

## **2018 Project Abstract**

For the Period Ending June 30, 2020

**PROJECT TITLE:** PRAIRIE SPORTSMAN STATEWIDE ENVIRONMENTAL BROADCAST & VIDEOS

**PROJECT MANAGER:** Cindy Dorn

**AFFILIATION:** Pioneer PBS

**MAILING ADDRESS:** 1 Pioneer Drive

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**WEBSITE:** prairiesportsman.org

**FUNDING SOURCE:** Environment and Natural Resources Trust Fund

**LEGAL CITATION:** M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05a

**APPROPRIATION AMOUNT:** \$300,000

**AMOUNT SPENT:** \$300,000

**AMOUNT REMAINING:** \$0

### **Sound bite of Project Outcomes and Results**

Prairie Sportsman inspires Minnesotans to connect with the outdoors, explores advances in environmental science, and shows ways we all can protect natural resources. This project has produced 26 Prairie Sportsman episodes and 78 individual video segments that have aired on all Minnesota PBS stations and are distributed online.

### **Overall Project Outcome and Results**

Prairie Sportsman celebrates our love of the outdoors. As Minnesotans spend more time with digital media, this Pioneer PBS production uses screen time to promote connecting to our natural world through outdoor sports, recreation and environmental stewardship. It provides engaging environmental science education and ways for individuals, communities and organizations to restore and protect natural resources. Prairie Sportsman's reach is statewide, airing on all Minnesota PBS stations.

The 26 episodes produced by this project include 26 environmental, 26 outdoor lifestyle and 26 citizen action segments. Conservation topics include habitat restoration for pollinators, prairie chickens, ruffed grouse and native mussels and restoration of endangered species such as peregrine falcons, trumpeter swans, river otters and Dakota Skipper butterflies. Prairie Sportsman highlighted Dave Mech's wolf research, Carrol Henderson's long career as the first DNR Nongame Wildlife Research Supervisor and the Naamijig Dance Troupe tribute to long-time grouse researcher John Toepfer. Other topics include the perennial wheatgrass kernza, removal of Minnesota River and Red River basin dams to improve fish habitat, chronic wasting disease in deer, removing silt to restore shallow lakes, grazing bison to restore oak savanna, sturgeon tagging, employing sled dogs in U.S. Forest Service work and testing lake oxygen. Prairie Sportsman brought viewers to places like the International Wolf Center, Touch the Sky Prairie, Lost 40 SNA, Gopher Campfire Wildlife Sanctuary and the wild and scenic St.

Croix River. A full episode was dedicated to southeast Minnesota's Driftless Area, featuring trout streams, restored bluffslands, timber rattlesnakes and Mystery Cave. The environmental segment "Pollinator Friendly Solar" was awarded an Upper Midwest Emmy and segments on the National Eagle Center's golden eagle studies and TUNE youth outdoor camp received nominations.

Pioneer PBS has invested ENRTF funds in content that inspires Minnesotans to connect with the outdoors and protect precious natural resources.

### **Project Results Use and Dissemination**

Prairie Sportsman has statewide appeal and is aired on all Minnesota PBS stations, including Pioneer PBS (Granite Falls), Lakeland PBS (Bemidji and Brainerd), WDSE (Duluth), tpt (Twin Cities PBS) and KSMQ (Austin).

In addition, each episode's three video features are segmented and individually branded to stand alone. Full episodes and individual segments continue to be viewed online at prairiesportsman.org, Facebook and YouTube. The evergreen episodes are produced to have long-term educational value for schools, environmental learning centers, natural resource agencies, outdoor sports and recreation groups, civic organizations and individuals. After each season, complimentary DVDs are offered to all who participated in or helped with video features and, this year, Pioneer PBS received requests for almost 250 videos. The attached spreadsheets show all the episodes and segments produced in 2019 and 2020 and the people and organizations across Minnesota involved in creating these features.

The program's aggressive social media campaign brings awareness to each episode and individual segments that will draw people to view them online. Facebook has been the most successful social media platform for marketing Prairie Sportsman, with more than 4,000 dedicated followers. Instagram and Snapchat have also helped expand Prairie Sportsman's audience.



# Environment and Natural Resources Trust Fund (ENRTF)

## M.L. 2018 ENRTF Work Plan Final Report

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**Today's Date:** July 22, 2020

**Final Report**

**Date of Work Plan Approval:** 06/05/2018

**Project Completion Date:** June 30, 2020

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**PROJECT TITLE: PRAIRIE SPORTSMAN STATEWIDE ENVIRONMENTAL BROADCAST & VIDEOS**

**Project Manager:** Cindy Dorn

**Organization:** Pioneer PBS

**College/Department/Division:** Production, Prairie Sportsman

**Mailing Address:** 1 Pioneer Drive

**City/State/Zip Code:** Granite Falls MN 56241

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

**Email Address:** cdorn@pioneer.org

**Web Address:** prairiesportsman.org

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**Location:** Statewide

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

**Amount Spent:** \$300,000

**Balance:** \$0

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**Legal Citation:** M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05a

**Appropriation Language:** \$300,000 the second year is from the trust fund to the commissioner of natural resources for an agreement with Pioneer Public Television to provide outreach on outdoor recreation, conservation, and natural resource issues, including water quality, wildlife habitat, and invasive species, through a series of interrelated educational and training videos and statewide broadcast television programs.

