

# Final Abstract

Final Report Approved on January 22, 2024

## M.L. 2020 Project Abstract

For the Period Ending June 30, 2024

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

**Project Manager:** Cindy Dorn

**Affiliation:** Pioneer PBS

**Mailing Address:** 1 Pioneer Drive

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

**Phone:** (320) 289-2622

**E-mail:** cdorn@pioneer.org

**Website:** <https://www.pioneer.org/>

**Funding Source:**

**Fiscal Year:**

**Legal Citation:** M.L. 2021, First Special Session, Chp. 6, Art. 5, Sec. 2, Subd. 05a

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

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

**Amount Remaining:** -

### Sound bite of Project Outcomes and Results

Pioneer PBS produced 26 new episodes of Prairie Sportsman, a statewide television series designed to inspire Minnesotans to connect with the outdoors and protect our valuable natural resources. Broadcast in 2022 and 2023, the two 13-episode seasons feature a wide range of topics filmed throughout the state.

### Overall Project Outcome and Results

Pioneer PBS produced 26 new episodes of Prairie Sportsman, a statewide television series designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources. Broadcast in 2022 and 2023 from late January to mid-May, the two 13-episode seasons were filmed at locations throughout the state and feature a wide range of topics targeted to a diverse audience. "Evergreen" episodes are produced to engage and enlighten audiences for years to come through rebroadcasts and online viewing. The two seasons feature 28 environmental science and conservation stories and 26 outdoor sports and recreation stories. In addition, third segments feature a trivia series on how to identify look-alike native and invasive species, how to stop AIS spread, advances in AIS research, a Minnesota state symbols series, sustainable wild food foraging series, and segments on outdoor-themed art and photography.

Many Environment and Natural Resource Trust Fund projects have been featured on Prairie Sportsman over the past two seasons including stories on protecting wood turtles in southeast Minnesota, reintroducing native mussels, restoring prairie and oak savanna habitats, promoting pollinator-friendly habitats, researching and stopping the spread of AIS, supporting educational programs of The Raptor Center and Trout Unlimited, promoting outdoor access through trails and fishing piers, evaluating plants that could absorb road salts, and research into fox and coyote populations increasing in urban areas. The ENRTF story “Conflicting Canines” received an Upper Midwest Emmy award, and “Mike’s Muckets,” “Save the Turtles,” “Raptor Rescue” and “Rock Snot Invasion” received Emmy nominations.

As part of this project, Pioneer PBS also produced two stand-alone videos. “Thanks a Billion Minnesota” highlights Environment and Natural Resources Trust Fund projects that have been featured on Prairie Sportsman over the past six seasons. “Stewardship Starts at Home” features ways individuals can protect and restore natural resources.

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

Prairie Sportsman airs on all Minnesota PBS stations’ main channels, the Minnesota Channel, and online. Each episode, including rebroadcasts, airs 26 times during the year for a total of 676 airings during the two-year project. Stories are heavily promoted on social media and distributed to public agencies, learning centers, outdoor and civic organizations, educational institutions and other groups for public outreach and education. “Thanks a Billion Minnesota” airs on Pioneer PBS November 12 and the segment, “Stewardship Starts at Home,” will air during Prairie Sportsman’s 2024 season. Both will then be available online and distributed to all Minnesota PBS stations.



