



# Environment and Natural Resources Trust Fund

## 2021 Request for Proposal

### General Information

**Proposal ID:** 2021-459

**Proposal Title:** Statewide Environmental Education via Public Television Outdoor Series

### Project Manager Information

**Name:** Cindy Dorn

**Organization:** Pioneer Public Television

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

**Email:** cdorn@pioneer.org

### Project Basic Information

**Project Summary:** Pioneer PBS will produce 26 new episodes of a statewide television series designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources.

**Funds Requested:** \$300,000

**Proposed Project Completion:** 2023-06-30

**LCCMR Funding Category:** Environmental Education (C)

### Project Location

**What is the best scale for describing where your work will take place?**

Statewide

**What is the best scale to describe the area impacted by your work?**

Statewide

**When will the work impact occur?**

During the Project and In the Future

## Narrative

### **Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.**

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. The program's opportunity is to reach out to a statewide audience and inspire viewers to connect with the outdoors, increase their environmental science knowledge and adopt conservation practices.

### **What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.**

Broadcast in 2022 and 2023 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. 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. All Minnesota PBS stations have been broadcasting ENRTF-funded Prairie Sportsman episodes including KSMQ (Austin), Lakeland Public Television (Bemidji and Brainerd), tptLife (Twin Cities) and WDSE (Duluth) as well as Pioneer. The program also airs eight times per week on the Minnesota Channel, which is carried by all Minnesota PBS stations. In total, each new episode, including rebroadcasts, will air 26 times during the year for a total of 676 episode airings during the two year project. TPT estimates MPTA's total broadcast audience is more than 5.7 million viewers.

### **What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?**

This project provides a statewide television and online audience with inspirational and educational environmental science and conservation content. In addition, the 78 segments contained within this project's 26 episodes will 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. This extends each segment's "evergreen" public education and outreach value for years to come.

## Activities and Milestones

### Activity 1: Produce, promote and distribute 26 episodes with 78 stand-alone video segments for the 2022 and 2023 seasons

**Activity Budget:** \$270,000

**Activity Description:**

The 26 new episodes will be distributed via Minnesota PBS stations and online. 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. Broadcast in 2022 and 2023 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.

**Activity Milestones:**

Description	Completion Date
Produce, promote and distribute 13 episodes with 39 stand-alone video segments for the 2022 season	2022-06-30
Produce, promote and distribute 13 episodes with 39 stand-alone video segments for the 2023 season	2023-06-30

### Activity 2: Produce citizen science and environmental science videos for public outreach and education

**Activity Budget:** \$30,000

**Activity Description:**

In addition to 26 new episodes, Pioneer PBS 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 all Minnesota PBS 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 Milestones:**

Description	Completion Date
Produce 10-minute video on citizen science opportunities for public education	2023-06-30
Produce 30-minute video on natural resource and wildlife research results	2023-06-30

## Long-Term Implementation and Funding

**Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?**

Prairie Sportsman episodes and individual segments are produced as "evergreen" videos that can be broadcast and used in educational settings for years to come. The program's statewide focus has increased travel costs and related expenses the past four seasons. However, because of increasing sponsorship support from corporations and organizations, we are able to maintain quality programming. With continuous audience growth, the program will be poised after the 2022 and 2023 seasons to launch into national distribution, which will increasingly sustain the program through major corporate underwriting.

## Other ENRTF Appropriations Awarded in the Last Six Years

Name	Appropriation	Amount Awarded
Prairie Sportsman Statewide Environmental Broadcasts and Videos	M.L. 2018, Chp. 214, Art. 4, Sec. 2, Subd. 05a	\$300,000
New Prairie Sportsman Statewide Broadcast Video Project	M.L. 2016, Chp. 186, Sec. 2, Subd. 05d	\$300,000

## Project Manager and Organization Qualifications

**Project Manager Name:** Cindy Dorn

**Job Title:** Producer

**Provide description of the project manager's qualifications to manage the proposed project.**

Since 2016, project manager Cindy Dorn has served as producer of Prairie Sportsman, which received two Upper Midwest Emmy nominations in 2018 and 11 nominations and one Emmy award in 2019. She holds degrees in Journalism/Mass Communications and American Studies from Minnesota State University 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:** Pioneer Public Television

**Organization Description:**

Pioneer PBS's mission is to facilitate educational growth, support cultural opportunities and promote economic development for the more than 2.5 million people who live in Pioneer's service area. The station serves children, elderly, diverse communities, farmers, artists and outdoor enthusiasts 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. In 2018, Pioneer PBS administrative offices moved from Appleton to a state-of-the-art television campus in Granite Falls, and the production staff moved to the facility after equipment installations and production studios were completed last 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.

## Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
<b>Personnel</b>								
Producer		Manage project, research topics, set program lineup, contact participants, set up interviews, script segments, oversee editing and post production			20%	2		\$127,000
Editor/videographer		Assist with developing topics and setting up interviews and broll, scripting; lead videographer and editor			20%	2		\$84,000
Assistant Editor/Videographer		Assist with developing topics and setting up interviews and broll; assistant videographer and editor			20%	2		\$65,600
							<b>Sub Total</b>	<b>\$276,600</b>
<b>Contracts and Services</b>								
Host Bret Amundson	Professional or Technical Service Contract	Bret Amundson serves as on-air program host, providing interviews on camera and narration. In addition, he assists with developing sports, recreation and conservation topics and setting up interviews and broll, and aggressively promotes the program through social media.				0.5		\$23,400
							<b>Sub Total</b>	<b>\$23,400</b>
<b>Equipment, Tools, and Supplies</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Capital Expenditures</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Acquisitions and Stewardship</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Travel In Minnesota</b>								

							<b>Sub Total</b>	-
<b>Travel Outside Minnesota</b>								
							<b>Sub Total</b>	-
<b>Printing and Publication</b>								
							<b>Sub Total</b>	-
<b>Other Expenses</b>								
							<b>Sub Total</b>	-
							<b>Grand Total</b>	<b>\$300,000</b>

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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## Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
<b>State</b>				
			<b>State Sub Total</b>	-
<b>Non-State</b>				
Cash	Underwriting sponsorships: SafeBasements of Minnesota, Diamond Willow Advanced Care, Live Wide Open, Western Minnesota Prairie Waters and Aquatic Invasive Species Task Forces of Big Stone, Lac qui Parle, Yellow Medicine, Meeker, Wright and Kandiyohi Counties.	Covers production expenses including travel, transcripts, closed captioning, equipment, supplies, marketing, voice work, 50% of host contract and other costs.	Pending	\$60,000
			<b>Non State Sub Total</b>	<b>\$60,000</b>
			<b>Funds Total</b>	<b>\$60,000</b>

## Attachments

### Required Attachments

#### *Visual Component*

File: [964b668f-476.pdf](#)

#### *Alternate Text for Visual Component*

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

#### *Financial Capacity*

File: [e2c5716d-eb4.pdf](#)

#### *Board Resolution or Letter*

Title	File
Viewing area with regional conservation topics	<a href="#">f0aa12da-49b.pdf</a>

## Administrative Use

**Does your project include restoration or acquisition of land rights?**

No

**Does your project have patent, royalties, or revenue potential?**

No

**Does your project include research?**

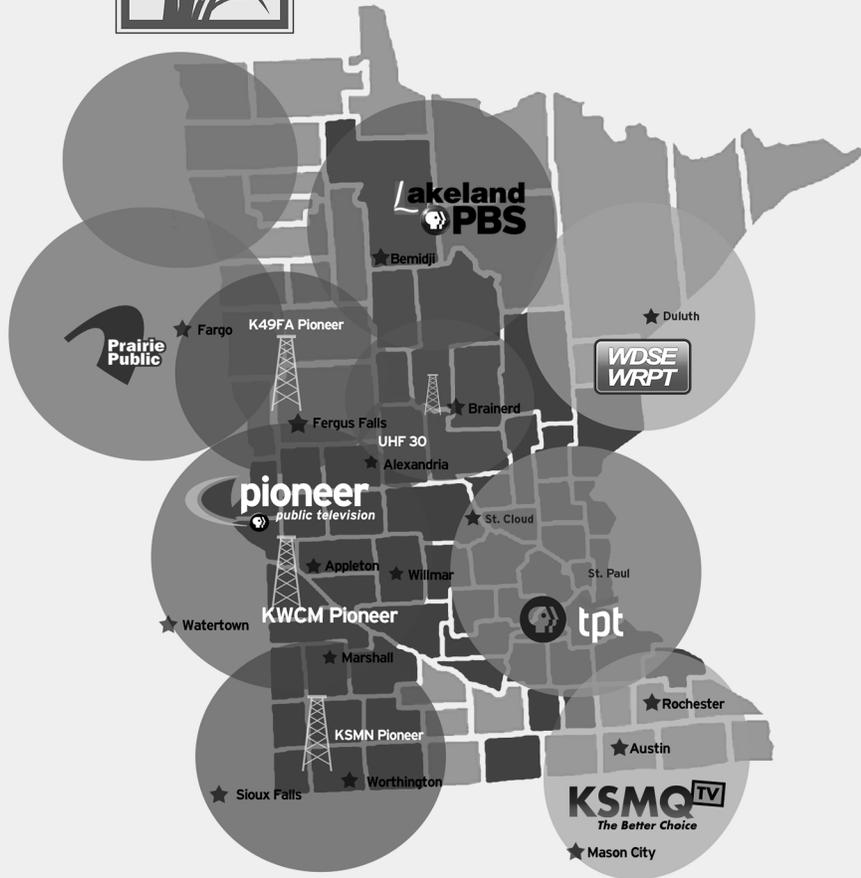
No

**Does the organization have a fiscal agent for this project?**

No



# 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 AIS RESEARCH AND CONTROL METHODS

