

Pod casting Across Nebraska

2006 – 2007 Application

Applicant:

The David City Area Chamber of Commerce

Address:

David City Area Chamber of Commerce

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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 City of David City

The David City Area Chamber of Commerce

The Hruska Memorial Public Library

University of Nebraska Lincoln Extension

Thorpe Opera House Foundation

Boston Studio Project

Public and Parochial Technology students

Who will act as the lead for this project?

The David City Area Chamber of Commerce

Where will the equipment be housed?

The Hruska Memorial Public Library will house the equipment, providing access to partners to conduct additional training and demonstrations.

2. Why is your community or region interested in pod casting?

Thanks to various county-wide projects and educational forums throughout the last two years, provided by the University of Nebraska Lincoln Extension, the University of Nebraska Rural Initiative and Home Town Competitiveness partners including the Nebraska Community Foundation, the Center for Rural Entrepreneurship and the Heartland Center for Leadership, leaders in our area have become keenly aware of the fact that if we wish to continue to be a thriving rural community, we must promote the positive aspects of this area.

County-wide participants spent several months learning about how to best “market” our region. Through this effort, a web portal was created that linked other websites in the county onto a “one-stop-shop” style site. Participants in this project realized the need to reach the greater world, as well as educating our own residents, regarding what our local communities have to offer.

Pod casting is the next step in this educational process. Incorporating the convenience of the iPod’s technology to broadcast informational programs with greater flexibility will allow us to reach more people with all the benefits our community has to offer.

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.

We will utilize pod casting to promote and market our community. To begin with we will create two separate pod casts, both with the premise of attracting new citizens to our area. As either of the target markets described below visit our area, these podcasts will allow for a portable promotional tool, allowing visitors to drive around the

community and county, while they learn about the history, services and amenities we offer.

The first pod cast will be aimed at providing senior citizens, and soon-to-be senior citizens, with information about retiring in David City. The goal of this pod cast will be to attract retired citizens to this community by promoting the outstanding quality of life available in David City. The senior service program, hospital and retirement facility care, recreational facilities, civic, cultural and church organizations will be highlighted. The expected outcome is more senior citizens choosing David City as their retirement home because of this innovative tool of promotion that can be used by anyone passing through town.

The second pod cast will be aimed at single people and young families, providing them with information on the benefits of living in David City and Butler County. It will include some of the same elements as the retirement pod cast, but will also focus on employment opportunities in the area, school information, and cultural and recreational opportunities for children. The goal is to create a pod cast that can be used to educate potential citizens. The expected outcome will be more new citizens making David City their home. The pod casts may be used independently, but will also be used together to give a broader picture of the entire area. By making these podcasts available not only to people visiting the area in their ipods or on their personal computers, but also on websites and at kiosks at the Library and Chamber office, the promotional information created for these podcasts will give an enticing overview of our wonderful community!

- 4. How do you plan to promote the pod casts created through this project? We plan to have both pod casts available on our David City websites and also on our County web portal. Another project goal is to have the ability to download the pod cast to a visitor's laptop computer so that they can drive around our community to see some of the sites that we promote in the pod cast. Another goal will be to create kiosks at different sites around town where people can stop and look at the podcasts so that they can learn about the assets that David City has to offer.*

5. Please list the regional or community Web sites which could link to the pod casts produced through this project? *The pod casts will be linked to www.davidcityne.com, www.butlercountyne.com, and www.davidcitylibrary.com. We will request that the retirement pod cast be linked to the nursing home websites and the hospital's website as well as on the visitnebraska website hosted by the Department of Economic Development, the Hometown Competitiveness website and the University of Nebraska Extension website for Butler County. We would also like to encourage private businesses in the area to show the podcasts, as encouraging new movement to the area will profit business.*
6. Will this project involve youth? If so, how will they be involved? *We will have several young people, selected from local schools, who have an interest in marketing and technology, take part in the training for and creation of these pod casts. We have already contacted the Young Voices for Butler County and received a favorable response from two of their members. We plan to involve Aquinas High School's entrepreneurship class and possibly middle school youth with this innovative educational opportunity.*
7. Are any other uses of pod casting within your community or region in place or planned? *We are not currently aware of any other pod casting projects. However, we already have in mind several other projects that could be completed in the community and region once we master the pod casting format.*