## Environment and Natural Resources Trust Fund

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### General Information

**Date:** August 28, 2024

**ID Number:** 2020-059

**Staff Lead:** Mike Campana

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

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

### Project Manager Information

**Name:** Cindy Dorn

**Organization:** Pioneer PBS

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

**Email:** cdorn@pioneer.org

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

### Project Reporting

**Final Report Approved:** January 22, 2024

**Reporting Status:** Project Completed & Additional Update Approved

**Date of Last Action:** January 22, 2024

**Project Completion:** July 31, 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? Introduce us to the work you are seeking funding to do. You will be asked to expand on this proposed solution in Activities & 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	Approximate 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	Approximate 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 work 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	\$ Amount Spent	\$ Amount Remaining
<b>Personnel</b>										
Producer/Editor		Direct all aspects of production, including story lineup, videography, interviews, scripting, editing, graphics, post-production and communications. Cindy Dorn served as producer the first year of the project and Dylan Curfman serves as producer/editor in the project's second year.			22%	2		\$122,658	-	-
Editor/Videographer		First year of project, served as chief editor and videographer; second year, editor/videographer duties transfer to producer/editor position. Position responsibilities include videography, assisted by contract host/producer and videographer/editor.			20%	1		\$46,087	-	-
Digital Media Specialist		Second year of project, assume Prairie Sportsman duties of managing website, uploading content to video and social media platforms, designing and distributing digital newsletter to subscribers, and scheduling and publishing online media releases to the website.			22%	0.15		\$6,068	-	-
							<b>Sub Total</b>	<b>\$174,813</b>	<b>\$174,813</b>	-
<b>Contracts and Services</b>										
Host/Producer Bret Amundson	Professional or Technical Service Contract	Bret Amundson serves as on-air program host, providing interviews and narration. He also assists with developing topics, setting up interviews, videography, editing and social media. In the grant's second		X		1		\$58,150	\$58,150	-

		year, Bret's role expands to leading the production of 12 segments.								
Videographer/Editor	Professional or Technical Service Contract	Assist the Host with preparation, videography and editing for outdoor sports, recreation and conservation stories.		X		0.5		\$24,316	\$24,316	-
Writer/Producer	Professional or Technical Service Contract	In the second year of the project, Cindy Dorn continues to research story topics, primarily related to environmental science and education and nontraditional outdoor sports and recreation. She will schedule filming, conduct interviews, script segments, oversee editing and serve as LCCMR/ENRTF project contact, providing workplan status updates.				0.65		\$35,534	\$35,534	-
Voice Artist	Professional or Technical Service Contract	Provide voice narration, as scripted by writer, for special features.		X		0.1		\$1,000	\$1,000	-
							Sub Total	\$119,000	\$119,000	-
Equipment, Tools, and Supplies										
							Sub Total	-	-	-
Capital Expenditures										
							Sub Total	-	-	-
Acquisitions and Stewardship										
							Sub Total	-	-	-
Travel In Minnesota										
	Miles/ Meals/ Lodging	Crew travel to approximately 15 locations throughout Minnesota	Film interviews and broll for approximately 15 segments produced for 2023 season of Prairie Sportsman. Remainder of					\$6,187	\$6,187	-



			travel expenses will be paid with matching funds.							
							Sub Total	\$6,187	\$6,187	-
Travel Outside Minnesota										
							Sub Total	-	-	-
Printing and Publication										
							Sub Total	-	-	-
Other Expenses										
							Sub Total	-	-	-
							Grand Total	\$300,000	\$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/Producer Bret Amundson	Professional or Technical Service Contract	Bret Amundson serves as on-air program host, providing interviews and narration. He also assists with developing topics, setting up interviews, videography, editing and social media. In the grant's second year, Bret's role expands to leading the production of 12 segments.	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>Contracts and Services -</b> Videographer/Editor	Professional or Technical Service Contract	Assist the Host with preparation, videography and editing for outdoor sports, recreation and conservation stories.	Videographer Dan Amundson has been doing videography work and traveling with our Host for two years. He is uniquely able to assist Bret Amundson with videography and editing.
<b>Contracts and Services -</b> Voice Artist	Professional or Technical Service Contract	Provide voice narration, as scripted by writer, for special features.	Lisa Cownie, morning anchor at KEYC TV in Mankato, has been providing voice narration for short segments for the past six seasons.

## Non ENRTF Funds

Category	Specific Source	Use	Status	\$ Amount	\$ Amount Spent	\$ Amount Remaining
<b>State</b>						
			<b>State Sub Total</b>	-	-	-
<b>Non-State</b>						
Cash	Underwriting sponsorships: Shalom Hill Farm, Live Wide Open, Western Minnesota Prairie Water, Aquatic Invasive Species Task Forces of Big Stone, Lac qui Parle, Yellow Medicine, Meeker and Wright Counties and members of Pioneer PBS.	Covers production expenses including travel, transcripts, closed captioning, equipment, supplies, marketing, voice work and other costs.	Secured	\$70,000	\$70,000	-
			<b>Non State Sub Total</b>	<b>\$70,000</b>	<b>\$70,000</b>	-
			<b>Funds Total</b>	<b>\$70,000</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>