## **I. PROJECT STATEMENT:**

Prairie Sportsman, a public television production, is designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources. This project will produce 26 new episodes; each 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 “how to” segments featuring ways Minnesotans can do their part to protect the environment.

## **II. OVERALL PROJECT STATUS UPDATES:**

### **First Update January 31, 2019**

The Prairie Sportsman project is on schedule for the 2019 season and meeting its objective to provide public education and outreach on conservation issues related to water quality, wildlife habitats, soil health and invasive species. The environmental education is being provided through 26 new episodes broadcast on public television stations statewide, online streaming and post-season distribution of individual segments. Each episode includes three segments in the topic areas of: sports and recreation, conservation and citizen action segments that demonstrate ways individuals can protect natural resources. Production is nearly complete on the first five episodes, which air on Pioneer Public Television on Sundays at 7:30, starting January 27, and are being rebroadcast on other Minnesota public television stations.

The Prairie Sportsman team has remained in place from the previous year including Cindy Dorn, writer and producer; Bret Amundson, host and assistant producer; Dylan Curfman, editor/videographer and Max Grabow, production assistant. In September, Prairie Sportsman received two Upper Midwest Emmy nominations for a segment on Sax-Zim Bog, a restored meadowland northwest of Duluth that attracts bird watchers from around the world to see great gray owls, and Bret Amundson was nominated in the talent category. On a sadder note, Prairie Sportsman’s long-time chef Curt Anderson died unexpectedly January 11 and we have produced a special tribute to Chef Curt for our second episode. This fall we filmed Curt preparing six different wild game and fish dishes and several of those will be aired during the 2019 season; others will be available online.

### **Second Update June 30, 2019**

Prairie Sportsman’s 2019 season with 13 new episodes is complete and the program continues to increase in popularity with diverse topics and a statewide audience reach. This season has been broadcast on Pioneer Public Television, Lakeland PBS (Bemidji and Brainerd), KSMQ TV (Austin), and TPT Life (Twin Cities). WDSE (Duluth) started broadcast of the 2019 season on May 5 and will air the series through July 28. All stations currently are or will be rebroadcasting the 2019 season. The Prairie Sportsman staff has finalized the topic lineup for the 2020 season and is currently setting up video shoots and interviews around the state and has already completed filming for several segments as detailed under the Activity 1 status update.

### **Third Update January 31, 2020**

After the 2019 season, Prairie Sportsman received seven Upper Midwest Emmy nominations for segments on the National Eagle Center and its work tracking golden eagles, twin Beatty girls in the Beargrease Sled Dog race, Twisted Sisters Spearing Decoys, TUNE Camp that connects youth to the outdoors and Pollinator Friendly Solar; Cindy Dorn was nominated for writing and Bret Amundson for hosting. On October 5, Pollinator Friendly Solar was awarded an Emmy, the first for Prairie Sportsman!

The first episode of the new 2020 season was broadcast on Pioneer PBS January 26 and is scheduled to air on all Minnesota PBS stations, including WDSE (Duluth) on February 1; tptLife (Twin Cities) Feb 15; Lakeland (Bemidji and Brainerd) March 28; KSMQ (Austin) April 9 and on the MN Channel that airs on all Minnesota PBS stations on February 20 at 12 a.m., 6 a.m., 12 p.m. and 6 p.m.

All segment topics are set and four complete episodes are finished and available to all stations for broadcast. Filming is nearly complete; remaining shoots include 6 days of northeast Minnesota filming of ice fishing on the

Gunflint, David Mech and his wolf research, International Wolf Center and a dogsled race in Ely. We will also film winter trout fishing in Whitewater State Park in March.

**Overall Project Outcomes and Results**

Prairie Sportsman celebrates our love of the outdoors. As Minnesotans spend more time with digital media, this Pioneer PBS production uses screen time to promote connecting to our natural world through outdoor sports, recreation and environmental stewardship. It provides engaging environmental science education and ways for individuals, communities and organizations to restore and protect natural resources. Prairie Sportsman’s reach is statewide, airing on all Minnesota PBS stations.

