

Podcasting across Nebraska

Sponsoring Entity: University of Nebraska

Amount Requested: \$19,030

Project Summary

The University of Nebraska in conjunction with the NITC Community Council
The NITC Community Council in conjunction with is requesting \$19,030 to work with three pilot communities or regional groups to develop podcasts which promote tourism, events, recreation, historic sites, and other activities. The project will also train approximately 30 University of Nebraska Extension, Division of Tourism, Department of Economic Development, and Nebraska Lied Main Street staff on podcast production. Project partners include the NITC Community Council, University of Nebraska, Network Nebraska, Department of Economic Development, Division of Tourism, and Nebraska Lied Main Street program.

Needs Assessment

Podcasting is a method of distributing multimedia files, such as audio or video programs, for playback on mobile devices and personal computers. Podcasts can be downloaded automatically using software capable of reading RSS or Atom feeds or can be downloaded directly from a Web site. Since its introduction in 2003, podcasting has experienced tremendous growth, fueled by Apple's inclusion of podcasts in its popular iTunes software in June, 2005. Bridge Ratings estimates that 4.8 million persons listened to a podcast in 2005, up from 820,000 in 2004.

Although podcast listeners still comprise a small segment of the U.S. population, interest in podcasting is growing. Forrester found that 25% of online consumers expressed an interest in podcasts. Projections of the number of podcast consumers by 2010 vary from 12 million listeners (Forrester) to between 45 and 75 million listeners (Bridge Ratings).

Podcasting may be a particularly powerful tool for marketing tourism attractions and events. The Internet is already heavily used for travel planning. Eighty-eight percent of consumers who traveled in summer 2005 used the Internet to research and purchase their trips according to Claria Corporation's Feedback Research Division. Based on the success of its Winter Olympics travel podcast, American Express announced that it will be expanding its podcasting services. There are over 1,000 podcasts in the Travel and Places category in iTunes.

There are a number of advantages of using podcasting to promote tourism. Podcasting is an inexpensive method of producing and distributing content. Podcast content can be easily updated. Podcasts, particularly videocasts and audiocasts enhanced with photos, maps, or other images, are well suited to show off Nebraska's varied scenery and wildlife, to explain the history of the state's many trails, and to show the state's friendly residents. Podcasting may be an effective method of marketing to young families.

This project will also have the secondary benefit of helping communities utilize new technologies and better understand the potential of these new technologies as communication tools.

Project Description

Podcasting across Nebraska consists of two components: Train the Trainer Training and a Community Podcasting Pilot.

Train the Trainer. Training on podcast production will be provided to approximately 30 University of Nebraska Extension, State of Nebraska, and Nebraska Lied Main Street staff on podcast production. The New Media Center at the University of Nebraska will conduct the training on August 16 and 17. The first session will be a half-day session for staff members with an interest in podcasting. The second session will provide one and a half days of training for staff who will be involved in podcast production or training community and regional groups to produce podcasts.

Community Podcasting Pilot. Community or regional groups will be invited to submit applications to participate in the pilot podcasting program. Three communities or regional groups will be selected by a selection committee comprised of representatives of the project partners. Criteria will include strength of local or regional partnerships, youth/school involvement, and planned use of regularly updated podcasts and stand alone audio or videocasts. Every effort will be made to select communities or regional groups from various parts of the state.

Participating community or regional groups will receive training on podcast production. The training will also include information on how to publicize the podcasts. The University of Nebraska's mobile computer lab, the BITMobile, will be outfitted with four laptops with video and audio production software, cameras, and microphones, and will be available for community training. Each participating community or regional group will receive a laptop computer equipped with a camera, microphone, and video and audio editing software. Network Nebraska will host podcasts for the pilot groups for a year if their current Web host cannot accommodate their podcasts.

Pilot groups will be encouraged to share their learning experienced and finished podcasts with the other groups participating in the pilot.

Project Goal

To foster the effective use of podcasting to promote tourism, events, recreation in three Nebraska communities or regional groups.

