

Podcasting Across Nebraska

2006-2007 Application

Applicant: North Central Development Center

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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:

The North Central Development Center serves Keya Paha, Brown and Rock Counties and has also partnered with Stuart High School in Holt County for this project. Counties and communities served are listed below, as well as partnering organizations for this project.

Counties

Communities

Brown

Ainsworth
Johnstown
Long Pine

Rock

Bassett
Newport

Keya Paha

Springview
Norden
Mills
Burton

Holt

Stuart

Organizations

Ainsworth Area Chamber of commerce
Ainsworth Community Schools (Johnstown, Long Pine, Ainsworth)
Ainsworth Vitalization Committee
BKR Extension
Brown County Arts Council
Brown County Lodging Tax Committee
City of Ainsworth
City of Long Pine
KBR Solid Waste
National Day of the Cowboy Committee
North Central Development Center
Stuart Public Schools

Who will act as the lead for this project?

Kristin Simonson, Executive Director of the North Central Development Center

Where will the equipment be housed?

The equipment will be housed at the North Central Development Center office and will be available to the public. Schools and organizations may check out the equipment for projects and individuals may utilize the equipment at the NCDC office.

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

In September, the North Central Region had the opportunity to host the Nebraska Rural Institute. This year, students, teachers and sponsors from across the region were invited to participate in podcasting workshops with the University of Nebraska-Lincoln Bit Mobile and Mark Billington of Apple Computers. In October, a Podcasting Across Nebraska course was held in Ainsworth for individuals throughout the region who were interested in learning more about the technology. The four-week course will continue through November.

With approximately 60 elementary and high school students, teachers, sponsors and community individuals now trained for the production of podcasts, our region understands the importance of this technology for promotions and community and economic development.

In a sparsely populated rural area, podcasting provides numerous opportunities for sharing our community success stories with alumni, current residents, and tourists.

- 2. 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.**

The opportunities for podcasting are unlimited in our region. Many of the podcasts include the promotion of upcoming events and tourism related activities in our region, as well as community and economic development efforts. With podcasting, promotions can be shared with local residents, as well as those interested in visiting or relocating to our area, as well as alumni and potential charitable donors who no longer reside in our communities.

Two of the projects that our region would like to accomplish and their outcomes include:

- **Promotion of the 2nd Annual National Day of the Cowboy Celebration in 2007**
 - In 2006, the 1st Annual National Day of the Cowboy Celebration was held, with activities across Brown County. The project had volunteers from Valentine to Newport and included individual and business sponsors from South Dakota and Nebraska. The project was a true representation of regionalism and has limited funds for marketing the event.
 - **Outcomes for the podcasting project include:**
 - Maximizing marketing dollars with the use of the internet and podcasting.
 - Increase awareness about the importance of Sandhills cowboys, their contributions to our history, local economy and traditions.
 - Increase the number of tourists attending from the Lincoln and Omaha area.
- **Promotion of available sites, buildings and job opportunities in our region.**
 - At this time, there is no single point of reference for all sites and buildings available in our region. Although facts books are available, a podcast of properties would be easy to maintain and update and would provide a site selection team with information about the region and the sites available.
 - **Outcomes for the podcasting project include:**
 - A one-stop-shop for individuals and businesses interested in starting or relocating a business in our region.
 - Decrease turn-around time for information that would otherwise be mailed to prospects interested in sites in our region.
 - Create a user-friendly version of information, while showcasing the region and business climate.
 - Increase awareness of available properties to alumni who may desire to return to the region.
 - Fill three vacant buildings in our region.

Below is a list of projects for tourism and event promotion, community and economic development, and educational and news related podcasts that our partnering organizations and communities would like to accomplish.

Tourism and Event Promotion:

- Promotion of the National Day of the Cowboy Celebration
- Meadville (historic ghost town along the Niobrara River)
 - Meadville's future restoration plans (podcasts for fundraising efforts)
- Long Pine-The "Beauty Spot of Nebraska"
- Ainsworth's Christmas City of the Sandhills Promotion
- Wind Turbine Day in Springview
- Brown County Fair and Rodeo
- Kid Wade and Doc Middleton historical information
- National Country Music Festival-compilation of the first 36 years
- Sand Hills Discovery Experience (promotion and virtual tours)
- Niobrara River Polar Bear Festival and Polar Bear Dip
- Self-guided tours and walking tours for the Cowboy Trail
- Arts Council promotions
- Ranch Expo (Bassett)
- Ainsworth Wind Energy Facility-virtual tours of Nebraska's Largest Wind Farm
- Hunting and fishing tours
- Virtual tours of hotels, bed and breakfasts, and cabins in the region
- Highway 12 promotions-The Outlaw Trail
- Highway 20 promotions-antique and shopping tours, "places to visit and sites to see"
- Sandhills Cowboy Hall of Fame inductees—interviews of those inducted annually and/or their family members
- Promotion of Johnstown's Rodeo Bible Camp and the filming site of *O' Pioneers*
- Promotion of upcoming 4-H activities
- Special school events
- White Horse Museum in Stuart