The 26 episodes produced by this project include 26 environmental, 26 outdoor lifestyle and 26 citizen action segments. Conservation topics include habitat restoration for pollinators, prairie chickens, ruffed grouse and native mussels and restoration of endangered species such as peregrine falcons, trumpeter swans, river otters and Dakota Skipper butterflies. Prairie Sportsman highlighted Dave Mech’s wolf research, Carrol Henderson’s long career as the first DNR Nongame Wildlife Research Supervisor and the Naamijig Dance Troupe tribute to long-time grouse researcher John Toepfer. Other topics include the perennial wheatgrass kernza, removal of Minnesota River and Red River basin dams to improve fish habitat, chronic wasting disease in deer, removing silt to restore shallow lakes, grazing bison to restore oak savanna, sturgeon tagging, employing sled dogs in U.S. Forest Service work and testing lake oxygen. Prairie Sportsman brought viewers to places like the International Wolf Center, Touch the Sky Prairie, Lost 40 SNA, Gopher Campfire Wildlife Sanctuary and the wild and scenic St. Croix River. A full episode was dedicated to southeast Minnesota’s Driftless Area, featuring trout streams, restored blufflands, timber rattlesnakes and Mystery Cave. The environmental segment “Pollinator Friendly Solar” was awarded an Upper Midwest Emmy and segments on the National Eagle Center’s golden eagle studies and TUNE youth outdoor camp received nominations.

Pioneer PBS has invested ENRTF funds in content that inspires Minnesotans to connect with the outdoors and protect precious natural resources.

**III. PROJECT ACTIVITIES AND OUTCOMES:**

**ACTIVITY 1: Produce 26 episodes featuring outdoor lifestyle, conservation and “how to” segments.**

**Budget: \$260,000**

Produce 26 half-hour episodes for distribution via Minnesota Public Television Association stations, each including a minimum of three video segments. This project will result in: 26 outdoor lifestyle segments featuring Minnesotans connecting with the outdoors through sports and recreation; 26 environmental science segments featuring advances in natural resource management and agricultural practices that benefit the environment; 26 “how to” segments showing Minnesotans ways they can do their part to restore and protect the environment. Episodes may also include segments on outdoor art, cooking, events and other special features. The program’s success will be measured by the number of households that can access Prairie Sportsman and by the program’s effectiveness in inspiring viewers to connect with the outdoors, increase their environmental science knowledge and incorporate conservation practices into their daily lives, which will be measured through a post-production survey. The budget reflects \$10,000 per episode for 87% of personnel and contract (host) costs for production. Science-based content requires more research, content development and production enhancements and, therefore, requires more time to produce.

<b>Outcome: 26 Prairie Sportsman episodes</b>	<b>Completion Date</b>	<b>Budget</b>	<b>Expenditures as of 6-30-20</b>
<b>1. 26 science-based environmental segments produced</b>	June 2020	\$120,000	\$120,000
<b>2. 26 outdoor lifestyle segments produced</b>	June 2020	\$70,000	\$70,000
<b>3. 26 “how to” video segments produced</b>	June 2020	\$70,000	\$70,000

### **First Update January 31, 2019**

The first episode has been broadcast and production is nearing completion on the first five episodes. The science-based environmental segments in these five episodes include features on ruffed grouse habitat and hunter walking trails, fishing without motors and GPS fish finders – with a fly rod from a kayak, pollinator-friendly solar arrays, reintroduction of Dakota Skipper butterflies to a southwest Minnesota prairie, and the Touch the Sky Prairie near Willmar that wildlife photographer Jim Brandenburg helped preserve.

Citizen action segments in our Conservation DIY series demonstrate how to create a Monarch waystation; bring more sustainable practices into farming such as Integrated Pest Management, cover crops and reduced tillage; turn in poachers; and become a Minnesota Master Naturalist or a Citizen Water Monitoring Volunteer.

Outdoor lifestyle segments include Dragon Boat Races, Governor’s Fishing Opener, Lake of the Woods fishing guides, Governor’s Pheasant Opener and Chef Curt’s pheasant adobo and wild game wontons.

After the first five episodes air, there is a three-week break when Prairie Sportsman will be on hold for special PBS programming for the March membership drive. Broadcasts will resume March 24. Filming has been completed for all 13 episodes with the exception of sturgeon fishing in April that will accompany a segment on sturgeon tagging and reintroduction in Red River tributaries that was filmed this fall.

### **Second Update June 30, 2019**

Pioneer Public Television has produced the project’s first 13 episodes, each with environmental, outdoor lifestyle and “how to” segments.

In addition to the topics listed in the January 31 update, environmental segments featured the National Eagle Center and golden eagle surveys in southeast Minnesota, removal of Minnesota River dams to improve fish habitat, rescue of mussels displaced by the Marsh Lake dam project, chronic wasting disease in whitetail deer populations, Gopher Campfire Wildlife Sanctuary in Hutchinson, management of invasive cattails, trumpeter swans at the Tamarac National Wildlife Refuge, St. Croix River and the federal Wild and Scenic River Act, sturgeon’s return to the Red River Basin through dam removals and stocking fingerlings, and tagging sturgeon in Otter Tail Lake.

Additional outdoor lifestyle segments included the Beargrease Dog Sled Marathon in Duluth and first-time entrants Carlie and Chloe Beatty, Twisted Sisters Spearing Decoys, TUNE youth camp in Lanesboro, morel foraging and the Wild Food Fandango, netting and smoking tullibeas, rock climbing in Blue Mounds State Park, fishing the St. Croix with a childhood leukemia survivor and Rainy River sturgeon fishing.

