



Environment and Natural Resources Trust Fund (ENRTF) M.L. 2018 ENRTF Work Plan (Main Document)

Today's Date: February 28, 2018

Date of Next Status Update Report: July 1, 2018

Date of Work Plan Approval:

Project Completion Date: June 30, 2020

Does this submission include an amendment request? ___

PROJECT TITLE: PRAIRIE SPORTSMAN STATEWIDE ENVIRONMENTAL BROADCAST & VIDEOS

Project Manager: Cindy Dorn

Organization: Pioneer Public Television

College/Department/Division: Production, Prairie Sportsman

Mailing Address: One Pioneer Drive

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Location: Statewide

Total Project Budget: \$300,000

Amount Spent: \$0

Balance: \$300,000

Legal Citation: M.L. 2018, Chp. xx, Sec. xx, Subd. xx

Appropriation Language:

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

Second Update June 30, 2019

Third Update January 31, 2020

Final Update June 30, 2020

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.

Outcome: 26 Prairie Sportsman episodes	Completion Date	Budget
1. 26 science-based environmental segments produced	June 2020	\$120,000
2. 26 outdoor lifestyle segments produced	June 2020	\$70,000
3. 26 “how to” video segments produced	June 2020	\$70,000

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.

Outcome: 78 video segments distributed and promoted	Completion Date	Budget
Edit 78 segments to be stand-alone videos for widespread distribution	June 2020	\$20,000
Promote and distribute segments to schools and interest groups	June 2020	\$20,000

First Update January 31, 2019

Second Update June 30, 2019

Third Update January 31, 2020

Final Update June 30, 2020

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

Second Update June 30, 2019

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V. PROJECT BUDGET SUMMARY:

A. Preliminary ENRTF Budget Overview: See Attachment A: Budget Sheet

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
Other Non-State \$ To Be Applied To Project During Project Period:			
Program sponsors and charitable gifts to pay for travel costs, equipment and supplies, transcripts, voice work, marketing materials and to supplement salaries that exceed grant allocation.	\$ 70,000	\$	Pending
Other State \$ To Be Applied To Project During Project Period:			
		\$	
Past and Current ENRTF Appropriation:			
M.L.2016, Chp. 186, Sec. 2, Subd 05d	\$300,000	\$206,308	July 1, 2016 to June 30, 2018
Other Funding History:			
M.L.2016, Chp. 186, Sec. 2, Subd 05d	\$65,625	\$38,154	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**

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



Project Title: PRAIRIE SPORTSMAN STATEWIDE ENVIRONMENTAL BROADCAST & VIDEOS
 Legal Citation:
 Project Manager: Cindy Dorn
 Organization: Pioneer Public Television
 College/Department/Division:
 M.L. 2018 ENRTF Appropriation: \$300,000
 Project Length and Completion Date: two years, June 30, 2020
 Date of Report: March 3, 2018

ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	Budget	Amount Spent	TOTAL BUDGET	TOTAL BALANCE
BUDGET ITEM				
Personnel (Wages and Benefits)				
<i>Producer</i>	\$127,000			
<i>Videographer/Editor</i>	\$84,000			
<i>Production Assistant</i>	\$65,600			
Professional/Technical/Service Contracts				
<i>Host and Assistant Producer (\$1,800 per episode year 1; funded by sponsorships year 2)</i>	\$23,400			
COLUMN TOTAL	\$300,000			