



Environment and Natural Resources Trust Fund (ENRTF) M.L. 2016 Work Plan

Date of Report: December 4, 2015

Date of Next Status Update Report: December 2016

Date of Work Plan Approval:

Project Completion Date: June 30, 2108

Does this submission include an amendment request? No

PROJECT TITLE: The New Prairie Sportsman Statewide Broadcast Video Project

Project Manager: Patrick Moore

Organization: Pioneer Public Television

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Location: Statewide

Total ENRTF Project Budget:

ENRTF Appropriation: \$300,000

Amount Spent: \$0

Balance: \$300,000

Legal Citation: M.L. 2016, Chp. xx, Sec. xx, Subd. xx

Appropriation Language:

I. PROJECT TITLE: The New Prairie Sportsman Statewide Broadcast Video Project

II. PROJECT STATEMENT:

The overall goal of this project is to increase education and awareness of environmental issues confronting Minnesota's natural resources in a way that advances public understanding and effective action. This project will engage the statewide community and strengthen relationships to generate action based, locally led activities that will slow the advance of invasive species, improve water quality in agricultural areas and encourage safe outdoor experiences for youth and families.

Through public media based civic engagement, this project will increase knowledge, bridge urban/rural divides and cultivate a conservation ethic.

Pioneer Public Television proposes to produce for statewide broadcast: four town hall meetings, 26 call-in programs and 26 topical videos about natural resource issues of critical importance.

The four town hall meetings will bookend the first and final episodes of each season. A seasoned host will facilitate the meetings where panels of experts will answer questions posed by audience members about natural resource issues.

The production schedule for the topical videos and call-in programs will involve recording and editing the pre-produced video segments in the summer/fall of 2016 and then airing the first season of 13 call-in programs in 2017. The second year of the project will follow the same schedule: recording and editing the pre-produced video segments in the summer/fall of 2017 and airing the second season of 13 call-in programs in 2018.

Each of the 26 call-in programs will feature one of the 26 pre-produced video segments and use the remainder of the program to respond to emails, social media and telephone questions relating to the topic covered in the segment.

A digital content producer will use the latest social media technologies to place and promote the 26 topical videos on the Internet. Twitter, Facebook, Snapchat, Pinterest, YouTube and other platforms will be used to generate viewer comments, questions and ideas for future episodes. This social media component will create an interactive and loyal audience for the program and extend the reach of the 26 call-in programs.

This project will work in collaboration with the University of Minnesota-Morris Campus (UMM) in concert with the Southwest, Central and Northwest Regional Sustainable Development Partnerships (RSDP), Minnesota Department of Natural Resources (DNR), Minnesota Pollution Control Agency (MPCA), the Minnesota Department of Agriculture (MDA) as well as outdoor sports and environmental groups.

This project endeavors to more widely disseminate the kind of scholarship and communication expertise exhibited by the DNR's *Minnesota Conservation Volunteer* magazine through broadcast television and engaging online video segments. Through face-to-face town meetings and live call-in question and answer sessions, this project will also strive to bridge divides often caused by misunderstanding, miscommunication and difference between urban and rural worldviews. As a rural Minnesota based communications platform, Pioneer Public Television is uniquely suited to serve as a trusted third party convener of all stakeholders be they urban, rural, farmers, landowners, sportsmen, environmentalists, public agency staff, university faculty and the general public. Pioneer Public TV is an award winning rural public television station known for its nonpartisan objectivity.

III. PROJECT STATUS UPDATES:

Project Status as of January 1, 2017

Project Status as of July 1, 2017

Project Status as of January 1, 2018

Project Status as of July 1, 2018

Overall Project Outcomes and Results:

IV. PROJECT ACTIVITIES AND OUTCOMES:

ACTIVITY 1: Video and Broadcast Program Development:

Produce 26 six to ten minute topical videos for broadcast and web distribution.
Produce and broadcast 26 thirty minute call-in programs and offer to share them with the stations of the Minnesota Public Television Association (MPTA)

Description: Working in collaboration with DNR, MPCA, UMM, the MDA and various subject matter experts, Pioneer will create 26 professionally produced engaging videos that address a wide range of topics critical to public understanding and engagement relating to the environment and natural resources.

