

Podcasting Across Nebraska

2006-2007 Application

Applicant: Hartington Community Technology Committee / Corps of Discovery
Welcome Center

Address:

Contact Name Rob Dump:

Phone Number: 402-254-3997

E-mail Address: ccnews@hartel.net

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 Hartington Information Technology Committee, a group of Hartington area community supporters, has teamed up with the Corps of Discovery Welcome Center, located in northern Cedar County. The Hartington Information Technology Committee regularly teams with the Hartington Chamber of Commerce, and Hartington Economic Development Corp. to promote the community. The Corps of Discovery is a non-profit 501(c)3 organized to promote regional tourism in Northeast Nebraska and Southeast S.D. The group features board members from Cedar, Knox and Madison counties in Nebraska and from Yankton, S.D.

Who will act as the lead for this project?

Rob Dump, member of the Community Information Technology Committee and President of the Northeast Neb. News Company rob@cedarcountynews.net

Where will the equipment be housed?

Hartington City offices

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

We view this as an opportunity to improve and enhance tourism opportunities in our region. The CITC committee can work with this regional group to help get more visitors interested in our area in general and in northern Cedar County, in particular.

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 be able to do several podcasts.

One podcast would feature events and activities at the Welcome Center, which promotes sites and events in a 50-mile radius of its location on the U.S. Hwy. 81 near the border of Nebraska and South Dakota. This includes the tourist destinations along the Lewis and Clark Lake, a major recreational area located on the Missouri River, which forms the northern border of Nebraska.

Another podcast would feature events and activities in Hartington including the County Fair, the Hartington Chamber of Commerce sponsored Candlelight Christmas and the activities of Hartington's public and private high schools, i.e. homecoming parades, plays and concerts.

We would also develop promotional videos for the Corps of Discovery and for the city of Hartington to promote them.

Another podcast would be a brief look at some of the area attractions of historical and cultural interest. This podcast would be a great way to promote the Wiseman Memorial, the St. James, Marketplace, the Anne and Arlo Wirth Art Gallery, the Cedar County Museum and the Ionia Volcano, just to name a few.

A mini-tour of the churches of Northern Cedar County has already been developed and would easily adapt to a podcast. Several circle tours are being discussed to take advantage of the bridges and scenic byways along the Missouri River. Podcasts would be the perfect media for providing tour information to individual travelers.

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

We would utilize inside billboard advertising space at the Welcome Center, as well as donated advertising space in the Northeast Nebraska News Company's six area newspapers, the Northeast Nebraska News Company websites, and the community of Hartington website.

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

<http://www.Northeastnebraskanews.com>

<http://www.Hartington.net>

<http://www.ci.hartington.ne.us/>

Corps of Discovery Welcome Center (under construction)

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

The Community Information Technology Committee has several youth members. We plan to use these high school students to help develop the broadcasts and update them. We have also started a Youth Mentoring Seniors program, where the youth of our community are mentoring Senior Citizens on the technology involving today's computers and internet use. This would also involve accessing podcasts.

7. Are any other uses of podcasting within your community or region in place or planned? Not at this time.

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