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NAPERVILLE MAYOR EXPANDS COMMUNICATION TO YOUTH

Mayor A. George Pradel Inaugurates a Podcast Series for Local Youth

Naperville, IL – Mayor George Pradel of Naperville has taken communicating to youth to the next level by adding a periodic Podcast to his schedule. Mayor Pradel joins the mayors of Los Angeles, California, Augusta, Georgia, and other mayors across the country in reaching out to the community with an internet version of the fire-side chat. "This gives Naperville the opportunity to be on the cutting edge of communications technology. Communicating with the youth of our town continues to be an essential part of my administration, and podcasting will give me yet another tool to enhance my communication with the younger public", said Pradel.

The Mayor made his "Speaking of Youth" podcast debut earlier this month with a video on the importance of voting and voter registration. Future podcasts will focus on leadership and issues central to the younger members of the Naperville community.

Wheatland OmniMedia of Naperville will produce and administer the podcasts. Paul Walerow, co-owner of Wheatland OmniMedia, said "Because podcasting is very niche in

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nature, the message will be heard by a more targeted audience. The Mayor will be able to reach the youth of Naperville using the medium they are currently using for music, movies, and other podcasts.” Walerow continued, “Podcasting lets you automatically download pre-recorded video and audio programs to your computer for playback on mobile devices and personal computers. Think of a podcast as a television show. Each show consists of a series of individual episodes that can be watched and listened to whenever and however the viewer wants — on a PC, using an MP3 player like the iPod, or with just a web browser.”

Those interested in subscribing can do so from the iTunes Music Store by searching on the keywords “Mayor Pradel” or by visiting the Wheatland OmniMedia website at <http://www.WheatlandOmniMedia.com>.

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