

Podcasting Across Nebraska

2006-2007 Application

Applicant: Aurora Area Chamber and Development- Publicity and Tourism Committee

Address: Aurora Area Chamber and Development Corp. (AACD)
1604 L St.
Box 146
Aurora, NE 68818

Contact Name: Megan Sharp, Director- Plainsman Museum

Phone Number: 402-694-6531

E-mail Address: plainsman@hamilton.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:

Hampton, NE
Phillips, NE
Aurora, NE
Giltner, NE
Hordville, NE
Aurora Area Chamber and Development
Plainsman Museum
Edgerton Explorit Center
Prairie Plains Resource Institute
Aurora Technology Center
The Leadership Center
Alice Farr Library
Aurora Area Artisans Association
L'Eglise Art Center
Renaissance Art Gallery
Famfest

Hampton Public School
Aurora Public School
Giltner Public School
A'ROR'N Days
Aurora Alumni Association
12th Street Cinema

Who will act as the lead for this project?

Megan Sharp, Director
Plainsman Museum Phone: 402-694-6531
210 16th St. plainsman@hamilton.net
Aurora, NE 68818 www.plainsmanmuseum.org

Where will the equipment be housed?

The equipment will be housed at the
Aurora Technology Center
616 13th St.
Aurora, NE 68818

The Aurora Technology Center is centrally located in Hamilton County, which will make access to the equipment easier for participating communities and organizations. There is also adequate meeting and working space at the Technology Center as well as compatible equipment and technical support.

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

Aurora and Hamilton County are one of the state's "best kept secrets." As part of recent efforts to boost tourism and awareness in Hamilton County, podcasting would promote Hamilton County events such as Famfest, A 'Ror'N Days, Scare the Square (Halloween Event), It's a Wonderful Life (Christmas Event) and programs and events at the various organizations involved such as the Plainsman Museum, Edgerton Explorit Center, the Prairie Plains Resource Institute, and the area schools. Podcasting will give the unique attractions and organizations in Hamilton County a creative and new way to promote their organization or attractions and target a younger audience.

In addition to promoting events in the Hamilton County Community, podcasting would help orientate visitors to what is available in Hamilton County in regard to tourist attractions, events, unique shopping, historic sites, hotels, camping, restaurants and other areas of interest.

Over the next year Aurora and Hamilton County will be working on an ambitious tourism marketing plan. Podcasting will enhance new and improved marketing and advertising of Hamilton County towns and organizations.

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.

Uses of Podcasting in Hamilton County

Plainsman Museum and the Edgerton Explorit Center:

Podcasting would be used to promote the new and latest exhibits and upcoming events as well as create an audio tour of the Plainsman Museum. Many tourists are unaware of what the Plainsman Museum and the Edgerton Explorit center have to offer. Podcasts would promote understanding of the wonderful exhibits and hands-on activities that they will see at these Museums.

Podcasting would also enhance the "Artifact of the Month" section on the Plainsman Museum website. A new artifact from the Plainsman Museum collection is featured each month along with the story behind the object.

Podcasts would also be used to feature some of the many historic buildings and homes in Aurora and Hamilton County. A Podcast could be created to enhance a driving tour of the historic areas and buildings.

Aurora Area Chamber and Development (AACD):

Podcasts would be created to share what Aurora and Hamilton County has to offer the tourist. For example the podcast could talk about Museums, art galleries, restaurants, camping areas and other amenities. This podcast would give tourists the general outline of what is available in Hamilton County.

Prairie Plains Resource Institute

Prairie Plains Resource Institute recently broke ground on a new education center. Podcasting would allow the Institute to track their progress and keep their membership and tourists up to date on this exciting project.

Aurora Alumni Association

Bring the Talent Home: Podcasting would help the efforts of bringing the talent back home by helping to target a younger audience and enhance certain aspects of Aurora and Hamilton county that will appeal to targeted age groups and audiences.

Expectations

We would expect to increase the awareness of what Hamilton County has to offer to increase visitors from outside of the county and to help create awareness of tourism within the county and surrounding region. Podcasting would be another way to let people know about Nebraska's "best kept secret," Hamilton County.

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

Press releases announcing the creation of podcasts using the mailing lists of the AACD, Plainsman Museum and other organizations involved. This mailing would reach media outside of the Hamilton County area in all directions.

Newspaper articles in local and regional newspapers.

New brochure on Aurora and Hamilton County created by the AACD Publicity and Tourism committee as part of the overall tourism marketing plan. Brochures are

distributed through the NETA Brochure swap (statewide) held annually and are distributed along I-80.

State tourism website and publications.

Websites of various businesses and organizations in the region.

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

Plainsman Museum- www.plainsmanmuseum.org

Edgerton Explorit Center- www.edgerton.org

Aurora Area Chamber and Development Corp.- www.auroranebraska.com

Prarie Plains Resource Institute- <http://www.prairieplains.org>

Hampton Public Schools- <http://www.esu9.org/~hampton@esu9.org>

Aurora Public Schools- <http://www.aurora.k12.ne.us/>

Giltner Public Schools- <http://www.esu9.org/~giltner@esu9.org/>

Hordville, Nebraska- <http://www.hordville.org>

L'Eglise Art Center- www.legliseartcenter.com

Aurora Area Artisans Association- <http://www.aurora-arts.org>

Famfest- <http://www.famfestaurora.org>

Youth Center- <http://www.cityofaurora.org/youthcenter/home.html>

Aurora Technology Center- <http://www.auroratechcenter.com>

The Leadership Center- <http://www.welcome.to/leadershipcenter>

12th Street Cinema- <http://www.cityofaurora.org/movietheater/>

City of Aurora- <http://www.cityofaurora.org/>

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

Computer and journalism classes in the Hamilton County Schools would be given the opportunity to create podcasts about events happening in their schools and communities. Students would be able to learn about podcasting and become more involved in their community and tourism.

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

Digital video recording capabilities are being considered at the Aurora Technology Center for the future. Podcasting would compliment the proposed video capabilities. At the current time, there are no uses of podcasting within the Hamilton County region.

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