

2008 Project Abstract

For the Period Ending June 30, 2010

PROJECT TITLE: Waters of Minnesota: Television/Outreach Documentary on Watersheds

PROJECT MANAGER: Barbara Coffin

AFFILIATION: Bell Museum of Natural History, UofMN, TC

MAILING ADDRESS: 10 Church St. SE

CITY/STATE/ZIP: Minneapolis, MN 55455

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FUNDING SOURCE: Environment and Natural Resources Trust Fund

LEGAL CITATION: ML 2008, [Chap.367], Sec.[2], Subd.6(a)

APPROPRIATION AMOUNT: \$ 349,000

Overall Project Outcome and Results

The documentary film that resulted from this project, ***Troubled Waters: A Mississippi River Story***, examines our relationship to the Mississippi River and its surrounding watershed through the competing interests of food, fuel and environment. Excess nitrogen and phosphorus, fertilizers essential to the growth of plants, are contaminating the nation's rivers, lakes and aquifers at the same time as precious soils wash away. The film tells the complex story of these troubled waters both here in Minnesota and downstream as far away as the Gulf of Mexico and highlights innovative solutions – high-tech farmers that practice precision agriculture and conservation farming methods; cattle farming while maintaining perennial cover on the landscape; and new technologies that hold water back on the land. Farmers, scientists, and entrepreneurs offer new ideas for meeting the goals of an ambitious, food-producing nation while ensuring the long-term health and sustainability of one of its most precious resources – the Mississippi River and its watershed.

Engaging, serious and hopeful documentary video has proven to be an innovative and effective environmental education tool that reaches a broad audience of students and adults. Following the successful model of the recent Emmy award-winning television series *Minnesota: A History of the Land*, this new documentary will be broadcast on public television and be available in DVD format for local distribution.

Project Results Use and Dissemination

Troubled Waters: A Mississippi River Story will be broadcast on Twin Cities Public Television. Subsequent broadcasts are planned for the Minnesota Channel. Public television stations along the length of the Mississippi River will have the opportunity to air the film. A public premiere screening event is planned for October 3, 2010. The documentary is available in professional quality DVD format for educational uses. The DVD will be distributed to Mississippi River venues (e.g. the National Mississippi River Museum & Aquarium and Mississippi National River and Recreation Area Interpretive Center).

Trust Fund 2008 Final Report

Date of Report: August 30, 2010

Final Report

Date of Work program Approval: June 10, 2008

Project Completion Date: June 30, 2010

I. PROJECT TITLE:

Waters of Minnesota: Television/Outreach Documentary on Watersheds

Project Manager: Barbara Coffin

Affiliation: Bell Museum of Natural History, U of MN, TC

Mailing Address: 10 Church St. SE

City / State / Zip: Minneapolis, MN 55455

Telephone Number: 612-624-4986

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FAX Number: 612-626-7704

Web Page address:

Location: Upper Mississippi River Watershed and its global connection downstream to the Gulf of Mexico (*This watershed drains approximately 60% of the land surface of the State of Minnesota.*)

Total Trust Fund Project Budget:	Trust Fund Appropriation:	\$ 349,000
	Minus Amount Spent:	\$ 349,000
	Equal Balance:	\$ 0

Legal Citation: ML 2008, [Chap.367], Sec.[2], Subd.6(a).

Appropriation Language: 18.30 (a) Waters of Minnesota Documentary on Watersheds. \$349,000 is from the trust fund to the Board of Regents of the University of Minnesota for the Bell Museum of Natural History to begin the development of an educational documentary television series on the waters of Minnesota designed to promote watershed understanding and citizen action in protecting, restoring, and conserving water resources. This appropriation is available until June 30, 2011, at which time the project must be completed and final products delivered, unless an earlier date is specified in the work program.

II & III. FINAL PROJECT SUMMARY:

The documentary film that resulted from this project, ***Troubled Waters: A Mississippi River Story***, examines our relationship to the Mississippi River and its surrounding watershed through the competing interests of food, fuel and environment. Excess nitrogen and phosphorus, fertilizers essential to the growth of plants, are contaminating the nation's rivers, lakes and aquifers at the same time as precious soils wash away. The film tells the complex story of these troubled waters both here in Minnesota and downstream as far away as the Gulf of Mexico and highlights innovative solutions –

high-tech farmers that practice precision agriculture and conservation farming methods; cattle farming while maintaining perennial cover on the landscape; and new technologies that hold water back on the land. Farmers, scientists, and entrepreneurs offer new ideas for meeting the goals of an ambitious, food-producing nation while ensuring the long-term health and sustainability of one of its most precious resources – the Mississippi River and its watershed.

Engaging, serious and hopeful documentary video has proven to be an innovative and effective environmental education tool that reaches a broad audience of students and adults. Following the successful model of the recent Emmy award-winning television series *Minnesota: A History of the Land*, this new documentary will be broadcast on public television and be available in DVD format for local distribution.

IV. OUTLINE OF PROJECT RESULTS:

Result 1: Waters of Minnesota: The Upper Mississippi River Watershed (A Television/Outreach Documentary)

Description: The first episode of *Waters of Minnesota*, titled *Troubled Waters: A Mississippi River Story*, focuses on the Upper Mississippi River and its connection downstream to the Gulf of Mexico. Stories about the upper Mississippi River watershed, a system that extends over approximately 60% of the Minnesota landscape, will reveal much about Minnesota’s lakes, wetlands, and rivers. This one-hour documentary tells stories that: 1) provide an overview and basic understanding of the Mississippi River’s hydrology; 2) look at the Mississippi River watershed both as a natural system and as an engineered system; and 3) explore how the river links us ecologically and economically at a global scale.

