

Podcasting Across Nebraska

2006-2007 Application

Applicant : City of Stromsburg

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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 :

CITY of STROMSBURG ; along with : Cross County Public Schools, Polk County Historical Society, Polk County Agriculture Society, City of Central City, Four Corners & Polk County Health Departments, Polk County News, Windstream Communications, UNL School of Natural Resources , University of NE Public Policy Center, Nebraska Department of Environmental Quality, Polk County Sheriff Department, Nebraska Public Power District, Polk County Rural Power District, Nebraska Municipal Power Pool, Stromsburg and Central City Chambers of Commerce, NE Health & Human Services, and the Mid-State Communities Interlocal group: (includes: Village of Shelby, Village of Benedict, Village of Hampton, Village of Polk, Village of Gresham, City of Osceola , and City of Stromsburg), plus outstanding support from the Nebraska Information Technology Commission!

Who will act as the lead for this project ? **CITY of STROMSBURG (Dale Kaliff / Julie Allison)**

Where will the equipment be housed ? **Within the City offices of Stromsburg, Nebraska.**

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

The City of Stromsburg has taken an up beat and pro active approach to using new technologies within its municipal operations, and to make accessible needed information to the citizens of the area. We have been looking at several ways to expand our capabilities to reach larger numbers of people with many distinctive areas of interest which include: recreation, community guidelines, civic activities, festival schedules, Cross County school activities, public awareness issues, and other pertinent information for both local residents and those who pass through as guests, tourists, or business contacts.

We see the use of PodCasting as a wonderful way to touch many new prospective people with the valuable technology of both children and adults by use of sight & sound of video. We have all believed that a picture is worth a thousand words, thus with the use of moving pictures and sound we can deliver an excellent presentation on a wide array of topics to promote our community and the interlocal areas around Stromsburg. Excitement is high in our area now anyway with a new regional school to be constructed, so podcasting could enhance the areas understanding of what, when, and how things are changing and advancing for the region!

This will benefit the community with a broader knowledge of the possibilities for children, adults, local citizens, area neighbors, and travelers that can take advantage of all the offerings of each community. When we work together we all accomplish more. Plus the cross training of persons from each community for podcasting will give us another unique opportunity to build those relationships that make for strong mutual aid associations, greater civic support, and a genuine feeling of fellowship between the communities active volunteers. Go Nebraska!

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.

The City of Stromsburg will highlight its annual Swedish Festival that has been a tradition for over -- years. Along with many other ethnic oriented activities of the community, Stromsburg promotes its fine parks and recreation facilities that are known as a unique part of the Swedish Capitol of Nebraska, which is frequented by many travelers along the Highway 81 Pan American Highway. With a renewed focus on tourism, and economic development the region has an invigorated enthusiasm to use current and new media to reach out and achieve new goals.

Working with the City of Central City as an additional interlocal agreement for community affairs, Stromsburg will continue the interlocal relationship with the pod casting to promote the many informative, panoramic, and historical sights and events that are part of Central City's colorful heritage. The ongoing interlocal projects with Central City have been advantageous to all citizens helping to bring awareness, cost savings and continued support to the cities.

Working with its partners in the Mid-State Communities Interlocal we will focus on the many varied tourist attractions and activities throughout the area. Each community holds an annual festival and has delightful areas for recreation, along with historic sites, and markers for tourist's enjoyment. The region is immersed in history and has been empowered by the diverse ethnic cultures, so podcast ventures could highlight the possibilities for both young and old to learn of their background and the values that make this region and Nebraska unique! These include County fairs, Museums, Community festivals etc., which will gain in attendance and involvement by use of podcasts. This helps build economic and civic stability for everyone.

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

The podcasts would be actively introduced within the communities beginning with the civic organizations such as: Chambers of Commerce, Lions Clubs, Kiwanis, Booster Clubs, Health Departments and specifically with the Mid-State Communities Interlocal meetings and then throughout the areas with these organizations assistance. The region has built strongly on its mutual aid type of assistance between communities and the podcasts will help to strengthen that idea, along with all the vital messages which will be brought to multitudes of citizens not only from Nebraska but so many other states & countries that traverse this regions highways and byways.