Expected outcomes

- 30 individuals from the University of Nebraska, State of Nebraska, and Nebraska Lied Main Street program will be trained on podcast production.
- The University of Nebraska, State of Nebraska, and Nebraska Lied Main Street staff will better understand new technologies and the potential of these new technologies as communication tools.
- Three community or regional groups will develop podcasts promoting tourism, events, recreation, historic sites, and other activities.
- Participating community or regional groups will better understand new technologies and the potential of these new technologies as communication tools.
- Promotional efforts with participating community and regional groups will be enhanced.

Evaluation

The program will be evaluated by several methods including:

- Pretest and post tests by training participants on technology skills and attitudes toward new technologies;
- Focus group discussion with participants after the completion of the program;
- Podcast downloads.

Dissemination

Success stories from the program will be featured in *TANgents* and *NITC.news*. Project partners will also assist in publicizing program success stories.

Timeline

August

Train the Trainer Training (August 16 & 17)

Publish guidelines and announce the program (August 21)

September

Publicize Program at Nebraska Rural Institute, Ainsworth (Sept. 19-21)

Publicize Program at Nebraska Lied Main Street Conference, Wayne (Sept. 28-29)

Develop community training curriculum

October-November

Select pilot community or regional groups

- Applications due (Oct. 13)
- Announce participants (Nov. 13)

Order equipment

Schedule community trainings

January-March

Conduct community trainings

March-July

Podcast production

July-August

Evaluation

Preliminary Budget

Item	Cost
Train the Trainer	
Curriculum development and training provided by the University of Nebraska New Media Center	\$3,000.00
\$1500/day X 2 days = \$3,000	
Community Podcasting Pilot	
Equipment for 4 training stations for BitMobile	\$6,588.00
4 MacBooks with Apple Care ⁱ (4 X \$1232) = \$4,928	
4 Profcast 1.x ⁱⁱ (4 X \$20) = \$80	
4 Podcast Maker ⁱⁱⁱ (4 X \$30) = \$120	
1 Blue Snowball Mic ^{iv} = \$160.00	
1 M-Audio MicroTrack ^v 24/96 = \$400.00	
1 Lexar Compact Flash 1 GB ^{vi} = \$70.00	
1 Audio Technica ATR35S Lavalier Microphone ^{vii} = \$30.00	
Sony HDR-HC90E Digital Camcorder ^{viii} (1@\$800) = \$800	
Equipment for 3 pilot groups	\$8,226.00
3 MacBooks with Apple Care (3 X \$1232) = \$3696	
3 Profcast 1.x (3 X \$20) = \$60	
3 Podcast Creator (3 X \$30) = \$90	
3 Blue Snowball Mic (3X\$160) = \$480	
3 M-Audio MicroTrack 24/96 (3@\$400) = \$1,200	
3 Lexar Compact Flash 1 GB (3@\$70) = \$210	
3 Audio Technica ATR35S Lavalier Microphone (3@\$30) = \$90	
3 Sony HDR-HC90E Digital Camcorder (3@\$800) = \$2,400	
Supplies	\$336.00
(2 per group X 3 groups) 1 gig flash drives @ \$56.00	
Miscellaneous	\$70.00
Shipping \$45.00	
Printing \$25.00	
BitMobile Use	\$810.00
3 days @ \$270= \$810.00	
TOTAL	\$19,030

In kind contributions will include community training by University of Nebraska Extension and other resource persons, podcast hosting by Network Nebraska, travel costs of participants in podcasting training, and the time of community members in creating podcasts.

ⁱ MacBook (White/13.3"TFT/1.83GHz/512MB/60GB/Combo/iSight/Front Row and Apple Remote)) - w/AppleCare Protection Plan - Auto Enroll included \$1232.00