Summary Budget Information for Result 1: Trust Fund Budget: \$ 349,000
Amount Spent: \$ 349,000
Balance: \$ 0

Deliverable	Completion Date	Budget	Status
1. Broadcast quality episode	June 30, 2010	\$349,000	\$000,000
2. DVD for distribution (Note: other non-LCCMR project funds will cover this expense)	June 30, 2010	\$0.00	
3. Marketing Plan & Implementation (Note: other non-LCCMR project funds will cover this expense)	Spring-Fall, 2010	\$0.00	

Completion Date: June 30, 2010

Final Report Summary: June 30, 2010

The *Waters of Minnesota: The Upper Mississippi River Watershed* project, final title – *Troubled Waters: A Mississippi River Story* – was completed in June 2010. Final editing, scientific animations, music cues, and final narration were completed in time for post-production online editing at Twin Cities Public Television in April-May 2010. Professionally produced and packaged DVDs were produced in summer 2010. Plans

for public television broadcast and educational distribution of the DVDs were developed and finalized in August 2010. The premiere broadcast is set for October 5, 2010 on Channel 2 of Twin Cities Public Television.

V. TOTAL TRUST FUND PROJECT BUDGET:

Staff or Contract Services: \$331,657
Equipment: \$ 0.00
Development: \$ 0.00
Restoration: \$ 0.00
Acquisition, including easements: \$ 0.00
Other: \$ \$17,343 (travel and expenses)

TOTAL TRUST FUND PROJECT BUDGET: \$349,000

VI. OTHER FUNDS & PARTNERS:

A. Project Partners: Larkin McPhee of Larkin McPhee Productions (Producer, Director, Writer); Shanai Matteson of the Bell Museum of Natural History (Assistant Producer);

B. Other Funds Proposed to be Spent during the Project Period: In addition to the \$349,000 of LCCMR appropriated funds, an additional approximately \$150,000 will be spent. The project budget total is approximately \$500,000.

C. Past Spending:

*Bell Museum of Natural History, UMN: Concept Development (May-June 2008: in-kind \$25,000)
Dept. of Fisheries, Wildlife and Conservation Biology, UMN: National Science Foundation –
Master Naturalist Program (Jan 07-June 2008: \$33,000)*

*Minnesota: A History of the Land (LCMR \$400,000 [1999-2001], \$254,000 [2001-2003];
McKnight Fdn \$450,000; UMN \$250,000; Met Council \$165,000; Other foundations,
corporations, & individuals \$481,000 – total \$2,000,000 for four-part television series [1999-
2005])*

D. Time:

This appropriation funded a major portion of the documentary titled, *Troubled Waters: A Mississippi River Story*. The project began with concept development in 2007 and was completed in June of 2010.

VII. DISSEMINATION:

Troubled Waters: A Mississippi River Story will be broadcast on Twin Cities Public Television on October 5th, 2010 at 9PM. Subsequent broadcasts are planned for the Minnesota Channel. Public television stations along the length of the Mississippi River will have the opportunity to air the film. A public premiere screening event is planned for October 3, 2010. The documentary is available in professional quality DVD format for educational uses. The DVD will be distributed to Mississippi River venues (e.g. the National Mississippi River Museum & Aquarium and Mississippi National River and Recreation Area Interpretive Center).

VIII. REPORTING REQUIREMENTS:

Periodic work program progress reports will be submitted not later than December 31, 2008, June 30, 2009, and December 31, 2009. A final work program report and associated products will be submitted between June 30 and August 1, 2010 as requested by the LCCMR.

Attachment A: Budget Detail for 2008 Projects			
Project Title: Waters of Minnesota: Television/Outreach Documentary			
Project Manager Name: <i>Barbara Coffin</i>			
Trust Fund Appropriation: \$ 349,000			
2008 Trust Fund Budget	<u>Result 1 Budget:</u>	Amount Spent (6/30/10)	Total Balance (6/30/10))
	<i>Waters of Minnesota: The Upper Mississippi River Watershed</i>	<i>6/30/2010</i>	<i>6/30/2010</i>
BUDGET ITEM			
PERSONNEL: UMN wages and benefits (one FTE @ 60% and one FTE @ 75% for two fiscal years)	103,137	103,137	
Contracts			
Professional/technical (<i>Independent Contractors for Video Editor/Director; Videographer; 3-D Animation Graphics; Music Composition; Post-Production w/ Twin Cities Public Television</i>)	228,520	228,520	0
Other contracts (<i>with whom?, for what?</i>) list out: <i>personnel, equipment, etc.</i>			
Printing			
Other Supplies and Services (<i>video tape, office supplies, courier services, postage, contractor mileage and overnights expenses, licensing of specific images and footage</i>)	11,939	11,939	0
Travel expenses in Minnesota	5,404	5,404	0
Travel outside Minnesota (<i>where?</i>)			
Other (<i>Describe the activity and cost</i>) be specific			
COLUMN TOTAL	\$349,000	349,000	\$0