### Supplemental Attachments

#### *Capital Project Questionnaire, Budget Supplements, Support Letter, Photos, Media, Other*

Title	File
Pioneer PBS Background Check Certification	<a href="#">2871f757-0ee.pdf</a>
Viewing Area with Regional Conservation Topics	<a href="#">8f91c322-922.pdf</a>
Prairie Sportsman 2022 Season	<a href="#">ff3c37b8-b85.pdf</a>
Prairie Sportsman 2023 episode and segment list	<a href="#">df5596ad-934.docx</a>

#### *Media Links*

Title	Link
Thanks a Billion Minnesota	<a href="https://www.youtube.com/watch?v=RHZ7Rknxx4">https://www.youtube.com/watch?v=RHZ7Rknxx4</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?**

Yes, I agree to the Commissioner's Plan.

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

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

## Work Plan Amendments

Amendment ID	Request Type	Changes made on the following pages	Explanation & justification for Amendment Request (word limit 75)	Date Submitted	Approved	Date of LCCMR Action
1	Amendment Request	<ul style="list-style-type: none"> <li>Budget - Personnel</li> <li>Budget - Professional / Technical Contracts</li> <li>Budget - Travel and Conferences</li> </ul>	On July 1, 2022, full-time producer Cindy Dorn will move to a part-time writer/producer contract position, Bret Amundson's host role will expand to include leading the production of at least 12 segments and a contract videographer/editor will be hired to assist him.	June 16, 2022	Yes	July 18, 2022
2	Amendment Request	<ul style="list-style-type: none"> <li>Budget - Personnel</li> <li>Budget - Travel and Conferences</li> <li>Budget - Non-ENRTF Funds Contributed</li> </ul>	\$1,265 balance from year 1 Editor/Videographer position was moved to travel where expenses are exceeding current budget because of statewide focus of program. The new travel line item total is 6,187. Also non-ENRTF funds contributed was updated.	January 16, 2023	Yes	January 19, 2023
3	Amendment Request	<ul style="list-style-type: none"> <li>Budget - Professional / Technical Contracts</li> <li>Attachments</li> </ul>	Decrease Host Services line item to \$58,150 and contract Videographer to \$24,316; increase Writer/Producer services to \$35,534 to cover portion of fee for scripting and producing extra videos on ENRTF project highlights and citizen environmental stewardship opportunities that were not included in the original budget. The total expenditures for professional contracts remains the same.	September 13, 2023	Yes	September 14, 2023

# Additional Status Update Reporting

## Additional Status Update September 18, 2023

**Date Submitted:** October 31, 2023

**Date Approved:** December 14, 2023

### Overall Update

Pioneer PBS produced 26 new episodes of *Prairie Sportsman*, a statewide television series designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources. Broadcast in 2022 and 2023 from late January to mid-May, the two 13-episode seasons were filmed at locations throughout the state and feature a wide range of topics targeted to a diverse audience. “Evergreen” episodes are produced to engage and enlighten audiences for years to come through rebroadcasts and online viewing. The 2022 and 2023 seasons feature 28 environmental science and conservation stories and 26 outdoor sports and recreation stories. In addition, each season features an aquatic invasive species series, including trivia segments on how to ID look-alike native and invasive species, how to stop AIS spread, and advances in AIS research. Third segments also include a Minnesota state symbols series, sustainable wild food foraging series, and segments on outdoor-themed art and photography. As part of this project, Pioneer PBS also produced two stand-alone videos, including highlights of Environment and Natural Resources Trust Fund projects and ways individuals can protect and restore natural resources.

### Activity 1

This activity was previously marked complete.

*(This activity marked as complete as of this status update)*

### Activity 2

This activity was previously marked complete.

*(This activity marked as complete as of this status update)*

### Dissemination

All Minnesota PBS stations have been broadcasting ENRTF-funded *Prairie Sportsman* episodes including KSMQ (Austin), Lakeland PBS (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 Fargo. In total, each new episode, including rebroadcasts, airs 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. Individual segments have also been distributed on thumb drives to public agencies, learning centers, outdoor organizations, civic organizations, research stations, educational institutions and other groups. This extends each segment's "evergreen" education and outreach value for years to come. Stories are heavily promoted on social media and have a reach of nearly 250,000 on Facebook and Instagram. Stories featuring ENRTF projects have been among the top *Prairie Sportsman* stories viewed on Facebook: “Mike’s Muckets” has reached 6,313 online, “The Trail that Minnesota Forgot” reached 38,051, and “Rock Snot Invasion” reached 14,300. In January 2022, *Prairie Sportsman* launched its own YouTube channel that has received 97,458 views and gained 655 subscribers.

