

# Podcasting Across Nebraska

## 2006-2007 Application

Applicant: Sandhills Journey Scenic Byway

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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:

Loup Basin RC & D

(serving the counties of Blaine, Custer, Garfield, Greeley, Howard, Loup, Sherman, Valley, and Wheeler)

Loup Basin RC& D Tourism Committee

Loup Basin Scenic Byway

Sandhills RC & D

(serving the counties of Arthur, Grant, Hooker, Lincoln, Logan, Keith, McPherson & Thomas)

Sandhills RC&D Tourism Committee

Central Sandhills Area Extension

Nebraska State 4-H Camp

Who will act as the lead for this project?

Connie Broweleit, member of Sandhills Scenic Byway

Where will the equipment be housed?

RC & D offices of Sandhills (Mullen) and Loup Basin (Ord) as necessary for access to the clients in these territories. Eventually the equipment will be housed at the Sandhills Byway Interpretive Center in Broken Bow when the Center is completed in Spring of 2007. The equipment can then be accessed at this central location to be used in the entire region.

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

Rural Nebraska has a need to reach out and promote its uniqueness and special amenities available in this area. We see emerging technology such as podcasting as a cost-effective and efficient means to draw tourists and potential new residents to visit our region.

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.

We will utilize podcasting to promote the unique qualities and events our region has to offer. The creation of podcasts will help meet various goals within all cooperating organizations. One such goal is the continued success of the Nebraska Junk Jaunt. We would like to use podcasts to provide additional advertising for the Junk Jaunt in order to draw additional commerce to the area.

Another goal of all cooperating organizations is the promotion of unique tourism opportunities. Birding enthusiasts will have the opportunity to view the mating dance of Sharptail Grouse on their native booming grounds. Other travelers could view the vast expanse of the Nebraska National Forest and its sandhill terrain from atop Scott Lookout Tower near Halsey. The possibilities are endless.

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

We plan to promote available podcasts through all appropriate marketing outlets such as: The websites listed below, press releases, advertisements in regional and national publications that are currently being utilized to promote tourism in the region. Through youth & student involvement, local promotion will occur by word of mouth.

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

<http://www.sandhillsjourney.com/>

<http://www.sandhillsrcd.org/>

<http://www.loupbasinrcd.net/>

<http://www.visitnebraska.org/>

<http://junkjaunt.com/>

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

When we receive this grant we will offer the equipment to teachers in our area high schools to assist them with their education technology. The students will narrate some of the podcasts as a part of the classroom curriculum. The training would be invaluable to our area youth.

The Nebraska Extension Service has indicated interest in improving camp attendance at the Nebraska State 4-H camp near Halsey by creating podcasts that will promote increased camp registrations.

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

The Sandhills Journey Scenic Byway hopes to use the podcasting technology to promote the opening and operation of its new Interpretive Center in Broken Bow.

We hope to make the equipment available to promote other tourism opportunities in the region as they present themselves.

Also, equipment will be used by the Central Sandhills Extension Service to promote 4-H membership and increased participation in the Sandhills Youth Leadership Project.

Support letters are attached.

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