

Podcasting Across Nebraska

2006-2007 Application

Applicant: **York County Development Corporation**

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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:

York County – York County Development Corporation

Benedict – Village

Bradshaw – Village

Gresham – Village

Henderson – City

Lushton – Village

McCool Junction – Village

Thayer – Village

Waco – Village

York - City

York County – York County Visitors Bureau

York County – York County Commissioners and Staff

York Public Schools

Henderson & Bradshaw - Heartland Public Schools

Benedict, Polk, Stromsburg - Cross County Public Schools

McCool Junction Public Schools

York College

Wessels Living History Farm

York County Extension Service - University of Nebraska-Lincoln

York Main Street Program

York – Kilgore Memorial Library

York – York General Healthcare Services

Who will act as the lead for this project?

York County Development Corporation

Where will the equipment be housed?

York County Development Corporation & York County Extension Service

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

We believe that podcasting is the future of communication for our communities and region. The ability to create podcasts within our area provides an additional tool to share history, current events and activities, and unique aspects. It also will be a tool to recruit people and businesses to the York County area.

Podcasts will allow our communities to market area attractions to the guest at one of our lodging properties on Interstate 80 and also market the area to the traveler planning to travel Interstate 80 in a few months.

Podcasting has the ability to share the story when, where and how the listener has the opportunity.

Our range of interest in this project ranges from tourism, to youth, to history, to business, and beyond.

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.

Obviously with the number of agencies and entities that have become excited about this project, the ideas and concepts are numerous.

Goals will include, but not be limited to....

- 1. marketing available sites and buildings for businesses**
- 2. marketing businesses**
- 3. walking tours of downtowns and historical sites**
- 4. informational programs about healthcare and educational facilities**
- 5. promotion of the county fair and other events and attractions in the area**
- 6. training opportunities for youth of all ages**
- 7. mini tours of the area and things to do for the individuals staying in one of our 600 lodging rooms in York County (and campgrounds)**
- 8. utilization of the historic building/site series currently being published in the York News Times**
- 9. recruitment of people, young and old**
- 10. weekly reports from classrooms and school activities**
- 11. many more**

York County is currently working with other partners in an initiative called “Bring the Talent Back Home.” The initiative’s purpose is to encourage alumni and past residents to return to central Nebraska for jobs and opportunity. Simultaneously, York County is developing a Quality of Life publication to tell the story about living in York County for those that have not been east of Denver or west of Omaha!

One of the podcasts will be directed to jobs, opportunities, and the quality of living in the York County area. It will include testimonials from people that have returned and testimonials from people that have moved here from large metropolitan cities or very differing lifestyles.

This podcast will be placed on the websites of our county, municipalities, and development corporation with links to many more!

Our expected outcome will be recognition and awareness and an increase in population!!!

York County boasts over 600 lodging rooms. There are no mountains, lakes (of any size) or amusement parks to provide entertainment for the overnight traveler or destination attractions, however there are a number of activities for the overnight guest to enjoy. One of the podcasts would detail the attractions, events, and calendar of activities to enable the traveler to take advantage of our activities. Another podcast would detail our restaurants and lodging facilities to assist in the planning of travel.

The podcast would be placed on the websites of the county, municipalities, development corporation, visitors’ bureau, with links to many more.

Our expected outcome will be increased lodging tax revenues and increased attendance at our many events and increased awareness.

In addition, we will offer opportunities to our regional partners in other areas to produce podcasts including the Nebraska Central Platte River Region tourism group; Bring the Talent Back Home; I-80 Coalition, and Lincoln Area Development Partnership to name a few.

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

Podcasts will be promoted through a variety of means including local media (daily and weekly newspapers in York County and local radio station); on all of the listed partners’ websites; direct mail, press releases to regional publications, school newsletters, business newsletters, posters, promotional fliers, through major national advertising,

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

<http://www.comegrowwithyork.org>
<http://www.ci.york.ne.us>
<http://www.yorkvisitors.org>
<http://www.yorkcounty.ne.gov/officials.html>
<http://www.york.edu>
<http://www.livinghistoryfarm.org>
<http://www.yorkgeneral.org>
<http://www.yorkmiddle.esu6.K12.ne.us>
<http://www.mccool.esu6.K12.ne.us>
<http://www.heartlandschools.org>

many more...

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

Youth will be involved throughout the entire project...in the initial training, development and promotion. We are especially excited to utilize their creativity! We anticipate that the youth will be creating their own podcasts and teaching others a few tricks!

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

Currently the Wessels Living History Farm has podcasts of interviews with individuals engaged in agriculture throughout the years in York County!

Thank you for the opportunity to apply for this grant!

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