



## Environment and Natural Resources Trust Fund

M.L. 2020 Approved Work Plan

### General Information

**ID Number:** 2020-059

**Staff Lead:** Rory Anderson

**Date this document submitted to LCCMR:** August 13, 2021

**Project Title:** Statewide Environmental Education Via Public Television Outdoor Series

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

### Project Manager Information

**Name:** Cindy Dorn

**Organization:** Pioneer Public Television

**Office Telephone:** (320) 289-2622

**Email:** cdorn@pioneer.org

**Web Address:** <https://www.pioneer.org/>

### Project Reporting

**Date Work Plan Approved by LCCMR:** August 13, 2021

**Reporting Schedule:** April 1 / October 1 of each year.

**Project Completion:** July 31, 2023

**Final Report Due Date:** September 14, 2023

### Legal Information

**Legal Citation:** M.L. 2021, First Special Session, Chp. 6, Art. 5, Sec. 2, 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 produce approximately 25 new episodes of a statewide outdoor public television series designed to inspire Minnesotans to connect with the outdoors and restore and protect the environment.

**Appropriation End Date:** June 30, 2024



## Narrative

**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.

**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, aquatic invasive species identification and how to stop the spread, and special features on artists, chefs, small businesses and others connecting with nature in innovative ways. In addition, the project will produce two stand-alone videos on environmental research and ways individuals can protect and restore natural resources. 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 on the Minnesota Channel, carried by all Minnesota PBS stations and Prairie Public TV. 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.

**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.

## 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

## 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, an aquatic invasive species series, and special features on artists, chefs, businesses 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	June 30, 2022
Produce, promote and distribute 13 episodes with 39 stand-alone video segments for the 2023 season	June 30, 2023

### 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 on the environmental impacts of microplastics and road salts, aquatic and terrestrial invasive species controls, pollinator habitat, genetic diversification of Minnesota purebred bison herds, lead impacts on wildlife and non-toxic alternatives, using autonomous mowers for agricultural weed control, bison grazing to restore oak savannas and other research. An additional 10-minute video will highlight ways individual citizens can help restore and protect our environment such as planting backyard pollinator habitat, reducing plastic waste and de-icing salts, using non-toxic shot and fishing tackle, and participating in citizen scientist opportunities.

**Activity Milestones:**

Description	Completion Date
Produce 30-minute video on natural resource and wildlife research projects	June 30, 2023
Produce 10-minute video on ways individuals can help protect and restore natural resources	June 30, 2023

## Dissemination

**Describe your plans for dissemination, presentation, documentation, or sharing of data, results, samples, physical collections, and other products and how they will follow ENRTF Acknowledgement Requirements and Guidelines.**

Prairie Sportsman episodes will be broadcast on Pioneer PBS in 2022 and 2023, late January to May, and distributed to Minnesota Public Television Association stations. Besides Pioneer, MPTA stations that are broadcasting ENRTF-funded Prairie Sportsman episodes include KSMQ (Austin), Lakeland Public Television (Bemidji and Brainerd), TPT (Twin Cities), WDSE (Duluth) and Prairie Public Television (Fargo). All of these stations are expected to broadcast the 26 new episodes produced by this 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 public and private organizations, educational institutions and environmental and outdoor recreation interest groups. The Minnesota Environment and Natural Resources Trust Fund (ENRTF) will be acknowledged as the major funder through use of the trust fund logo and attribution language at the beginning and end of each episode and on project print and electronic communications per the ENRTF Acknowledgement Guidelines.

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

## 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		\$143,000
Editor/videographer		Lead editor and videographer; also assist with developing topics and setting up interviews and broll, scripting and promotion.			20%	2		\$105,000
							<b>Sub Total</b>	<b>\$248,000</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. He also assists with developing topics, setting up interviews, videography, editing and social media.		X		1		\$52,000
							<b>Sub Total</b>	<b>\$52,000</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>-</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>	\$300,000

## Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
<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. He also assists with developing topics, setting up interviews, videography, editing and social media.	This is a single source contract because Bret Amundson has been the host and face of Prairie Sportsman since an ENRTF grant brought the program back in 2017. At that time, Pioneer opened the host position to applications, followed by studio try-outs. Three applied and one dropped out before the try-outs. Bret was clearly the best talent and has contributed greatly to the show's success. Last year, he was awarded an Upper Midwest Emmy for his talent. <b>This is a single source contract.</b>



## 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, Live Wide Open, Western Minnesota Prairie Waters and Aquatic Invasive Species Task Forces of Big Stone, Lac qui Parle, Yellow Medicine, Meeker and Wright Counties.	Covers production expenses including travel, transcripts, closed captioning, equipment, supplies, marketing, voice work and other costs.	Pending	\$70,000
			<b>Non State Sub Total</b>	<b>\$70,000</b>
			<b>Funds Total</b>	<b>\$70,000</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>

### Optional Attachments

#### *Support Letter or Other*

Title	File
Pioneer PBS Background Check Certification	<a href="#">2871f757-0ee.pdf</a>

## Difference between Proposal and Work Plan

#### *Describe changes from Proposal to Work Plan Stage*

The language in Activity 2 has been changed to be more inclusive of topics. The 30-minute video highlighting ENRTF projects will not be limited to research findings as many of the projects are ongoing. And the 10-minute video will not be limited to citizen science opportunities but include other ways that individuals can protect and restore natural resources. The personnel budget has been updated to reflect actual wages, which were far too low when the first LCCMR proposal was submitted. Pioneer PBS is undergoing a salary study and making adjustments. Also, 100% of the Host's contract fee is now included in the budget, rather than only 50%, and it was increased slightly to reflect his added responsibilities since we reduced Prairie Sportsman staff personnel to one editor/videographer and producer. Additional videography will be contracted and paid with matching sponsorship dollars.

## Additional Acknowledgements and Conditions:

The following are acknowledgements and conditions beyond those already included in the above workplan:

**Do you understand and acknowledge the ENRTF repayment requirements if the use of capital equipment changes?**

N/A

**Do you agree travel expenses must follow the "Commissioner's Plan" promulgated by the Commissioner of Management of Budget or, for University of Minnesota projects, the University of Minnesota plan?**

N/A

**Does your project have potential for royalties, copyrights, patents, or sale of products and assets?**

No

**Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?**

N/A

**Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?**

N/A

**Does your project include original, hypothesis-driven research?**

No

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

No



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

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

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

PREVENTING OAK WILT SPREAD  
SOLAR CELLS FROM AG PRODUCTS  
NATIONAL LOON CENTER IN CROSS LAKE  
PRESERVING AVON HILLS  
YES! YOUTH ENERGY SUMMIT  
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

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