

Podcasting Across Nebraska

2006-2007 Application

Applicant: Lincoln Arts Council

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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:

The following is a list of some of the arts organizations that the Lincoln Arts Council supports through marketing efforts, capacity building and/or fiscally through a regranting program.

Abendmusik, Against the Wall Gallery, Angels Theatre Company, Arts Are Basic, Berman Music Foundation, Burkholder Project, Capital Jazz Society, Cooper Gallery, Crescent Moon Coffee, Eisentrager-Howard Gallery, Elder Gallery, Executive Steel Band, Flatwater Shakespeare Company, Gallery 9, Great Plains Art Collection, Great Plains Chamber Winds, Great Plains Music Society, Haydon Art Gallery, Haymarket Theatre, International Quilt Study Center, Kiechel Fine Art, Kokyo Taiko Drummers, Kusi Taki, Lentz Center for Asian Culture, Lied Center for Performing Arts, Lincoln Artists' Guild, Lincoln Association For Traditional Arts, Lincoln Boys Choir, Lincoln Civic Choir, Lincoln Civic Orchestra, Lincoln Community Concert Band, Lincoln Community Gospel Choir, Lincoln Community Playhouse, Lincoln Continentals, Lincoln Friends of Chamber Music, Lincoln Irish Dancers, Lincoln Light Opera Company, Lincoln Lutheran Choir, Lincoln Midwest Ballet Company, Lincoln Municipal Band, Lincoln Organ Showcase, Lincoln's Symphony Orchestra, Lincolnshire Show Chorus, Lux Center for the Arts, Mary Riepma Ross Media Arts Center, Meadowlark Music Festival, Michael Forsberg Photography, Milestone

Gallery, Modern Arts Midwest, Nebraska Brass, Nebraska Jazz Orchestra, Nebraska Repertory Theatre, Nebraska Symphony Chamber Orchestra, Nebraska Trombone Ensemble, Nebraska Trumpet Ensemble, Nebraska Wesleyan University Theatre, New Music Agency, Pinewood Bowl Inc., PlainSong Folk Festival, Prairie Folk Alliance, Pueri Cantores, Robert Hillestad Textiles Gallery, Rotunda Gallery, Rough Magic Productions, Sangre Azteca Grupo Folklorico, Sarabande Music, Sheldon Memorial Art Gallery, So-Oh Fine Art, TADA Productions, Third Chair Chamber Players, Tugboat Gallery, Union College Fine Arts, University of Nebraska Dance Division, UNL Hixson-Lied College Fine & Performing Arts, UNL Opera, UNL School of Music and UNL Theatre Department.

Who will act as the lead for this project?

Lincoln Arts Council

Where will the equipment be housed?

Lincoln Arts Council

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

The Lincoln Arts Council is interested in podcasting to increase awareness of arts activities and events in Lincoln, to encourage younger individuals to participate in the arts and to promote Lincoln's art scene to Nebraska's outlying areas and neighboring states.

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 Lincoln Arts Council plans to use the podcasts in two ways.

The first way we would use podcasting would be to create an events series of podcasts that would highlight different arts organizations on a regular basis. The goal of these podcasts would be to promote Lincoln's 80 plus arts organizations to the local community as well as to increase travel and tourism to Lincoln for arts related events. The outcome would be increased tourism and increased attendance to arts events increasing the sustainability of the arts community.

We would also use the podcasts to help promote Lincoln Arts Council events such as the Lincoln Arts Festival. The festival draws arts patrons from the region with an estimated attendance of 13,000 over the two day time period.

The goal of the second podcast series is the documentation of the artists and families that are participating in the Lincoln Arts Council's public art project "Stories of Home". The stories of the families and artists have become integral to the project and have been recorded through art and writing. We would now like to put those stories in the artists and families own words through recording. The outcome of this

series would be increased public knowledge about the art project and to promote the idea of community building through storytelling.

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

The Lincoln Arts Council would promote these podcasts through our bi-monthly newsletter with a circulation of 3000 and we would post it on our website that has over 3000 unique visitors a month. In 2007 we will be updating the look and functionality of our website. We will also be implementing an electronic newsletter. We will promote each (website, newsletter and podcasting) through a layered marketing approach.

The council would issue a press release to alert the media of the new series of podcasts, create a press kit about the launch of the podcasts to have at events and we would also look to the media for in-kind advertising. We have already developed a relationship with the Lincoln Journal Star who provides an average of \$30,000 in-kind advertising space for each of our projects.