Additional citizen action segments included Conservation DIY segments on citizen science volunteer opportunities and how to create a backyard bird feeding station. A five-part aquatic invasive species series called “Stop the Spread” informed viewers on what they can do to prevent and remove AIS hitchhikers on recreational, fishing and duck hunting boats, use decontamination stations, join lake and river association efforts to stop AIS, and volunteer for AIS cleanup efforts such as Starry Trek to look for starry stonewort infestations.

The Prairie Sportsman crew began filming interviews and broll for the 2020 season this spring. Segments filmed include prairie chicken booming grounds at Bluestem Prairie in Clay County, Anishinaabe Prairie Chicken Tribute Dance at the Minnesota Prairie Chicken Society’s annual meeting in Callaway, Governor’s Fishing Opener and restoration of Fountain Lake in Albert Lea, peregrine falcon and banding of falcon chick at the Mayo Clinic in Rochester, timber rattlesnakes and the Driftless Area’s unique ecosystem in southeast Minnesota.

### **Third Update January 31, 2020**

The 2020 season lineup of environmental topics includes sharp-tailed grouse and prairie chicken habitat with a Naamijig Dance Troupe tribute to long-time grouse researcher John Toepfer, nontoxic shot, return of the

peregrine falcon, bison/oak savanna research at Cedar Creek Ecosystem Science Reserve, Lost 40 SNA, testing lake oxygen levels and aeration, invasive goldfish, kernza, Carrol Henderson's nongame wildlife work, David Mech's wolf research, International Wolf Center, and a full episode dedicated to the southeast Minnesota driftless area and its unique typography and wildlife, including trout streams, restored bluffslands, timber rattlesnakes and Mystery Cave.

Outdoor lifestyle segments include Lake of the Woods walleye fishing and goose hunting, Governor's Fishing Opener in Albert Lea and Pheasant Opener in Austin, paddling the Minnesota River, veterans hunts in Granite Falls and Arden Hills, Red Lake trout fishing, DNR I Can Paddle program, ice fishing on the Gun Flint, dogsledding, Voyageur snowmobiling, biking the Root River Trail and trout fishing in Whitewater State Park.

Citizen action segments include a 6-part Conservation DIY series with topics including a living fence built between four Woodbury backyards, what to plant on a homeowner's shoreline, Crow River Trail Guards youth program, volunteer native seed collection at Three Rivers Park District, testing private wells for contamination, and how to build a mallard house. This season's 7-part Aquatic Invasive Species series includes a Q&A where viewers guess which species is the invader when shown side by side with a native aquatic plant or animal species. When the answer comes up, viewers are given more information on how to tell the invasive from native species, where it is found, why it's a problem, and how to stop its spread. Each segment ends with clean, drain, dry instructions.

### **Final Report Summary**

Pioneer PBS has produced 26 Prairie Sportsman episodes and 78 individual segments including 26 videos featuring environmental science and conservation topics, 26 outdoor lifestyle features and 26 citizen action segments showing viewers ways that individuals can help protect and restore natural resources. After the 2019 season, Prairie Sportsman received seven Upper Midwest Emmy nominations for segments on the National Eagle Center and its work tracking golden eagles, twin Beatty girls in the Beargrease Sled Dog race, Twisted Sisters Spearing Decoys, TUNE Camp that connects youth to the outdoors, and solar farms planted with native species that support honey production; Cindy Dorn was nominated for writing and Bret Amundson for hosting. On October 5, 2019, "Pollinator Friendly Solar" was awarded an Upper Midwest Emmy, the first for Prairie Sportsman. This year, Emmy nomination announcements have been delayed until November because of the pandemic.

The 2020 season environmental topics include sharp-tailed grouse and prairie chicken habitat with a Naamijig Dance Troupe tribute to long-time grouse researcher John Toepfer, nontoxic shot demonstration, peregrine falcon restoration, grazing bison to help restore oak savanna at Cedar Creek Ecosystem Science Reserve, silt removal from southern Minnesota lakes, The Lost 40 Scientific and Natural Area, world-renowned wolf researcher Dave Mech's work, International Wolf Center, employing sled dogs in U.S. Forest Service work, breeding and marketing the perennial wheatgrass kernza, Carrol Henderson's 42-year career restoring endangered and extinct species, testing lake oxygen levels and aeration, and a full episode dedicated to southeast Minnesota's Driftless Area and its unique typography and wildlife, including trout streams, restored bluffslands, timber rattlesnakes and Mystery Cave.

The 2019 season environmental segments include features on ruffed grouse habitat, honey from pollinator-friendly solar farms promoted by food and beverage businesses, reintroduction of Dakota Skipper butterflies to a southwest Minnesota prairie, Touch the Sky Prairie near Willmar, the National Eagle Center and golden eagle surveys in southeast Minnesota, removal of Minnesota River dams to improve fish habitat, rescue of mussels displaced by the Marsh Lake dam project, chronic wasting disease in whitetail deer populations, Gopher Campfire Wildlife Sanctuary in Hutchinson, management of invasive cattails, trumpeter swans at the Tamarac National Wildlife Refuge, St. Croix River and the federal Wild and Scenic River Act, sturgeon's return to the Red River Basin through dam removals and stocking fingerlings, and tagging sturgeon in Otter Tail Lake.

