the students of Wayne State College to become involved with this new distribution technology while providing useful information to an underserved regional audience. As a faculty member I think it's my job to try to provide as many opportunities for exposure to new media as I possibly can. Podcasting is increasingly being utilized by political candidates, non-profit organizations, regional and national companies well as traditional media outlets to communicate with their constituents.

This project would benefit the students by providing training and exposure to podcasting. It would also help the agricultural and business community of Northeast Nebraska learn more about the Center for Rural Affairs and the Nebraska Renewable Energy Association. If the project was successful it could also be used to promote regional events such as the Wayne Chicken Show and the Plain Writers Series.

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.

We would like to use the podcast content to promote available information about renewable energy and rural issues in Northeast Nebraska. The students of Wayne State College would work with members of the Center for Rural Affairs and the Nebraska Renewable Energy Association to provide original content.

An attainable goal would be to provide one podcast a month utilizing resources received through a Service Learning Grant from Wayne State College, and existing audio/video equipment that is used at the college. The "Podcasting Across Nebraska Grant" would help by providing some training and a distribution method for the podcasts.

Two of the podcasts would concern upcoming events sponsored by Center Rural Affairs including "The Marketplace" an exhibit and trade show featured at their annual meeting in the spring of 1997. Another event sponsored by the Center that could be promoted with both audio and video content would be Winds of Life: Windmills across Nebraska, a project which combines both art and agriculture.

Another podcast could feature information from the Nebraska Renewable Energy Association about its workshops and activities. If things go well the College Media could also utilize the podcasting technology to promote regional events such as the Wayne Chicken Show and the Plains Writers Series.

KWSC-TV has previously worked with the Nebraska Renewable Energy Association and the Center for Rural Affairs providing electronic and print media support for their "Green Bike Tour" event. We have plans to continue working with both organizations to provide electronic media support (Video New Releases, Podcasts, and Sound Actualities) for future events. KWSC-TV is in the process of developing a video and radio documentary for the Nebraska Renewable Energy Association to help promote their renewable energy internship program that is available to all Nebraska college students.

The outcomes for this project would be to increase awareness of the services, workshops and events, available from the Center for Rural Affairs and the Nebraska Renewable Energy Association. By utilizing podcasts these organizations might reach an audience that isn't served by traditional media or press releases. The podcasts because they would be produced by college students might appeal to a younger audience who normally doesn't have exposure to the issues and concerns of The Center for Rural Affairs and the Nebraska Renewable Energy Association.

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

KWSC-TV and KWSC-FM would use traditional media methods such as print and broadcast as well as websites to inform the audience that the podcasts were available. Many alumni of Wayne State work in regional media and would be willing to help us promote this new programming. There has also been some interest from local radio about utilizing podcasting technology to provide sound actualities for their programming. KWSC-TV and KWSC-FM student staff members would also use non-traditional media such as instant messaging, chat rooms, and social networking sites such as myspace and Facebook to attract an audience for the podcasts.

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

Wayne State College www.wsc.edu
Nebraska Renewable Energy Association <http://www.nebraskarenewableenergyassociation.org/>
Center of Rural Affairs <http://www.cfra.org/>

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

KWSC-TV and KWSC-FM has involved local K-12 classes, mentoring groups such as Teammates, 4H and scouting groups in the creation of their programming. We would continue this tradition by trying to identify groups that were interested helping create the content.

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

The College uses podcasts to promote itself and has plans to do some podcasting in conjunction with the South Sioux City Learning Center.

KWSC-FM and KWSC-TV plan to try to provide some podcasting opportunities with the local schools for History and Drama Days in the spring of 2007.

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