Pioneer Public Television will then expand upon the pre-produced topical videos by using them as part of a live call-in program to be broadcast on Pioneer’s HD Channel and offered for broadcast to the stations of the MPTA. A host will be hired to facilitate the show. Guest experts will be assembled for each live broadcast. The program host will solicit comments about the topic covered in the pre-produced video and present the guests with questions submitted by the viewers. Pioneer has a track record of producing programs that are then offered to other public television stations in Minnesota. While we cannot guarantee that these stations will choose to air the program, every effort will be made to involve the other stations in the production of the *New Prairie Sportsman*. Stations of the MPTA will be asked to collaborate on the hosting of the town hall meetings in various regions of the state.

An advisory committee of representatives from the above named agencies and nonprofit interest groups will be established to help identify the topics for the educational and training based videos and the live broadcast programs.

Topics for these videos and programs include, but are not limited to: Invasive Species, Buffer Strips, Wetland Restoration, Creating Wildlife Habitat That Synergizes with Production Agriculture, How Rural Economic Development Can Benefit from Natural Resource Protection, Sustainable Lifestyles, Agricultural Clean Water Practices in Harmony with Recreation, Renewable Energy Benefiting Wildlife and the Economy, Outdoor Recreation & Hunting Safety, Youth Environmental Engagement, Eating Local Foods and Cooking Wild Game, Bird Watching, Family-based Outdoor Adventures on Public Lands, ATV Safety and Etiquette and other similar topics.

A full time producer/researcher and a full time videographer editor will be employed to produce these videos and programs over the course of 2 years.

Summary Budget Information for Activity 1:

ENRTF Budget: \$235,600
Amount Spent: \$ 0
Balance: \$235,600

Activity Completion Date:

Outcome Engage the statewide community and strengthen relationships to generate action based, locally led activities	Completion Date	Budget
1. 13 topical videos produced for Season 1	May 2017	\$52,000
2. 13 live broadcast shows produced for season 1	June 2017	\$65,800
3. 13 topical videos produced for Season 2	May 2018	\$52,000
4. 13 live broadcast shows produced for season 2	June 2018	\$65,800

Activity Status as of January 1, 2017

Activity Status as of July 1, 2017

Activity Status as of January 1, 2018

Final Report Summary:

ACTIVITY 2: Convene stakeholders in four town hall style meetings to be broadcast with online interaction in 2017 and 2018.

Description:

The producer of the 26 topical videos will work with the Advisory Committee and colleagues to engage stakeholders from agriculture, outdoor sportsmen, environmental groups, state agencies and university faculty along with the general public (emphasizing the millennial generation) in the convening of four town hall style meetings in Appleton, Minnesota and other rural locations around the state.

Facilitators will be hired for each of the town hall meetings to ensure an engaging, dynamic live forum involving the live audience as well as via social media platforms during the broadcast.

Each town hall meeting will focus on a specific theme and a panel of guests from different perspectives will be asked to come and speak on that theme. The facilitator will interview the guests and then field questions and comments from the live audience as well as questions submitted by the viewing audience via phone, email and twitter.

Summary Budget Information for Activity 2:

ENRTF Budget: \$800
Amount Spent: \$ 0
Balance: \$800

Activity Completion Date:

Outcome Build trust, transparency and bridge divides while cultivating a conservation ethic	Completion Date	Budget
1. Hire Facilitator for two Season 1 town hall meetings	June 2017	\$400
2. Hire Facilitator for two Season 2 town hall meetings	June 2018	\$400

Activity Status as of January 1, 2017

Activity Status as of July 1, 2017

Activity Status as of January 1, 2018

Final Report Summary:

ACTIVITY 3:

Description: Promote all project material produced via social media

Description: A full time online interactive media producer will be hired to disseminate and promote the content created in the 26 topical videos, the 26 live call-in program broadcasts and the four town hall meetings using the latest social media technologies.