The 2020 season outdoor lifestyle topics include hunting grouse in eastern Minnesota, waterfowl hunting and walleye fishing in Lake of the Woods, paddling the Minnesota River with one of the first two women to canoe from Fort Snelling to Hudson Bay, hunting with veterans at the Minnesota Heartland Preserve and Minnesota National Guard Training Site, joining the Governor’s Fishing and Pheasant Openers in southern Minnesota, ice fishing for trout with Red Lake Nation Hereditary Chief Darwin Sumner, ice fishing with avid hunter and angler Dawn Walrath, snowmobiling from Crane Lake to Voyageurs National Park, dog sledding in northeast Minnesota, DNR’s I Can Paddle program, deer antler scoring, wildlife photographer Steve Oehlenschlager, and biking on the Root River Trail.

2019 outdoor lifestyle segments include Dragon Boat Races, fishing from a kayak, joining the Governor’s Fishing and Pheasant Openers, Lake of the Woods fishing guides, the Beargrease Dog Sled Marathon in Duluth and first-time entrants Carlie and Chloe Beatty, Twisted Sisters Spearing Decoys, whitetail conservation hunt in the Driftless Area, TUNE youth camp in Lanesboro, morel foraging and the Wild Food Fandango, netting and smoking tullibees, rock climbing in Blue Mounds State Park, fishing the St. Croix with a childhood leukemia survivor and Rainy River sturgeon fishing.

2020 citizen action segments include installing a native species “living fence” between four neighbors’ backyards, planting native species along shorelines to prevent erosion, youth volunteering to clean up trails and river banks, testing private wells for contaminants, preventing invasive goldfish from entering waterways, volunteering to gather native seeds and a 7-part Aquatic Invasive Species ID series on Eurasian watermilfoil, fossil snails, zebra mussels, bighead carp, curly leaf pondweed, silver carp and starry stonewort. Each segment ended with a “Clean In, Clean Out” promotion showing boaters how they can stop the spread of AIS.

2019 citizen action segments include creating a backyard Monarch waystation, incorporating sustainable practices into farming such as Integrated Pest Management and cover crops, turning in poachers, becoming a Minnesota Master Naturalist or a Citizen Water Monitoring Volunteer, preventing stormwater pollution, and a segment on an array of citizen science opportunities.

**ACTIVITY 2: Distribute and promote educational and inspirational content**

**Budget: \$40,000**

Each of the 78 segments, within the 26 Prairie Sportsman episodes, will be produced to be a stand-alone video that can be distributed online and by DVD to schools, learning centers, outdoor organizations, civic organizations and other groups to extend the educational and inspirational reach of Prairie Sportsman. Also, the broadcast and online audience will be engaged through Prairie Sportsman’s e-newsletter, website, blog, social media, presentations and other communications. Questions and comments from the audience will be addressed via these communications and during Prairie Sportsman programs. Communications will also link to Prairie Sportsman’s website where episodes can be viewed online. The budget reflects 13% of personnel and contract (host) costs for communications and post-production distribution and promotion.

<b>Outcome:</b> 78 video segments distributed and promoted	<b>Completion Date</b>	<b>Budget</b>	<b>Expenditures as of 6-30-20</b>
Edit 78 segments to be stand-alone videos for widespread distribution	June 2020	\$20,000	\$20,000
Promote and distribute segments to schools and interest groups	June 2020	\$20,000	\$20,000

**First Update January 31, 2019**

Because only one episode has aired to date, we have not started the individual segmenting for the 2019 season. One exception is the Pollinator-Friendly Solar segment produced for the third episode. In September, we



showed this segment and a promo of the upcoming Prairie Sportsman season at a U of M Clean Energy Resource Teams event in Canby. The “Power of Minnesota” documentary was also screened at this event.

We will continue our practice of offering episodes on DVD to all organizations and individuals featured at the end of the season. Full episodes and individual segments are also available online at prairiesportsman.org and Facebook. The evergreen episodes and individual segments will be widely distributed to outdoor sports and recreation groups, natural resource agencies, civic organizations and individuals for continuing educational value and environmental stewardship advocacy.

Bret Amundson has taken the lead on an aggressive social media campaign to bring awareness to each episode and topics that will draw people to view them online. During the period covered by this update: July 1 to December 31, 2018, he primarily promoted previously broadcast episodes and segments. Facebook continues to be Prairie Sportsman’s number one source of interaction with viewers. During this period, there were 350,883 impressions with a reach of 217,140 and 2,482 followers.

Prairie Sportsman’s multi-faceted Facebook strategy includes:

- **Consistent quality content.** This may consist of locally produced or shared content from the web that is timely, topical, educational and entertaining for our targeted audience. Minimum 1-2 posts per day.
- **Repurpose locally produced content.** During our broadcast season, we use promos, teasers and high-quality photos to promote the upcoming episode. After it airs, we share a link to the episode on our website. After the season ends, we breakdown each segment and share them weekly on our Facebook page. It allows for new audience reach each time we post as viewing habits vary. It also allows for the greatest reach and value possible for the content we create.
- **Sponsored Content.** Depending on how well a certain post is doing, we may support it monetarily to reach a wider audience or a more targeted audience who might appreciate seeing the content and would be more willing to share with their network.
- **Increasing Audience.** To increase our reach, we work to increase our audience or “likes” to our page. This is done by creating compelling content worthy of shares by promotion within our broadcast and also supported monetarily.