The new MacBook models are equipped with an Intel Core Duo™ processor, 512MB of DDR memory, 13.3" widescreen TFT display with a resolution of 1280x800 and either a (DVD-ROM/CD-RW) Combo drive or (DVD±RW/CD-RW) SuperDrive and a 5400rpm hard disk drive. The new MacBook features built-in iSight camera, and comes with FrontRow and Apple remote. Features also include two USB 2.0 ports, a FireWire 400 port, mini-DVI video out, 16-bit CD-quality stereo output and two built in stereo speakers. Built-in communications include 10/100/1000 Base-T (Gigabit) Ethernet, built-in 802.11g AirPort Extreme wireless networking and Bluetooth 2.0 + EDR for wirelessly connecting peripherals like the Apple wireless keyboard and mouse. All models come standard with Intel Graphics Media Accelerator 950. Bundled software includes: Mac OS X, Dashboard, Mail, iChat AV, Safari, Address Book, QuickTime, iLife, iCal, Microsoft Office 2004 for Mac Test Drive, iWork '06 Trial, Omni Outliner, FrontRow, Photo Booth, Comic Life, Big Bang Board Games, Apple Hardware Test. For more information, please refer to product data sheets or the iBook web site (<http://www.Apple.com/iBook>).

Collegiate Purchase Program Premier Price List July 18, 2006

ⁱⁱ ProfCast 1.X make it easy to record presentations, publish to FTP, SFTP, .mac or a local folder from within ProfCast, control completed file size, create enhanced podcasts, and generate RSS.

Profcast.com

ⁱⁱⁱ Podcast Maker is a tool for Mac OS X that makes podcasting simple. Novices can become podcasters and professionals can podcast with much less effort and time.

Podcast Maker creates RSS 2.0 and iTunes compatible RSS XML files for your podcast so that you don't have to fuss over the details of getting it right and fully standards compliant. Podcast Maker is considered by many to be the best enhanced podcast creator. See what your podcast will look like at the iTunes Music Store. Preview your enhanced podcast so that there are no surprises once your podcast goes live.

During the publishing process, Podcast Maker embeds your cover art image and other information into the mp3 and m4a file so that they are visible in both iPods and iTunes. Little touches like this will make your podcast shine. your feed into Podcast Maker. Let Podcast Maker save your podcast.

<http://www.potionfactory.com/podcastmaker/>

^{iv} The Snowball is a USB direct-recording microphone and is designed for mobile laptop use and desktop studios with its universal drivers for Mac and Windows and built-in plug-and-play USB connectivity.

Blue Snowball USB Mic Features:

- Condenser mic with dual capsules
- Cardioid or omnidirectional pickup patterns
- -10dB pad handles extra-loud sources
- Frequency response 40Hz-18kHz
- Excellent vocal reproduction
- Versatile instrument mic

<http://www.sweetwater.com/store/detail/Snowball/>

^v The M-Audio MicroTrack 24/96 is a rugged high-fidelity mobile 2-channel digital recorder that records WAV and MP3 files to CompactFlash or microdrives-perfect for everything from professional field recording to corporate meetings, training, education and worship. Record via balanced line inputs or built-in high-fidelity microphone preamps complete with phantom power for condenser microphones. Connect MicroTrack 24/96 to a PC or Mac via USB and simply drag and drop recordings to your computer for immediate editing or Web posting. Power derives from a lithium-ion battery, and the unit can recharge via the computer's USB connection. The MicroTrack 24/96 combines quality beyond that of DAT recording with the convenience and cost-effectiveness of personal digital recorders for the ultimate solution in mobile recording.

<http://www.sweetwater.com/store/detail/MicroTrack/>

^{vi} Compact Flash Memory is durable and extremely portable, offering low power consumption for portable audio recorders and high data transfer rates ideal for audio file transfers.

<http://www.sweetwater.com/store/detail/ComFlash1GB>

^{vii} Audio Technica ATR35S Lavalier Microphone

Product Features:

- High-quality condenser in a miniature lavalier microphone
- Great for video use, this newscaster style microphone is practically invisible
- Integrated 20ft. cable terminated with a 3.5 mm mini plug for use with most cameras and home recording systems
- On/off switch for convenient operation

http://www.amazon.com/gp/product/tech-data/B00006I51V/ref=de_a_smtd/002-4702346-5576861?ie=UTF8

^{viii} Specifications available at

http://reviews.cnet.com/Sony_Handycam_DCR_HC96/4507-6500_7-31649785.html?tag=sub