

Podcasting Across Nebraska

2006-2007 Application

Applicants: Lori Warner and Beth Mares

Address: Beatrice Area Chamber of Commerce/Gage County Tourism
226 South 6th
Beatrice, NE 63810

Contact Name: Lori Warner and Beth Mares

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1. Is this application from:

_____ A single community

__xxx__ 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:

- ❖ Beatrice Area Chamber of Commerce
- ❖ Gage County Tourism
- ❖ Main Street
- ❖ Southeast Nebraska Tourism Council

Who will act as the lead for this project?

Lori Warner (President, Beatrice Area Chamber) and Beth Mares (Gage County Tourism Director) will share the numerous responsibilities of managing and administering the project.

Where will the equipment be housed?

Beatrice Area of Chamber Commerce/Gage County Tourism
226 South 6
Beatrice, Ne 68310
402-223-2338
Fax 402-223-2339
Toll Free 1-800-755-7745

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

Gage County and surrounding communities are rich in the history of pioneer life on the prairie. The technology of pod casting is simply another modern resource tool that can be utilized to invite visitors from our state and other states to learn more about tourism, economic and other opportunities that area communities have 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.

- a. Promote the tourism calendar thru pod casting each month's activities, events, and weekend getaways. This will enhance the ability to reach a much larger population, therefore attracting visitors not only from Nebraska or other states, but even on a global scale. (Example: Homestead National Monument)
- b. The second pod cast would be used to download information for iPods. This would enable visitors to see our county, town, villages and points of interest at there convenience. This will bring day visitors to our area with pod casting. The visitor could enjoy the day on there own time giving them the opportunity to visit shops and restaurants along the route they chose.

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

The pod cast would have a link on our tourism Web site. Other means of promotion will include tourism newsletters and fliers; radio, newspaper, and Internet articles; and information bulletins which will be made available through city and village offices as well as from businesses within the county. Sharing the features and abilities of pod casting with area communities will also provide another means of promotion. The Chamber newsletter, email newsletter announcing at events, functions that are hosted.

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

www.beatricechamber.com
www.visitsoutheastnebraska.org
<http://mainstreetbeatrice.com>
www.nps.gov/home
www.visitbeatrice.com
www.beatrice.ne.gov

We will also encourage other tourism/historical sites from around the state to place links to our sites on their own sites (and vice versa).

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

Pod casting will be a great access to the youth of Gage County and another technological learning tool for them. Our goal would be to show area students how to produce a Pod cast of their school events. We would make available links on our Web site to enable each area school to post a schedule of events and activities for family and friends. This would also encourage our older viewers to access the Web for community activities.

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

Pod casting is a valuable access link to community calendars in and around the Southeast Nebraska area. Community participation in pod casting would be enhanced and encouraged by getting the word out through iPods and other technological devices which fit into everyone's busy life. Pod casting would also

allow out- of -state family and visitors to plan months in advance to visit attractions and one-day events the area has to offer. As part of our planning we would encourage bed and breakfast and motels to have iPods available at their locations.

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