

# Podcasting Across Nebraska

## 2006-2007 Application

Applicant: Panhandle Podcasting Partners

Address: c/o Panhandle Public Health District, P.O. Box 377, Hemingford, NE 69348

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### 1. Is this application from:

\_\_\_\_\_ A single community

\_\_\_\_\_ A single community with multiple partners (Please list partners below.)

XXXXX A regional group of communities (Please list participating communities and organizations below.)

### Participating communities and organizations:

Counties: Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan and Sioux

Organizations: Chambers of Commerce, Education Service Unit 13 (serves the entire Panhandle), University of Nebraska Lincoln-Extension offices, Main Street Alliance, area tourism representatives throughout the Panhandle, Regional West Medical Center, Family Rescue Services, Mobius Communications, Street Outreach Services (help for youth in unsafe/homeless situations), The Underground (drop in center and concert venue for teens), Hemingford High School, individual Panhandle public libraries and high schools.

This collaboration includes participants from all counties in the Panhandle and from industries such as health and human services, tourism, education and the libraries.

### Who will act as the lead for this project?

Panhandle Public Health District will be the lead agency for the project, which will be offered throughout the Panhandle through an existing collaboration: Panhandle Partnership. PPHD is already deeply involved in existing community collaborations within each of the 11 counties throughout the Panhandle. Community organizers within in county coalition will assist in disseminating the message regarding the availability of this new resource in the area.

### Where will the equipment be housed?

The equipment will be stored in the PPHD district office in Hemingford, a central location for the entire Panhandle. The equipment will be available to participating agencies for check out, following a brief orientation. PPHD also hopes to bring training to a larger number of Partner agencies through their existing training academy (more information included elsewhere in this proposal.)

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

Our region is always challenged by geographic diversity. The constraints of distance and time are always a challenge for our cooperative spirit in creating community. The opportunity to create podcasts to communicate both within and outside our region will provide a new mechanism to showcase the talents among our youth and other community members in a wide variety of areas – from training for law enforcement and other domestic violence prevention advocates to tours of historic homes in a Lied Main Street Community.

Our interest in podcasting began with an existing physical activity project for girls and women. MPower<sup>3</sup> will include health messages pre-recorded on MP3 players to give away as incentives in a scorecard campaign that includes daily exercise. As we began investigating the idea, we discovered a wealth of other talents and ideas in our communities to use in podcasting projects.

Our regional community would also like to take the lead in bringing the educational component of this program to others in the Panhandle. If we are chosen as one of the communities to receive the hardware, software and training, we hope to disseminate the training to other partners through our Panhandle Partnership's Training Academy. The academy has already begun development of a skill set in information technology that would dovetail nicely with an offering by UNL related to video and audio broadcast technology through the Internet.

### 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.

One planned podcast will be a cooperative effort for several agencies – a walking tour of historical homes in Box Butte County. The walking tour was originally a print brochure product of the Nebraska Lied Main Street Alliance program at the Chamber of Commerce in Alliance **to promote historical locations in our community**. The chamber also includes tourism activities and would like to expand the walking tour approach **to encourage more tourists to stay in the community**, not only to view the older homes, but also to hike and bike the wide, safe, inviting streets of the community and make day trips to regional tourism sites like Denver and the Black Hills. Walking tours are also a good form of physical activity **to promote a healthy lifestyle**, a goal of the PPHD and other public health partners.

Both the ESU and the cooperative extension agents in the Panhandle are planning training youth to develop podcasts in their classrooms or 4-H clubs. Teachers in schools from Alliance to Potter-Dix are trained to use podcasting in the classrooms and to teach students to create their own podcasts. Examples already completed are public service announcements on Internet safety and other, more informal student activities like the 100<sup>th</sup> Day of School. The youth projects will be varied for each school district and county 4-H program, but will be geared toward **teaching students modern communication skills** with the additional goal of **partnering schools and their communities**. A specific podcast planned for the northern counties is the creation of an audio broadcast tour of the fair or a particular 4-H project at the fair by an active 4-Her.

Other podcasts planned by the Panhandle partnership include patient education at the local and regional hospitals, nutrition and wellness programs through the cooperative extension programs, particularly health issues for women and girls; teaching youth to create their own podcasts, assisting small businesses with podcasts for tourism and business purposes, other walking trails and geocaching podcasts; providing general information on domestic violence/sexual assault; training curriculum for advocates and law enforcement personnel.

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

The podcasts will be promoted through the individual agencies communication channels, such as school newsletters and community radio show broadcasts. In addition, the podcasts partners will be involved in other community-wide programs such as the MPower<sup>3</sup> program for physical activity among girls and women. **Prizes for the MPower<sup>3</sup> program are MP3 players** with pre-recorded messages on physical activity and nutrition. The MPower<sup>3</sup> steering committee will promote other healthy podcasts as well through their public relations efforts – news releases, scorecards and events, as well as the Power Partners (business partners in the MPower<sup>3</sup> program).

Also, partners such as the public libraries, extension educators and the participating ESU schools will act as community liaisons in promoting the program and providing technical assistance to their community members. The Partnership's email list of more than 1,600 interested individuals and agencies within the region will serve as an added promotional tool. This will serve not only to promote completed podcasts but also for offers to others, who would like to receive the training, use the equipment, etc.

Additional promotion will be developed through the steering team creating this proposal. Professional news releases, a press conference (webcast/podcast, or course) and another special event that will draw regional media attention – a live concert at The Underground in Scottsbluff and/or another large venue in the northern Panhandle.

Mobius Communications has also offered to include materials about the podcasting network in their printed and online newsletters which are sent to hundreds of telephone and Internet subscribers across the Panhandle.

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

Each of the above-named partners, PPHD, Panhandle Partnership, MPower<sup>3</sup>, cities and villages, schools, ESUs, libraries and extension services, Mobius Communications,

Family Rescue Services, Box Butte Development and the Chambers of Commerce will include links on their site to the podcasts created by members of the steering team.

The project will also create their own website where partner agencies can list links to existing regional podcasts, both those created during the project, plus those created before and after the project. This website will be updated by the users and will be an ongoing part of the project, even after the training and grant requirements are completed.

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

Youth will be involved through the participating ESU schools and other partnering public and private schools. Also, podcasts will be created through the Chadron Native American Youth Center, the Boys & Girls Clubs of the Panhandle, 4-H and scouting programs. Leaders from each of these programs are involved in the steering committee developing this proposal.

The youth will also act as partners, sharing the technology with the older generation, including the Soroptimists and offer an irreverent opportunity for “broad”casting to the Red Hat Society ladies.

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

The Knight Museum in Alliance is considering podcasts when they move into their new building. They said they would also like to be a partner in this project, but will proceed with their project even if this proposal is not accepted.

The MPower<sup>3</sup> project will also proceed with their health-related podcasts, but on a much more limited basis, depending on the available of volunteer’s expertise and borrowed equipment that may already exist in local high schools.

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