The Lincoln Arts Council would also work with our 80+ community partners to link to our site.

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

Abendmusik	www.abendmusik.org
Against the Wall Gallery	www.againstthewallgallery.com
Angels Theatre Company	www.angelscompany.org
Arts Art Basic	www.unl.edu/artsarebasic/staff.html
Burkholder Project	www.burkholderproject.com
Capital Jazz Society	www.artsincorporated.org/cjs
Crescent Moon Coffee	www.crescentmooncoffee.com
Flatwater Shakespeare Company	www.flatwatershakespeare.org
Gallery 9	www.gallerynine.com
Great Plains Art Collection	www.unl.edu/plains/gallery/gallery.html
Great Plains Chamber Winds	www.gpcw.org
Great Plains Music Society	www.greatplainsmusicsociety.com
Haydon Art Gallery	www.haydonartcenter.org/
Haymarket Theatre	www.haymarkettheatre.org
International Quilt Study Center	www.quiltstudy.org
Kiechel Fine Art	www.kiechelart.com
Lentz Center for Asian Culture	www.unl.edu/lentz
Lied Center for Performing Arts	www.liedcenter.org
Lincoln Association For Traditional Arts	lafta.nebraska.edu
Lincoln Boys Choir	www.lincolnboyschoir.org
Lincoln Civic Choir	www.lincolncivicchoir.org
Lincoln Civic Orchestra	music.nebrwesleyan.edu/lco.html
Lincoln Community Playhouse	www.lincolnplayhouse.com
Lincoln Friends of Chamber Music	lfcmm.org
Lincoln Irish Dancers	www.lincolnirishdancers.org
Lincoln Light Opera Company	www.larksong.com/llo.htm
Lincoln Lutheran Choir	www.lincolnlutheranchoir.org

Lincoln Midwest Ballet Company	www.artsincorporated.org/lmbc
Lincoln Municipal Band	www.artsincorporated.org/lmb
Lincoln Organ Showcase	www.agolincoln.org/los.html
Lincoln's Symphony Orchestra	www.lincolnsymphony.com
Lux Center for the Arts	www.luxcenter.org
Mary Riepma Ross Media Arts Center	theross.org
Meadowlark Music Festival	www.meadowlarkmusicfestival.com
Modern Arts Midwest	www.modernartsmidwest.com
Nebraska Brass	www.artsincorporated.org/nb
Nebraska Jazz Orchestra	www.artsincorporated.org/njo
Nebraska Trumpet Ensemble	www.artsincorporated.org/nte
New Music Agency	www.newmusicagency.org
Pinewood Bowl Inc.	www.pinewoodbowl.org
PlainSong Folk Festival	www.plainsongfestival.com
Robert Hillestad Textiles Gallery	textilegallery.unl.edu
Rough Magic Productions	www.roughmagicproductions.org
Sheldon Memorial Art Gallery	www.sheldon.unl.edu
So-Oh Fine Art	www.so-oh-art.com
TADA Productions	www.tadaproductions.info
Tugboat Gallery	www.tugboatgallery.com
UNL Theatre Department	www.unl.edu/TheatreArts

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

Many of Lincoln's arts organizations have youth programming that could be featured in the events series of podcasts. For example:

- Arts Are Basic focuses on arts related educational outreach.
- Flatwater Shakespeare Company has youth programs.
- Haydon Art Center has children's art classes.
- Haymarket Theatre has classes for youth and performances by youth.
- Lentz Center for Asian Culture has children's art classes.
- Lied Center for Performing Arts has student matinees.
- Lincoln Boys Choir is comprised entirely of youth.
- Lincoln Community Playhouse has youth classes and theater.
- Lincoln Irish Dancers has youth classes.
- Lincoln Midwest Ballet Company has youth classes and a summer dance camp.
- Lincoln Municipal Band has young artists concerts.
- Lincoln's Symphony Orchestra has youth concerts and Lolly Pops.
- Lux Center for the Arts has youth classes.
- Sangre Azteca Grupo Folklorico has youth classes and performances.
- Sheldon Memorial Art Gallery has family programming.
- Lincoln Arts Council has youth board members who will be involved with the arts council.

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

Lincoln Journal Star has a couple news and sports podcasts. They also have several entertainment podcasts that focus on TV Programming, current movies, Lincoln cuisine, outdoors Nebraska and Lincoln Musicians.
NET radio has literary, political, mental health and news podcasts.

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