

**Environment and Natural Resources Trust Fund  
2020 Request for Proposals (RFP)**

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**Project Title:**

**ENRTF ID: 122-C**

Statewide Environmental Education via Public Television Outdoor Series

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**Category:** C. Environmental Education

**Sub-Category:**

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**Total Project Budget: \$** 300,000

**Proposed Project Time Period for the Funding Requested:** June 30, 2022 (2 yrs)

**Summary:**

Pioneer Public TV will produce 26 new episodes of a statewide outdoor public television series designed to inspire Minnesotans to connect with the outdoors and restore and protect the environment.

**Name:** Cindy Dorn

**Sponsoring Organization:** Pioneer Public Television

**Job Title:** Producer

**Department:** \_\_\_\_\_

**Address:** 1 Pioneer Drive  
Granite Falls MN 56241

**Telephone Number:** (651) 230-3995

**Email** cdorn@pioneer.org

**Web Address:** prairiesportsman.org

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**Location:**

**Region:** Statewide

**County Name:** Statewide

**City / Township:**

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**Alternate Text for Visual:**

Map of Minnesota public television stations' viewing areas and regional conservation topics for upcoming episodes that have not yet been covered by Prairie Sportsman.

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	_____ %



**PROJECT TITLE: STATEWIDE ENVIRONMENTAL EDUCATION VIA PUBLIC TELEVISION OUTDOOR SERIES**

**I. PROJECT STATEMENT**

This project will produce 26 new episodes of a statewide outdoor public television series designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources. Currently titled Prairie Sportsman, the show is produced by Pioneer Public Television, which is evaluating the market impacts of rebranding the program with a new name to reflect changing viewer demographics and a widening audience. Prairie Sportsman is broadcast on all Minnesota Public Television Association (MPTA) stations’ main channels as well as the Minnesota Channel carried by all stations.

Each new episode will include a minimum of three segments featuring outdoor sports and recreation, advances in natural resource management and agricultural practices that benefit the environment, and special features on citizen scientists, artists, chefs and others connecting with nature in innovative ways. In addition, the project will produce two stand-alone videos on citizen science opportunities and environmental research findings.

Broadcast in 2021 and 2022 from late January to mid-May, the two 13-episode seasons will be filmed at locations throughout the state and feature a wide range of topics that appeal to diverse, changing demographics as well as traditional viewers. The program’s success in inspiring viewers to connect with the outdoors, increase their environmental science knowledge and adopt conservation practices will be measured through a post-production survey, and through the number of households with program access and online views.

All MPTA stations have been broadcasting ENRTF-funded Prairie Sportsman episodes including KSMQ (Austin), Lakeland Public Television (Bemidji and Brainerd), TPT Life (Twin Cities), WDSE (Duluth), and Prairie Public Television (Fargo) as well as Pioneer. The program also airs eight times per week on the Minnesota Channel, which is carried by all MPTA stations. In total, each new episode, including rebroadcasts, will air 26 times during the year. TPT estimates MPTA’s total broadcast audience is more than 5.7 million viewers. While Greater Minnesota stations do not have individual program viewer data, TPT Life has been airing Prairie Sportsman Saturdays at 12:30 p.m. since July 2018 and reports that each episode reaches an average of 4,153 viewers.

The 78 segments contained within this project’s 26 episodes will also be produced as stand-alone videos and distributed online and made available on DVD to public agencies, learning centers, outdoor organizations, civic organizations, educational institutions and other groups to extend the segments’ educational and inspirational reach. The broadcast and online audience will be engaged through the program’s e-newsletter, website, blog, social media, presentations and other communications. Episodes and individual segments are promoted aggressively on social media. Prairie Sportsman’s Facebook page has more than 3,000 likes and in 2018 had a reach of 217,140 with 350,883 total impressions.

**II. PROJECT ACTIVITIES AND OUTCOMES**

**ACTIVITY 1 Title: Produce, promote and distribute 26 episodes with 78 stand-alone video segments.**

**Description:** The 26 new episodes will be distributed via MPTA stations and online. Each episode will include a minimum of three video segments on outdoor sports and recreation, conservation and a special feature.