Twitter, Facebook, Snapchat, Pinterest, YouTube and other platforms will be used to generate viewer interaction, questions and ideas for future episodes. Videos will be posted to the Internet and the comments generated by them will be monitored and shared.

Questions about the topics being discussed will be gathered from social media content and used to make the live call-in programs interactive and up to date.

This social media component will create an interactive and loyal audience for the program and extend the reach of the 26 call-in programs.

Summary Budget Information for Activity 3:

ENRTF Budget: \$63,600
Amount Spent: \$ 0
Balance: \$63,600

Activity Completion Date:

Outcome Increased awareness and engagement of the general public, particularly millennials, digital viewers and those unfamiliar with public television	Completion Date	Budget
1. Promote all project material produced for Season 1 via social media	May 2017	\$31,800
2. Promote all project material produced for Season 2 via social media	May 2018	\$31,800

Activity Status as of January 1, 2017:

Activity Status as of July 1, 2017:

Activity Status as of January 1, 2018:

Final Report Summary:

V. DISSEMINATION:

Description:

By its very design and nature, this project is a dissemination based project. The goal is to use public media to increase education and awareness of environmental issues confronting Minnesota’s natural resources in a way that advances public understanding and effective action. The stories and TV shows we create for this project will highlight how citizens are working with government agencies and researchers to address problems and create opportunities. This is the kind of information that people like to share and talk about with others.

We are bringing the platform and resources of a rural based public television station to accomplish this goal. Our broadcast signal reaches more than 3 million households in parts of 5 states. We issue press releases to more than 300 local newspapers and radio stations on a regular basis. We make daily posts to social media and we have the know-how to generate tens of thousands of online video views. The videos we post to our web site live on for years and often appear first in google searches about that topic because of our expertise in search engine optimization.

The town hall meetings planned for this project are also designed to create a “word of mouth epidemic” about the series and to generate widespread public interest in the content and the discussions that the program will foster. Pioneer Public TV has been doing this kind of civic engagement through broadcast television for more than 30 years and we are more excited than ever to be able to use our communications and dissemination assets in this way.

Most of the information relating to this dissemination effort will be able to be found on the Pioneer.org web site.

Status as of January 1, 2017:

Status as of July 1, 2017:

Status as of January 1, 2018:

Final Report Summary:

VI. PROJECT BUDGET SUMMARY:

A. ENRTF Budget Overview:

Budget Category	\$ Amount	Explanation
Personnel:	\$286,200	1 Producer/Researcher – 1 FTE each year for 2 years; 1 Assistant Videographer and Editor -- 1 FTE each year for 2 years; 1 Online Interactive Media Producer -- 1 FTE each year for 2 years
Professional/Technical/Service Contracts:	\$ 13,800	1 Town Hall Meeting Facilitator -- 4 meetings @ \$200 per meeting; 1 Weekly On Air Host -- 26 live broadcasts @ \$500 per show.
TOTAL ENRTF BUDGET:	\$ 300,000	

Add or remove rows as needed

Explanation of Use of Classified Staff: N/A

Explanation of Capital Expenditures Greater Than \$5,000: N/A

Number of Full-time Equivalents (FTE) Directly Funded with this ENRTF Appropriation: 3

Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation: One 25% FTE

B. Other Funds:

Source of Funds	\$ Amount Proposed	\$ Amount Spent	Use of Other Funds
Non-state			
Corporate Support (cash)	\$65,625	\$	These funds will be used to pay for travel costs, equipment and supplies, mobile studio and publication/printing costs.
In-kind services	\$125,000		.25 FTE for Project Manager Moore, .25 FTE for Executive Producer Bakken, studio space, editing bay, cameras and utilities
TOTAL OTHER FUNDS:	\$190,625	\$	

