

Highway 14 Association

Podcasting Across Nebraska

2006-2007 Application

Applicant: Highway 14 Association <http://www.highway14.org/>

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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:

Communities in this region of the following eight counties - Knox, Antelope, Boone, Nance, Merrick, Hamilton, Clay, Nuckolls

Communities include - Albion, Archer, Aurora, Bazile Mills, Belgrade, Bloomfield, Boone, Brunswick, Cedar Rapids, Center, Central City, Chapman, Clarks, Clay Center, Clearwater, Creighton, Crofton, DeWeese, Edgar, Elgin, Fairfield, Fullerton, Genoa, Giltner, Glenvil, Hampton, Hardy, Havens, Hordville, Lawrence, Lindy, Loretto, Marquette, Neligh, Nelson, Niobrara, Nora, Oakdale, Ong, Orchard, Palmer, Phillips, Primrose, Raeville, Royal, Ruskin, Santee, Saronville, Silver Creek, St. Edward, Stockham, Superior, Sutton, Tilden, Trumbull, Verdel, Verdigre, Wausa, Winnetoon, Worms

Organizations:

Antelope County Resource Center

Who will act as the lead for this project?

Sandy Patton, Director of the Antelope County Resource Center, Neligh, Nebraska

Where will the equipment be housed?

Antelope County Resource Center
510 Main
Neligh, Nebraska 68756

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

We are highly interested in promoting our region and are excited about this opportunity to use cutting-edge technology to tell others about what we are all about.

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 plan to use podcasting as a tool for promoting and developing tourism in our 8 county region. Our goal is to promote our businesses and communities so they continue to be viable in the future. We see podcasting as a tool to train local business employees to be able to communicate about tourism along the Highway 14 corridor and about opportunities in the region. We strive to increase the time visitors stay in our region to shop and make purchases in our communities.

Two immediate projects for podcasting are:

1. Our "Pop In" project continues to be quite successful as it attracts visitors to the corridor and shop in local booths and businesses. The goal is to bring outside people to the region and entice them to stay and shop and spend money during this two-day event. This has proven to be a successful project that adds to the sustainability of communities and businesses. We would like to create a podcast that informs people about this project and encourages them to come and participate in it each fall and spring. The idea would be that the traveler could listen to the audio as they traveled the highway 14 corridor participating in the POP IN event.
2. Another goal we are pursuing is to promote historical sites, events, and history along the Highway 14 Corridor. Many people are interested in history and we want to bring them to our area to study and visit and learn about the history we have in this region. We would like to make a podcast that depicts the history of our region. It would be used to promote the region and to invite historians to come and study the history we have along our corridor from Kansas to South Dakota. We will use it to promote bus tours to our area.

Included in this podcast, but not limited to, will be the Neligh Mill, Ash Falls Fossil Beds, Plantation House, Museums, Genoa Indian School, Olson Nature Preserve, Nelson Veterans Memorial, Historic Cemeteries, Historic Churches, Kreycek Buffalo Ranch and Edgerton Discovery Center.

Also, it will be a great opportunity for learning more about our Native American population and cultures in the Santee Reservation on the northern border of this corridor.

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

We plan to promote our podcasts much like we promote our region. We will use the World Wide Web, brochures, travel magazines, Nebraska Life, radio, newspapers, through local businesses, local festivals, and word of mouth. We will make sure it is included in mailings to alumni from the eight county area. We intend to promote it in tourist stops along Interstate 70, 80, 90, and 29.

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

First, each community in our corridor that has a web site will be encouraged to link to it. Each of the eight counties has a web site and we will ask them to link to us as well. Local development organizations, other highway organizations, and others in the region are welcome to link to this site.

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

We see using the “train the trainer” concept with our youth. We plan to train some of them and utilize their skills and creativity in creating podcasts in our region. We see opportunities with 4-H, Boy Scouts, Girl Scouts, FFA and FBLA groups to create podcasts related to youth activities and promote youth events. We will use them to “man” booths at local fairs, festivals, and events.

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

We will use podcasting for business and entrepreneurial training and for recruiting people and businesses to our region. We will make it available to local communities and organizations to create podcasts more specific to them. Within limits and guidelines we will encourage others to create podcasts that will promote and market themselves.

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