Our top posts this period included falconry with 34,832 impressions; wheelchairs designed for outdoor sports with 32,035 impressions; Charles Hanson waterfowl museum with 28,659 impressions; Pomme de Terre River rerouting with 20,063 impressions and Sax-Zim Bog with 20,063 impressions.

Instagram followers, at 330, increased by 52 percent. We’ve increased our photo production to increase our audience through images and short videos and eventually will begin using the “Instagram TV” option. Currently we utilize a “personal” Instagram page versus a “business” platform because it allows a higher reach at no cost. Our Snapchat score is 3,779, which represents a 74 percent increase during this period.

### **Second Update June 30, 2019**

After the last episode of the 2019 season was produced and aired, the Prairie Sportsman staff sent a thank you email to all who participated in this year’s production and included an offer to send them complimentary DVDs. We have already received requests for 45 DVD copies of individual segments. Many of the requests are from organizations that will use these videos for extended outreach and education including the National Eagle Center, Tamarac National Wildlife Refuge, TUNE Camp, U.S. Army Corps of Engineers, AIS county task forces and inspectors, Taylors Falls Scenic Boat Tours, Gopher Campfire Wildlife Sanctuary and Washington County Master Gardeners. In addition, many organizations, agencies and individuals have shared Prairie Sportsman content on their websites and Facebook.

Promoting Prairie Sportsman on social media continues to gain momentum. Facebook is our primary vehicle of viewer interaction with 995,529 total impressions in the past year. Instagram followers increased by 52 percent to 408 and Prairie Sportsman's Snapchat score increased by 74 percent to 4,043 over the past 12 months.

Because segments are produced to be "evergreen" as much as possible, with content that will be relevant for years to come, the long-term value of these videos is immeasurable. We encourage the program's sharing and reuse to expand our mission of connecting Minnesotans to the outdoors and protecting our valuable natural resources.

### **Third Update January 31, 2020**

We have not yet started distributing individual segmenting to partners for outreach and education, but our host Bret Amundson has run an aggressive social media campaign to promote past shows as well as the new season. Highlights from the period July 1 to December 31, 2019 include:

**Facebook** impressions totaled 1,694,740. Top posts:

11/18/19 Turn in Poachers; reach: 9,000

11/27/19 Nicole Larson's Art on a Feather; reach 8,000

12/02/19 National Eagle Center; reach: 7,400

12/10/19 Twisted Sisters Spearing Decoys; reach: 15,600

**Instagram:** We have 483 followers, an 18% increase and growing. In 2020, we will begin to integrate more video. We're a TV show and instagram is primarily a photo platform. However, increases in video usage should benefit us down the road, and we may transition to a business account to increase visibility and tracking methods.

**Snapchat:** Our snapscore is 4,278. We've seen a modest increase that is on pace with the industry, as the platform is still growing.

### **Final Report Summary**

All Season 2020 episodes have been segmented into individual videos and offered to organizations and individuals who participated in production of the new season. To date, we have received 38 requests for a total of 243 complimentary DVDs of full episodes and/or individual segments. In 2019, we received requests for 45 DVDs of individual segments.

Over the past two years, many organizations have requested videos for outreach and education such as the National Eagle Center, Minnesota DNR, Tamarac National Wildlife Refuge, Washington County master gardeners, Minnesota Zoo, Fresh Energy, TUNE Camp, U.S. Army Corps of Engineers, AIS county task forces and inspectors, Taylors Falls Scenic Boat Tours, Gopher Campfire Wildlife Sanctuary, Pheasants Forever, Bemidji State University, Deep Portage Learning Center, Crow River Trail Guards, International Wolf Center, Minnesota Sharp-tailed Grouse Society, Cedar Creek Ecosystem Science Reserve, Pelican Group of Lakes Improvement District, RMB Labs Freshwater Sciences Project and Carrol Henderson who widely shared "Carrol's Wild Life," the story of his long career as the DNR's first nongame wildlife supervisor and the many endangered species that were restored in Minnesota.

Full episodes and individual segments are also available online at [prairiesportsman.org](http://prairiesportsman.org), Facebook and YouTube. The evergreen episodes are produced to have long-term educational value for outdoor sports and recreation groups, environmental learning centers, natural resource agencies, civic organizations and individuals to promote environmental stewardship.

Host Bret Amundson has taken the lead on an aggressive social media campaign to bring awareness to each episode and individual segments that will draw people to view them online. Facebook video views continue to

increase and grew by 258 percent in just the last six months with more than 17,000 minutes viewed. We currently have 4,293 dedicated Facebook followers.