VII. PROJECT STRATEGY:

A. Project Partners: We are reaching out to several different citizen organizations and government agencies and asking them to serve on an advisory committee to create this new program. All of these organizations can be considered partners but none of them will receive ENTRF appropriation. The list of potential advisory committee members includes (but is not limited to):

Minnesota Department of Natural Resources (DNR) Communications Staff

Minnesota Pollution Control Agency (MPCA) Communications Staff

Minnesota Department of Agriculture (MDA) Communications Staff

U of M Extension Service’s Regional Sustainable Development Partnership staff

And staff and board members from the following non-governmental organizations:

Pheasants Forever, Ducks Unlimited, Minnesota Deer Hunters Association, Minnesota Outdoor News, Minnesota Environmental Partnership, the Minnesota Ag Water Resources Center, the Minnesota River Congress, the Minnesota Canoe Association, Women Anglers of Minnesota, the Parks and Trails Council of Minnesota and the Minnesota Sports Publishing Network to name a few.

B. Project Impact and Long-term Strategy:

This project addresses the long term need for effective communication about scientific findings and new regulations that affect the recreation loving public. It addresses the growing urban rural divide at the intersection of agriculture, water quality, wildlife habitat and public land management. Many state agencies and university researchers have collected information and findings that need to be disseminated, but there has not been a central platform to do so. This project meets that need for a public media platform dedicated to environmental education based on the real lives and experiences of average Minnesotans who have learned to interact with scientists and government agency staff in a healthy and positive way.

We expect this program to heighten awareness by using live interactive television and carefully produced short videos that not only educate but engage. We plan to help increase the effectiveness of the distribution of information from government agencies by giving it a millennial perspective and distribution platform through the Internet. We will convene factions that thought they have nothing in common and find workable solutions dialogue in town hall meetings. We will help to forge an identity of what it means to be a Minnesotan in relation to the outdoors and thereby continue to foster a community and culture of sustainability that is authentic and deeply rooted.

We have not had the funds to create new episodes for Prairies Sportsman since 2010. The time is right to rebrand the series and use it as a platform to address the changing nature of outdoor recreation in the State of Minnesota. There is a need to bring to the forefront and explain new scientific information that is being used by state agencies to manage natural resources. There is a need for more interaction between the general public and agency officials as well as scientists in order to foster a culture of trust and understanding. There is a need to make programs that appeal to women and the millennial generation along with the growing number of bicyclists and hikers throughout the state. Finally, there is a need to broaden the series so it can live and grow on the Internet as a web series.

Our plan is to use funding from ENTRF to attract non-state underwriting funds for the program. By the third year we intend to be able to continue the series by gradually replacing ENRTF funding with increased production sponsorship from private sector and NGO sponsors. We anticipate another smaller request to the ENRTF of \$150,000 for the 2019-2020 funding cycle and then by 2021-2022 we plan to be able to produce and distribute the program without the need of ENRTF resources.

C. Funding History: N/A -- This is a new project and a new request.

Funding Source The most recent funding source was from private sources 6 years prior to this request	M.L. 2008 or FY09	M.L. 2009 or FY10	M.L. 2010 or FY11	M.L. 2011 or FY12-13	M.L. 2013 or FY14
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VIII. ACQUISITION/RESTORATION LIST: N/A

IX. VISUAL ELEMENT or MAP(S): (see page 10)

X. ACQUISITION/RESTORATION REQUIREMENTS WORKSHEET: N/A

XI. RESEARCH ADDENDUM: N/A

XII. REPORTING REQUIREMENTS:

Periodic work plan status update reports will be submitted no later than January 1, 2017, July 1, 2017, and January 1, 2018. A final report and associated products will be submitted between June 30 and August 15, 2018.