**ACTIVITY 1 ENRTF BUDGET: \$270,000**

Outcome	Completion Date
1. Produce 13 segments on connecting Minnesotans to the outdoors through sports and recreation for 2021 season	May 15, 2021
2. Produce 13 segments on environmental and wildlife research and advances in water, soil	May 15, 2021



**Environment and Natural Resources Trust Fund (ENRTF)  
2020 Main Proposal Template**

<i>and habitat protections for 2021 season</i>	
<i>3. Produce 7 segments on citizen science volunteer opportunities and 6 on outdoor-related special features for 2021 season</i>	<i>May 15, 2021</i>
<i>4. Edit 39 segments to be stand-alone videos for widespread distribution</i>	<i>June 1, 2021</i>
<i>5. Produce 13 segments on connecting Minnesotans to the outdoors through sports and recreation for 2022 season</i>	<i>May 15, 2022</i>
<i>6. Produce 13 segments on environmental and wildlife research and advances in water, soil and habitat protections for 2022 season</i>	<i>May 15, 2022</i>
<i>7. Produce 7 segments on citizen science volunteer opportunities and 6 on outdoor-related special features for 2022 season</i>	<i>May 15, 2022</i>
<i>8. Edit 39 segments to be stand-alone videos for widespread distribution</i>	<i>June 1, 2022</i>

**ACTIVITY 2 Title: Produce citizen science and environmental science videos for public outreach and education**

In addition to 26 new episodes, Pioneer Public TV will produce two stand-alone videos for LCCMR, state and local agencies and outdoor and environmental organizations to use for education and outreach, and they will be offered to MPTA stations. A 30-minute video will feature ENRTF projects such as research findings on beaver impacts on trout streams, aquatic and terrestrial invasive species controls, pollinator habitat, genetic diversification of Minnesota purebred bison herds, bioreactors, salt impacts on water quality and other research. The focus will be on completed studies rather than those underway. An additional 10-minute video will feature Citizen Science volunteer opportunities such as becoming a phenologist, wasp watcher, AIS detector or monitor of butterflies, songbirds, deer, raptors or water quality, and other opportunities.

**ACTIVITY 2 ENRTF BUDGET: \$30,000**

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Produce 10-minute video on citizen science opportunities for public education</i>	<i>June 30, 2022</i>
<i>2. Produce 30-minute video on natural resource and wildlife research results</i>	<i>June 30, 2022</i>

**III. PROJECT PARTNERS AND COLLABORATORS: NA**

**IV. LONG-TERM IMPLEMENTATION AND FUNDING:**

This project addresses the long-term need for environmental education, engagement and tools that Minnesotans can use to restore and protect our valuable natural resources. Because of the increased statewide focus of the program and equipment needs for outdoor action videography, the costs of travel and related expenses have gone up considerably. However, because of increasing sponsorship support from corporations and organizations, we are able to maintain our ENRTF funding request and the quality of programming. To provide more value from ENRTF funds, this project increases video production outcomes to include two videos on environmental research results and citizen science opportunities for public and private use. With a rebranded show and continuous audience growth, the program will be poised after the 2021 and 2022 seasons to launch into national distribution and should be self-supporting through major corporate underwriting support.

**V. SEE ADDITIONAL PROPOSAL COMPONENTS:**

- A. Proposal Budget**
- B. Viewing Area and Regional Topics Graphic**
- C. Project Manager Qualifications and Organization Description**
- D. Financial Capacity**

Attachment A: Project Budget Spreadsheet  
 Environment and Natural Resources Trust Fund  
 M.L. 2020 Budget Spreadsheet