Our Facebook approach is:

1. *Consistent quality content.* This may consist of locally produced content or shared content from the web. We stay timely, topical, educational, and entertaining with material suitable for our targeted audience. Minimum 1-2 posts per day.
2. *Repurpose locally produced content.* During our broadcast season, we use promos, teasers and high-quality photos to promote the upcoming episode. After it airs, we share a link to the episode on our website. Then, after the season ends, we break down each segment and share them weekly on our Facebook page. It allows for new audience reach each time we post as viewing habits vary. It also allows for the greatest reach and value possible for the content we create. The most “bang for our buck” so to speak.
3. *Sponsored Content.* Depending on how well a certain post is doing, we may support it monetarily to reach a wider audience or a more targeted audience who might appreciate seeing the content and would be more willing to share with their network.
4. *Increasing Audience.* To increase our reach, we work to increase our audience or “likes” to our page. This is done by creating compelling content worthy of shares by promotion within our broadcast and also supported monetarily.

Instagram is another growing platform that expands our reach. Our followers have grown from less than 100 to 546. Snapchat plays a small but important role in our social media approach, giving followers a behind-the-scenes look at making our show. During the project, our Snapscore increased from 2,198 to 4,382

#### **IV. DISSEMINATION:**

**Description:** Phase 2 Prairie Sportsman episodes will be broadcast on Pioneer Public Television in 2019 and 2020, late January to May, and distributed to Minnesota Public Television Association stations. MPTA stations that have and will broadcast the 2017 and 2018 seasons, funded by ENRTF include KSMQ (Austin), Lakeland Public Television (Bemidji and Brainerd), TPT Minnesota Channel and Pioneer. WDSE (Duluth) has expressed intention to broadcast the 2018 season. All of these stations are expected to broadcast the 26 new episodes produced by the Phase 2 Prairie Sportsman project. Episodes are heavily promoted through on-air promotions, the Prairie Sportsman e-newsletter, social media and other communications and public relations activities. As described above, video segments from each episode will be promoted and distributed to schools and interest groups.

#### **First Update January 31, 2019**

The new season is geographically diverse and designed to attract a statewide audience and has been offered free-of-charge to all Minnesota Public Television Association stations. On Lakeland Public Television’s (Bemidji and Brainerd) main channel, broadcast of the 2019 season starts on Saturday, February 2 and KSMQ-TV (Austin) will launch the season on their main channel Thursday, February 21. All MPTA stations will pre-empt the program for special PBS programming for membership drives the first three weeks of March and will resume the Prairie Sportsman season immediately after. TPT MN has confirmed it will air the new season, but we do not yet have dates and times and are awaiting the WDSE (Duluth) schedule. Currently TPT MN is rebroadcasting past episodes of Prairie Sportsman on Tuesdays and Thursdays at 6 a.m., noon, 6 p.m. and midnight. All Minnesota public television stations air this same schedule on their Minnesota Channels.

**Second Update June 30, 2019**

All Minnesota public television stations are broadcasting the first 13 episodes produced by this project: Pioneer Public Television aired Prairie Sportsman Sundays at 7:30 p.m. January 27 through May 12 (with a three-week break for special PBS programming during the March membership drive); Lakeland PBS Saturdays at 2:30 p.m. February 2 through May 25; KSMQ Thursdays at 7:30 p.m. February 21 through June 6; TPT Life Saturdays at 12:30 p.m. April 6 through June 29; WDSE Explore Sundays at 11 a.m. May 5 through July 28. In addition, the Minnesota Channel, which is broadcast on all MPTA stations, is airing rebroadcasts of the 2019 episodes every Tuesday and Thursday at 6 a.m., noon, 6 p.m. and midnight.

**Third Update January 31, 2020**

All Minnesota public television stations have already scheduled in the 2020 season of Prairie Sportsman, with start dates noted in the overall project status update above. Air times include: Pioneer Sundays 7:30 p.m.; WDSE Saturdays 4 p.m.; tptLife Saturdays, 12:30; Minnesota Channel Thursdays 12 a.m., 6 a.m., 12 p.m., 6 p.m.; Lakeland Saturdays 2:30 p.m.; KSMQ Austin Thursdays 7:30 p.m. Most stations will also rebroadcast the 2020 season’s 13 episodes this summer and/or fall.

**Final Report Summary**

Minnesota PBS stations including Pioneer, WDSE, tpt, Lakeland, KSMQ and the Minnesota Channel have broadcast the entire 2019 and 2020 seasons of Prairie Sportsman. All 26 episodes produced by this project have been heavily promoted through on-air promotions, the Prairie Sportsman e-newsletter, social media and other communications. All episodes are also available on the Pioneer PBS video platform that can be accessed through our website: prairiesportsman.org

**V. PROJECT BUDGET SUMMARY:**

**A. Final ENRTF Budget Overview:** See Attachment A: M.L. 2018 Budget Spreadsheet Final Report

**Explanation of Capital Expenditures Greater Than \$5,000:**

**Explanation of Use of Classified Staff:**

**Total Number of Full-time Equivalent (FTE) Directly Funded with this ENRTF Appropriation:**

Enter Total Estimated Personnel Hours: 6240	Divide by 2,080 = TOTAL FTE: 3
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**Total Number of Full-time Equivalent (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:**

