

# Podcasting Across Nebraska

## 2006-2007 Application

Applicant: UNL Extension Madison County

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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:

Northeast Nebraska Economic Development District including 16 counties Knox, Cedar, Dixon, Antelope, Pierce, Wayne, Thurston, Boone, Madison, Stanton, Cuming, Burt, Nance, Platte, Colfax, Dodge

UNL Northeast Extension District: including the following counties: 28 counties: Antelope, Burt, Cedar, Greeley, Howard, Sherman, Valley, Colfax, Cuming, Dakota, Dixon, Garfield, Boone, Nance, Brown, Rock, Keya Paha, Loup, Wheeler, Holt, Knox, Madison, Pierce, Platte, Stanton, Thurston, Wayne

Communities Character Development Coalition (CCDC) including 22 counties: Antelope, Burt, Cedar, Greeley, Howard, Sherman, Valley, Colfax, Cuming, Dakota, Dixon, Garfield, Loup, Wheeler, Holt, Knox, Madison, Pierce, Platte, Stanton, Thurston, Wayne

City of Norfolk, NE

Communities Together Can –Children Youth and Families at Risk (CYFAR)-Madison

Battle Creek Jr. Optimist Club

Who will act as the lead for this project?

Lee Sherry and Tim Lemmon's will be co-leaders

Where will the equipment be housed?

Madison County Extension Office

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

To promote 4-H and youth development activities for the Northeast region of Nebraska as well as create economic development. Because youth identify with podcasting Extension and the other partners want to use cutting edge technology to reach youth – “we need to use their media.” Plus we want to give young/adults the opportunity to learn how to use different forms of technology to enhance their career exploration and development skills.

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.

1<sup>st</sup> Goal: Promote awareness of at-risk behaviors

1. Produce a podcast to decrease at-risk behaviors so youth can make healthy choices. Drug abuse alcohol and Meth will be the primary focus.
2. To reach more youth and thus increase awareness of harmful at-risk behaviors.
3. Increase access to factual information for all youth

2<sup>nd</sup> Goal: Ethnic Festival

1. Produce a podcast to increase awareness of Ethnic Diversity in Northeast NE and promote the Ethnic Festival.
2. Attract regional communities to participate in this tourist event would benefit community economics.

3<sup>rd</sup> Over all Goals:

1. Youth will develop skills to produce a podcast and have the opportunity to explore technology careers.
2. Youth have the opportunity to network with other community leader, participants and youth from other communities.
3. Build relationships with partners.
4. Increase youth participation in 4-H and other partner organizations.
5. Decrease at-risk behaviors
6. Develop new partnerships between youth and adults.
7. Develop mentoring relationships

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

Local papers including Norfolk Daily News, county and partner web sites, city web sites, local and regional TV, Channel 1 at local schools, Radio stations, local schools, partners newsletters, multi-media web sites, word or mouth

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

<http://www.antelope.unl.edu/>

<http://www.boone-nance.unl.edu/>

<http://www.boyd.unl.edu/>

<http://www.bkr.unl.edu/>

<http://www.burt.unl.edu/>

<http://www.cedar.unl.edu/>

<http://www.colfax.unl.edu/>

<http://www.cuming.unl.edu/home>

<http://www.thurston.unl.edu/>

<http://www.dakota.unl.edu/>

<http://www.dixon.unl.edu/>

<http://www.glw.unl.edu/>

<http://www.central4.unl.edu/home>

<http://www.holt.unl.edu/>

<http://www.knox.unl.edu/>

<http://www.madison.unl.edu/>

<http://www.nance.unl.edu/>

<http://www.pierce.unl.edu/>

<http://www.platte.unl.edu/>

<http://www.stanton.unl.edu/>

<http://www.wayne.unl.edu/>

<http://www.noonoptimists.com/Jooi.htm>

<http://nerec.unl.edu/>

<http://nenedd.org>

6. Will this project involve youth? If so, how will they be involved?  
YES! They will research and produce the podcasts.

7. Are any other uses of podcasting within your community or region in place or planned? After researching the only pod casting we are aware of is the Hartington community Technology Committee/Corps of Discovery Welcome Center

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