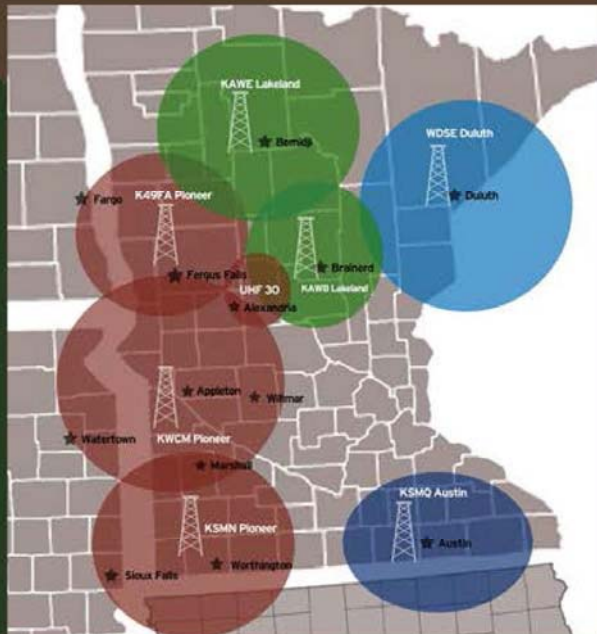
THE NEW Prairie Sportsman



- 26 LIVE CALL-IN HALF HOUR BROADCASTS
 - 4 LIVE TOWN HALL MEETINGS
- 26 ENGAGING 10-MINUTE VIDEOS FOR WIDESPREAD INTERNET DISTRIBUTION

Produced by:  pioneer
public television

Offered for Broadcast on the outstate
stations of Minnesota Public Television



TOTAL BUDGET: \$365,000
REQUEST FROM THE ENRTF: \$300,000

Environment and Natural Resources Trust Fund

M.L. 2016 Project Budget

Project Title: The New Prairie Sportsman Statewide Broadcast Video Project

Legal Citation:

Project Manager: Patrick Moore

Organization: Pioneer Public TV

M.L. 2016 ENRTF Appropriation: \$300,000

Project Length and Completion Date: 2 years June 30, 2018

Date of Report: 12/22/2015



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	Activity 1 Budget	Amount Spent	Activity 1 Balance	Activity 2 Budget	Amount Spent	Activity 2 Balance	Activity 3 Budget	Amount Spent	Activity 3 Balance	TOTAL BUDGET	TOTAL BALANCE
BUDGET ITEM	<i>Video and Broadcast Program Development: Produce 26 six to ten minute topical videos for broadcast and web distribution. Produce and broadcast 26 thirty minute call-in programs and offer to share them with the stations of the Minnesota Public Television Association (MPTA)</i>										
	<i>Convene stakeholders in four town hall style meetings to be broadcast with online interaction in 2017 and 2018</i>			<i>Promote all project material produced via social media</i>							
Personnel (Wages and	\$222,600	\$0	\$222,600				\$63,600	\$0	\$63,600	\$286,200	\$286,200
1 Producer/Researcher \$63,600 (72.8 % salary, 27,2% benefits) 1 FTE each year for 2 years											
1 Assistant Videographer and Editor \$47,700 (72.8 % salary, 27,2% benefits) 1 FTE each year for 2 years											
1 Online Interactive Media Producer \$63,600(72.8 % salary, 27,2% benefits) 1 FTE each year for 20 months											
Professional/Technical/Service Contracts											
Meeting Facilitator: 4 town Hall meetings at \$200 per meeting				\$800	\$0	\$800				\$800	\$800
Weekly On-Air Host 26 shows @ \$500 per show							\$13,000	\$0	\$13,000	\$13,000	\$13,000
COLUMN TOTAL	\$222,600	\$0	\$222,600	\$800	\$0	\$800	\$76,600	\$0	\$76,600	\$300,000	\$300,000