Enter Total Estimated Personnel Hours: 520	Divide by 2,080 = TOTAL FTE: 0.25
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**B. Other Funds:**

SOURCE OF AND USE OF OTHER FUNDS	Amount Proposed	Amount Spent	Status and Timeframe
<b>Other Non-State \$ To Be Applied To Project During Project Period:</b>			
Program sponsors and charitable gifts to pay for travel costs, equipment and supplies, transcripts, voice work,	\$ 70,000	\$115,000	\$47,000 was contributed by corporate and organizational sponsors for the 2019 season. Private and nonprofit

marketing materials and to supplement salaries that exceed grant allocation.			sponsors contributed \$68,000 to the 2020 season after reducing one commitment from a hospitality industry sponsor impacted by COVID-19. The increase covers the host contract fees for the second year.
<b>Other State \$ To Be Applied To Project During Project Period:</b>			
		\$	
<b>Past and Current ENRTF Appropriation:</b>			
M.L. 2018, Chp. 214, Sec. 2, Subd. 05a	\$300,000	\$300,000	July 1, 2018 to June 30, 2020
<b>Other Funding History:</b>			
M.L.2016, Chp. 186, Sec. 2, Subd 05d	\$300,000	\$275,575	July 1, 2016 to June 30, 2018

**VI. PROJECT PARTNERS:**

**A. Partners receiving ENRTF funding**

Name	Title	Affiliation	Role
na			

**B. Partners NOT receiving ENRTF funding**

Name	Title	Affiliation	Role
na			

**VII. 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. After being in rerun status since 2010, Prairie Sportsman was revived by an Environment and Natural Resources Trust Fund grant that is allowing Pioneer Public Television to broadcast new episodes in 2017 and 2018 and improve the program quality. Besides traditional outdoor sports content, the program has expanded to include conservation advances in natural resource management and agricultural practices and the involvement of diverse outdoor enthusiasts and non-traditional sports such as young women competing in equestrian endurance rides, female bow hunters and Ojibwe teenagers harvesting wild rice using traditional practices. Short segments were added to each episode that focus on aquatic invasive species and what citizens can do to halt their spread. Prairie Sportsman came back with a new host, new look and wider audience appeal.

As a result, three other Minnesota Public Television Stations embraced the program, broadcast the 2017 season and plan to continue with the 2018 season – including KSMQ (Austin), Lakeland Public Television (Bemidji and Brainerd) and TPT Minnesota Channel. WDSE (Duluth) has expressed intent to broadcast the 2018 season.

As viewers throughout the state learn the show is no longer in rerun status and start tuning in to the new episodes, the program’s popularity is growing. We have limited tools for measuring viewership; Pioneer does not subscribe to Nielsen because it doesn’t effectively measure rural households. However, we see the growing interest in Prairie Sportsman through increased engagement with our blog, social media, emails, calls and comments we receive.

The program's statewide reach and growing audience interest, as well as potentially better tools to measure audience metrics, will significantly increase funding opportunities through program sponsorships. Underwriting funds and charitable gifts will supplement and, in the long term, replace ENRTF funding.

**VIII. REPORTING REQUIREMENTS:**

- **The project is for two years, will begin on 7/1/2018, and end on 6/30/2020.**
- **Periodic project status update reports will be submitted January 31 and June 30 of each year.**
- **A final report and associated products will be submitted between June 30 and August 15, 2020**

**IX. SEE ADDITIONAL WORK PLAN COMPONENTS:**

- A. Budget Spreadsheet**
- B. Visual Component or Map**
- C. Parcel List Spreadsheet**
- D. Acquisition, Easements, and Restoration Requirements**
- E. Research Addendum**

Final Attachment A:  
 Environment and Natural Resources Trust Fund  
 M.L. 2018 Budget Spreadsheet



Project Title: PRAIRIE SPORTSMAN STATEWIDE ENVIRONMENTAL BROADCAST & VIDEOS

Legal Citation: M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05a

Project Manager: Cindy Dorn

Organization: Pioneer PBS

College/Department/Division: Production / Prairie Sportsman

M.L. 2018 ENRTF Appropriation: \$300,000

Project Length and Completion Date: two years, June 30, 2020

Date of Report: July 22, 2020

ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	Budget	Amount Spent up to 6-30-20	TOTAL BALANCE
<b>BUDGET ITEM</b>			
<b>Personnel (Wages and Benefits)</b>	\$276,600	\$276,600	\$0
<i>Producer</i>			
<i>Videographer/Editor</i>			
<i>Production Assistant</i>			
<b>Professional/Technical/Service Contracts</b>			
<i>Host and Assistant Producer (\$1,800 per episode year 1; funded by sponsorships year 2)</i>	\$23,400	\$23,400	\$0
<b>COLUMN TOTAL</b>	<b>\$23,400</b>	<b>\$23,400</b>	<b>\$0</b>