Community and Economic Development:

- Available sites and buildings
- Business development podcasts (youth and adult entrepreneurship, marketing, and motivational podcasts)
- Podcasts of businesses in the region (i.e. Manufacturers utilizing the equipment to advertise their products, virtual tours of local retail businesses, auto and machinery dealers showcasing current product lines, agricultural producers promoting livestock sales and value-added products, realtors showcasing available housing, etc.)
- Alumni recruitment and awareness of business and/or housing opportunities in North Central Nebraska. Showcase of regional success stories.
- Relocation information (school information, why you should relocate to North Central Nebraska)
- Dialogues Across Nebraska (youth led discussion about the needs of the region)
- Promotion of the North Central Development Center and services provided
- Promotion of airports in the region that are currently underutilized resources

- Virtual tours of hospitals and long term care facilities
- Promotion of the three county Foundations and the projects they have assisted
- Annual banquet presentations of accomplishments for organizations and committees
- Promote the region as a place for two-income earning families (available job opportunities)

Educational and News Related Projects:

- Science fair reports-the best form of assessment is having students synthesize information into a presentation and “teach” someone else about the topic
- Recording field trip experiences (4th Grade curriculum focuses on Nebraska History)
- Promotion of recycling and its benefits
- Reading and language arts-book report presentations, poetry readings, plays, and interviews
- 2nd Grade Social Studies curriculum is “Understanding the Neighborhood” and 3rd Grade Social Studies curriculum is “Understanding the Community”
 - Provide students with the opportunity to tour the neighborhoods and communities, interviewing local residents, learning about the economy of our area and local food production)
- Podcasts of special guest presenters and assemblies at the schools
- Promotion of student accomplishments (spelling bee, geography bee, math contests, sports, etc.)
- Physical fitness activities for youth and adults, including the N-Lighten program

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

Promotion of the podcasts created from this project will be through news releases in our region’s newspapers and radio stations, Chamber newsletters, e-mail updates and news releases from partnering organizations, and alumni letters. Future tourism brochures will include links to specific podcasts pertaining to the event or celebration.

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

<http://stuart.esu8.org/>
www.ainsworthlinks.com
www.ainsworthschools.org
<http://www.cityoflongpine.org/>
<http://www.co.brown.ne.us/>
<http://www.co.rock.ne.us>
<http://www.nebraskaoutback.com/>
<http://www.stuartne.com/>
<http://www.stuartwhitehorsemuseum.com/>

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

After the Podcasting Across Nebraska workshops at the Nebraska Rural Institute, students (and their teachers) from Ainsworth Public Schools and Stuart Public Schools have volunteered to assist in the production of community podcasts. The Dialogues Across Nebraska team has

several ideas for podcasts that have resulted from their youth-led discussions about community needs. Since the Rural Institute, elementary and high school students have shared their excitement for podcasting with their teachers and principals, some of which are now enrolled in the adult podcasting course, and others who have agreed to incorporate podcasting in daily school activities. The Extension Office and the North Central Development Center have also offered their assistance in creating youth-led podcasting creations outside of school.

Youth have the enthusiasm and technical skills to create exceptional podcasts, as well as a fresh perspective as to what our communities and region need for them to stay and/or return back to North Central Nebraska. Podcasting provides an opportunity to instill a greater sense of community pride in our future residents and gives them the creative freedom to make a difference in our region and its communities.

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

At this time, our region has many ideas for podcasts. Storyboards are being developed and organizations have begun to gather and take photographs for the projects outlined on pages three through five of this application. At this time, we do not have the equipment or resources to purchase the equipment for the projects, however, many students had the opportunity to create their own podcasts during the Rural Institute and adults will be creating podcasts for the Podcasting Across Nebraska course, which will end in November. Our region is excited about the opportunity to train additional "podcasters" in our communities and to create and publish the podcasts outlined in this application.

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