

**Tioga Publishing Company – enhancement and improvement of their podcast “[What We Hear in the Northern Tier](#)” (which was initially begun with 2019 Fellows Grants funds).**

*From their final report:*

It's odd how the pandemic has come in waves, with some of the lingering consequences being felt months or a year after where we thought it would be felt. Our organization was able to begin podcasts and acquaint all of our staff with the operation of the equipment and editing software during a challenging time, but began to get comfortable with adding this product when we had some misfires including an editor leaving and some equipment problems.

We are now incorporating this new equipment to serve our readers and community. As you may be aware, Potter and Tioga County serve a mostly rural, conservative audience. They have a desire to know what is happening in the schools and education system, a strong sense of patriotism, a rich cultural and arts background, along with multiple outdoor activities and events. We are currently requiring our newsroom staff to incorporate either the interview soundbites or video into at least one article per week. We don't want to limit the potential use of the equipment, and encourage as many ways of using it as possible.

**SOME POTENTIAL USES ARE AS FOLLOWS:**

For the iPads, videos can be taken of...

- Parades, outdoor festivals and fairs
- Significant weather events (hail, floods, snowstorms)
- Art Exhibit walk-throughs
- Tours of historical places and landmarks
- Community arts performances - bands, choirs, dancers, etc.
- Of an interviewed person in action (for example, a barista making coffee, a barrel rider running a course, shooting at clay targets, a quilter at work, etc.).
- Fire and breaking news events
- Demonstrations and protests
- Crowning of a queen (Fair, Dairy, Laurel, Homecoming, etc.)
- Ribbon cuttings at new businesses

For the interview equipment, we anticipate using them to...

- Add interest to stories so that readers can hear the person's voice
- Using for mobile, on-the-go interviews, such as for Little League and athletic players
- At protests and demonstrations to capture the passion of the speakers
- Musical performances, poetry readings, etc.
- Residents sharing stories about the places they enjoy (ghost, historical, little known facts).
- Political stops or candidate forums

We are confident additional uses will become apparent as time goes by. The more we use the equipment, the more opportunities we will see to enhance our storytelling and serve these communities. Of course, the ultimate goal is to increase readership, subscriptions and our online products. We hope that by enriching our website with added materials, we can see an impact in our revenue stream.