The ability to use the “Internet -Search” system, along with the many other organizations newsletters and public announcements throughout the region will help to bring the new and exciting messages from the podcasts to those far and wide. Nowadays everyone’s life is touched by many facets of other areas and regions whether we realize this or not, but being able to reach out to vast audiences can help bring this world as we know it into a smaller community of new friends by inviting those “ we just haven’t met yet” to become a part of our communities and regions delightful past, and to enjoy current attractions of interest with history, culture, sports, public health, new technology, (podcast Highlights this area), and so many other possibilities!

Continued partnerships with other groups and organizations will open new doors for this pilot project plus the chance to promote the concept of podcasting. Those youth and adults that have had contact with podcasting for music, video, internet linking and other public awareness venues are aware of its unmatched and unlimited possibilities to surpass goals for bringing attention to many areas of the State and to improve the Quality of Life for those Nebraskans in our region, but with far outreaching affects in this new Technology Age world we live in. Being able to take the lead in use, production, training, and promoting podcasting is a very exciting, far reaching goal for our group.

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

City of Stromsburg website : www.stromsburgnebraska.com (also Chamber of Commerce)
Village of Shelby website : www.ci.shelby.ne.us/
Cross County school website : www.esu7.org/nstroweb
Stromsburg Public Library website : www.stromsburglibrary.com/
City of Central City website : www.centralcityne.org/
Polk County official website : www.polkcounty.ne.gov/
City of Osceola website : www.ci.osceola.ne.us/
Four Corners Health Dept. : www.fourcornershealthdepartment.com/
NE Mosquito & Vector Control Association : www.nemosquito.org/
Nebraska Tourism (Visit NE.org) : www.visitnebraska.org/
Polk County Rural Public Power : www.pcrppd.com
Nebraska Public Power District : www.sites.nppd.com
Annie Jeffrey Memorial County Health Center : www.anniejeffreyhospital.org
Nebraska Municipal Power Pool : www.nmppenergy.org

And if possible with cooperation of the provider, we would definitely link to the [Nebraska Information Technology Commission](#) website to promote not only our regional podcasts, but the valuable resources & personnel available within our state from your fine agency.

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

Yes, both youth from Stromsburg and surrounding communities will be encouraged to help with production ideas and the actual video taping of the presentations. Out of the box thinking from youth will be a great asset for a unique way to capture a wider audience for the promotional videos. Plus taking advantage of local youth ideas will help promote their involvement in other community activities and hopefully lead to other volunteer programs for local area youth. I prior community activities the youth played an active and vital role while bringing new thoughts, concepts and questions to light in the decision tree process.

Another advantage of the in depth cooperation of area youth will highlight the current and future possibilities of UNL Technology careers that can be achieved after high school by attending the University of Nebraska and venturing into this field or many of the other fields offered there. This also helps the surrounding areas, plus the State of Nebraska by offering these new career persons the opportunity to remain within the state and become productive citizens in rural areas where they can again enhance the lives of other Nebraskans because of wonderful projects like this current activity with the Nebraska Information Technology Commission. The vision of IT careers will be another unique and exciting benefit of this outreaching program.

With so many issues and challenges for today's youth, we see this pilot project as and ideal opportunity to focus on the talents, wants, and dreams of area youth looking forward to tomorrow. Today's youth building for tomorrow's Leaders in our towns!

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

Yes. With our community and others in the interlocal supplying many or all the utilities for local residents, we would like to use the podcast presentations to supply public awareness messages to utility customers throughout the year. Video presentations for announcing possible health concerns or safety issues would be very useful as they can be easily received by a wide audience that can grasp the concepts from both the visual and audio presentation areas.

Areas that are being addressed currently with other means of outreach are: Utility department Public Awareness Public Health issues such as: Pandemic Flu preparedness, and region wide drinking water issues that are major interest areas with concerned citizens will be addressed and new projects and insights of dealing with these issues will be more easily confronted with a media that uses sight & sound to capture the varied multifaceted population in the region. With the area being a majority rural agriculture oriented area, those living outside the city limits are still very involved in what affects and happens in the regions communities. Podcasting will help open another unique avenue to afford these families a closer and more informed connection with their surrounding communities and thus become even more involved in future activities.

Youth will especially be receptive to the video platform, thus many messages that might escape heads of households, might be past onto them by younger family members that use the podcast venues. Issues of public safety, teen awareness, health & exercise, plus area youth activities will all be included and highlighted with the input of the areas next generation of voting citizens! With so many possibilities this pilot program gives our region an outstanding chance to showcase tomorrow's leaders.

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