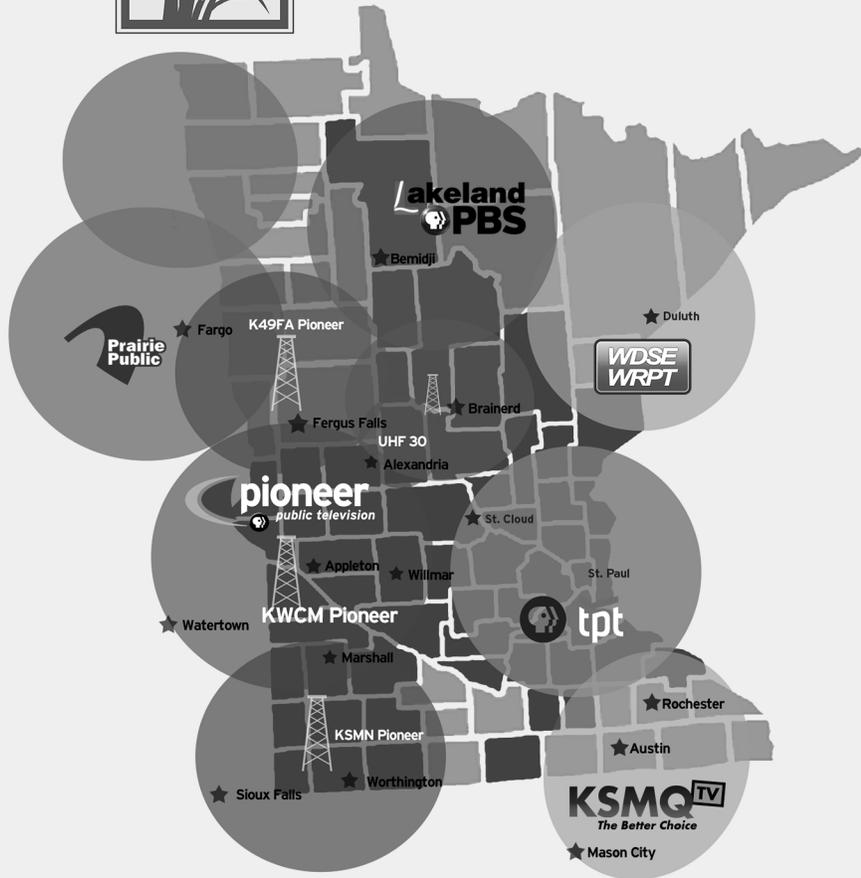


Legal Citation:  
 Project Manager: Cindy Dorn  
 Project Title: Statewide Environmental Education via Public Television Outdoor Series  
 Organization: Pioneer Public Television  
 Project Budget: \$300,000  
 Project Length and Completion Date: two years, June 30, 2022  
 Today's Date: February 26, 2019

ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET		Budget	Amount Spent	Balance
<b>BUDGET ITEM</b>				
<b>Personnel (Wages and Benefits)</b>		\$ 276,600	\$ -	\$ 276,600
<i>Producer, \$127,000 (80%salary 20%benefits), 100% FTE each year for 2 years</i>				
<i>Editor/Videographer, \$84,000 (85%salary 20%benefits) 100% FTE each year for 2 years</i>				
<i>Production Assistant/Videographer, \$65,600 (85%salary 20%benefits) 100% FTE each year for 2 years</i>				
<b>Professional/Technical/Service Contracts</b>				
<i>Bret Amundson, Host/Assistant Producer (\$1,800 per episode; 1st year ENRTF funds, 2nd year sponsorship funds)</i>		\$ 23,400	\$ -	\$ 23,400
<b>Equipment/Tools/Supplies</b>				
		\$ -	\$ -	\$ -
<b>Capital Expenditures Over \$5,000</b>				
		\$ -	\$ -	\$ -
<b>Fee Title Acquisition</b>				
		\$ -	\$ -	\$ -
<b>Easement Acquisition</b>				
		\$ -	\$ -	\$ -
<b>Professional Services for Acquisition</b>				
		\$ -	\$ -	\$ -
<b>Printing</b>				
		\$ -	\$ -	\$ -
<b>Travel expenses in Minnesota</b>				
		\$ -	\$ -	\$ -
<b>Other</b>				
		\$ -	\$ -	\$ -
		\$ 300,000	\$ -	\$ 300,000
<b>COLUMN TOTAL</b>				
		<b>Budget</b>	<b>Spent</b>	<b>Balance</b>
<b>SOURCE AND USE OF OTHER FUNDS CONTRIBUTED TO THE PROJECT</b>			\$ -	\$ -
<b>Status (secured or pending)</b>				
<i>Non-State: Corporate and organization sponsorships for production expenses including travel, equipment, voicework, video and photo usage fees, transcripts, closed captioning, personnel costs above ENRTF grant and other project-related expenses</i>		\$ 115,000	\$ -	\$ 115,000
<b>State:</b>			\$ -	\$ -
<b>In kind:</b>				
		<b>Budget</b>	<b>Spent</b>	<b>Balance</b>
<b>Other ENRTF APPROPRIATIONS AWARDED IN THE LAST SIX YEARS</b>				
<b>Amount legally obligated but not yet spent</b>				
<i>M.L. 2016, Chp. 186, Sec. 2, Subd. 05d</i>		\$300,000	\$275,575	\$24,425
<i>M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05a</i>		300,000	\$123,472	\$176,528



# VIEWING AREA



## CONSERVATION TOPICS

### NORTHEAST

MOOSE STUDIES  
 ELK RESTORATION  
 VOYAGEUR WOLF PROJECT  
 WILDLIFE ON THE GUNFLINT TRAIL  
 PEREGRINE FALCON RESTORATION  
 BUILDING DEN BOXES FOR FISHER HABITAT  
 LAKE SUPERIOR MERCURY POLLUTION  
 CONNECTING YOUTH TO THE BOUNDARY WATERS  
 CONSERVING ARCTIC PLANTS ON THE NORTH SHORE  
 INTERNATIONAL WOLF CENTER  
 EXOTIC CATTAIL CONTROL IN VOYAGEURS

### SOUTHWEST

NIGHT ELECTROFISHING FOR BASS ASSESSMENTS  
 TRACKING SHOVELNOSE STURGEON AND PADDLEFISH  
 HUNTING WITH NON-TOXIC SHOT  
 KERNZA AND OTHER PERENNIAL CASH CROPS  
 CLEAN ENERGY ON FARMS  
 CONTROLLING PALMER AMARANTH  
 PRAIRIE LANDOWNER NETWORK  
 LAKE REDWOOD RECLAMATION  
 PRESERVING PRAIRIE PLANT DIVERSITY  
 CONSERVATION RESERVE ENHANCEMENT PROGRAM

