

Let's Talk Transit

AN IHETS. CASE STUDY ON WEBCASTING

Webcasting provides public access to a live conference on Indianapolis mass transit initiatives

ABSTRACT:

The Problem

How to share an important, state-wide educational initiative in a cost-effective, wide-reaching and preservable manner.

The Solution

A live IHETS Webcast to extend coverage of the public information session to those unable to attend in person. Archived footage of the event is available here on the IndyHub Web site and continues to provide exposure for Indianapolis' mass transit initiatives.

The Outcome

The "Let's Talk Transit" live streaming was accessed at 85 different addresses. In the two weeks immediately after the event, archived footage of the event drew an additional 95 viewers.

Indianapolis is the 14th largest city in the United States yet ranks 100th in mass transit availability. In response to this startling statistic, an organization called Indy Connect formed to develop a plan for extensive updates to Indianapolis' transit system. Indy Connect is currently working towards public education, commentary and awareness for the city's mass transit initiative.

IndyHub, a non-profit organization linking young professionals to engagement opportunities in the city, recognized the need to partner with Indy Connect in educating the city's younger constituents about the benefits of mass transit. Among those benefits is the potential to attract more young professionals to Indianapolis.

When Indy Connect partnered with WFYI Public Broadcasting to hold an information session, IndyHub looked for ways to make the information widely available online for young professionals who could not attend the event in person. At WFYI's suggestion, IndyHub engaged IHETS to set up a Webcast of the "Let's Talk Transit" conference and make the content of the public session available online.

On March 31, 2010 from the WFYI building in downtown Indianapolis, the "Let's Talk Transit" event drew more than 50 members from the community to hear Indy Connect's plans and discuss the need for additional mass transit in the city. IHETS' live streaming of the event allowed nearly 100 additional viewers to watch the event online. Taking to Twitter during the event, these community members voiced their interest in the topic as well as their appreciation for access to the public information session.

IHETS took the Webcast one step further by archiving the event footage, making it available for IndyHub's continued use (to view the "Let's Talk Transit" Webcast [click here](#)). In total, nearly 250 young professionals consumed the Indy Connect presentation. Thanks to the success of the event and feedback from young professionals throughout Indianapolis, IndyHub and IHETS have partnered to stream future events for public consumption.

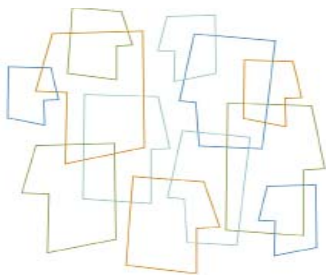
"It was our first attempt at a Webcast and we received great feedback from those who used it and from others who were appreciative we made the technology available. Were it not for the generosity of both IHETS and our third partner, WFYI, we would not have been able to provide this option."

[Karissa Hulse, Media Relations Manager- IndyHub]

The "Let's Talk Transit" Webcast is part of IHETS' on-going work with non-profit organizations to maximize educational access through the use of technology. IHETS is excited to partner with IndyHub in providing further access to educational opportunities and information for young professionals in Indianapolis.



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