### NORTHWEST

RED LAKE BAND CONSERVATION  
 RED RIVER BASIN WATCH  
 SHARP-TAILED GROUSE HABITAT  
 WHITE EARTH NATION SOLAR GARDEN  
 VERGAS LONG LAKE TRAIL  
 GLACIAL EDGE TRAIL  
 RED RIVER PATHOGEN EVALUATION  
 RESTORING WETLAND INVERTEBRATES FOR WILDLIFE  
 PROTECTING MISSISSIPPI RIVER HEADWATERS  
 FRESHWATER SPONGES TOXICOLOGY STUDY  
 HEADWATERS SCIENCE CENTER YOUTH PROGRAM

### SOUTHEAST

MAYO FALCON PROGRAM  
 PRESERVING SKINKS, SNAKES AND GOAT PRAIRIES  
 CANNON RIVER NATIVE MUSSEL RESTORATION  
 RESTORING OAK SAVANNAS  
 TROUT STREAM MANAGEMENT  
 SHELL ROCK RIVER WATERSHED POLLUTION REDUCTION  
 PROJECT GET OUTDOORS  
 JOHN LATSCH LEGACY  
 FOREST MYSTERY CAVE STATE PARK FOREST RESTORATION  
 MISSISSIPPI BLUFFLANDS STATE TRAIL

### WEST-CENTRAL / CENTRAL

PREVENTING OAK WILT SPREAD  
 SOLAR CELLS FROM AG PRODUCTS  
 NATIONAL LOON CENTER IN CROSS LAKE  
 PRESERVING AVON HILLS  
 YES! YOUTH ENERGY SUMMMIT  
 MORRIS PRAIRIE RESTORATION  
 MOWER WEED CONTROL ON FARMS  
 NEW LONDON HATCHERY WALLEYE AND MUSKIE REARING  
 MEASURING LAKE OXYGEN LEVELS AND AERATION  
 TRAP NETTING AND GILLNETTING LAKE ASSESSMENTS  
 WALLEYE EGG TAKE ON LAKE SARAH

### TWIN CITIES / STATEWIDE

CEDAR CREEK BISON AND HABITAT RESEARCH  
 KARNER BLUE EDUCATION CENTER  
 REMOVING MICROPLASTICS IN FRESHWATER LAKES  
 REDUCING SALT RUNOFF  
 CITIZEN-AIDED CARP MANAGEMENT  
 CAMPSUNRISE FOR DISADVANTAGED YOUTH  
 LIFE AND WORK OF CARROL HENDERSON  
 MISSISSIPPI NATIONAL RIVER AND RECREATION AREA  
 SAVING MINNESOTA TURTLES  
 REUSE MINNESOTA  
 CONSERVATION CORPS YOUTH OUTDOORS  
 INVASIVE TERRESTRIAL PLANTS AND PESTS CENTER  
 LATEST AIR QUALITY AND SOIL MONITORING METHODS



### **PROJECT MANAGER QUALIFICATIONS**

Since 2016, project manager Cindy Dorn has served as producer of Prairie Sportsman, which received two Upper Midwest Emmy nominations in 2018. She holds degrees in Journalism/Mass Communications and American Studies from Minnesota State University in Moorhead. In the 1980s, Dorn served as Pioneer Public Television's Development Director and later produced the nationally distributed *Country Spires* documentary, which received two Upper Midwest Emmy nominations. Dorn has served in communications positions for the Minnesota House of Representatives, Agricultural Utilization Research Institute and, most recently, as Conservation Corps Minnesota & Iowa Development Director.

### **ORGANIZATION DESCRIPTION**

**Mission Statement:** Pioneer Public Television's services and programs facilitate educational growth, support cultural opportunities and promote economic development for western Minnesota. More than 2.5 million people live in Pioneer's service area, and the station serves children, elderly, diverse communities, farmers, artists and outdoor enthusiasts in the region with quality programming. Pioneer has developed a robust social media platform, combined with an ability to advance civic discourse.

Pioneer has a history of producing a variety of award-winning, quality content. Locally produced programs have received a total of nine Upper Midwest Emmy Awards. Last year, Pioneer Public TV administrative offices moved from Appleton to a state-of-the-art television campus in Granite Falls, and the production staff will move to the facility after equipment installations and production studios are completed this year. Pioneer has the talent and technological capacity and financial stability to produce informative and entertaining outdoor program series that are "evergreen" and appeal to a diverse, statewide audience. Through this project, Pioneer will inform, inspire, connect and create new opportunities for Minnesotans to protect and restore natural resources critical to our future.