# Status Update Reporting

## Final Status Update September 14, 2023

**Date Submitted:** September 13, 2023

**Date Approved:** September 14, 2023

### Overall Update

Pioneer PBS produced 26 new episodes of *Prairie Sportsman*, a statewide television series designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources. Broadcast in 2022 and 2023 from late January to mid-May, the two 13-episode seasons were filmed at locations throughout the state and feature a wide range of topics targeted to a diverse audience. “Evergreen” episodes are produced to engage and enlighten audiences for years to come through rebroadcasts and online viewing. The 2022 and 2023 seasons feature 28 environmental science and conservation stories and 26 outdoor sports and recreation stories. In addition, each season features an aquatic invasive species series, including trivia segments on how to ID look-alike native and invasive species, how to stop AIS spread, and advances in AIS research. Third segments also include a Minnesota state symbols series, sustainable wild food foraging series, and segments on outdoor-themed art and photography. As part of this project, Pioneer PBS also produced two stand-alone videos, including highlights of Environment and Natural Resources Trust Fund projects and ways individuals can protect and restore natural resources.

### Activity 1

The 26 new episodes of *Prairie Sportsman* have been produced and distributed to Minnesota PBS stations and online. Each episode includes three segments featuring outdoor sports and recreation, advances in environmental science and natural resource management, aquatic invasive species topics and special features on artists, wild food foragers and others connecting with nature in innovative ways. Many ENRTF projects have been featured on *Prairie Sportsman* over the past two seasons including stories on protecting wood turtles in southeast Minnesota, reintroducing native mussels, restoring prairie and oak savanna habitats, promoting pollinator-friendly habitats, researching and stopping the spread of aquatic invasive species, The Raptor Center and Trout Unlimited educational programs, promoting outdoor access through trails and fishing piers, research into fox and coyote populations increasing in urban areas and evaluating plants that could absorb road salts. The ENRTF story *Conflicting Canines* received an Upper Midwest Emmy award, and Mike’s *Muckets*, *Save the Turtles*, *Raptor Rescue* and *Rock Snot Invasion* received Emmy nominations. 2023 Emmy awards will be presented in October. Full lists of 2022 and 2023 episodes and individual segments are included as attachments.

*(This activity marked as complete as of this status update)*

### Activity 2

In addition to two 13-episode seasons, Pioneer PBS produced two stand-alone videos. A half-hour video highlighting ENRTF projects will air on Pioneer PBS in November and will subsequently be made available to all Minnesota PBS stations and to LCCMR for public outreach and education. In addition, a 10-minute video highlighting ways individual citizens can help restore and protect our environment will air on a *Prairie Sportsman* episode next season for statewide distribution. Both videos will also be available online. As part of our current LCCMR/ENRTF project, a special web page with links to stories about ENRTF projects will be incorporated into the *Prairie Sportsman* website. The half-hour episode, “Thanks a Billion Minnesota,” includes footage and interview clips from 32 stories that featured ENRTF projects over the past five *Prairie Sportsman* seasons. Topic categories include protecting wildlife and their habitats, protecting water quality, innovations in agriculture, learning about wildlife and improving outdoor access. The 10-minute video, “Stewardship Starts at Home,” features citizen scientist opportunities, ways to stop the spread of aquatic invasive species, and how to draw pollinators and birds to backyards and reduce pollutants such as microplastics, sidewalk de-icer and lead fishing tackle and shot.

*(This activity marked as complete as of this status update)*



## **Dissemination**

All Minnesota PBS stations have been broadcasting ENRTF-funded *Prairie Sportsman* episodes including KSMQ (Austin), Lakeland PBS (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 Fargo. In total, each new episode, including rebroadcasts, airs 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. Individual segments have also been distributed on thumb drives to public agencies, learning centers, outdoor organizations, civic organizations, research stations, educational institutions and other groups. This extends each segment's "evergreen" education and outreach value for years to come. Stories are heavily promoted on social media and have a reach of nearly 250,000 on Facebook and Instagram. Stories featuring ENRTF projects have been among the top *Prairie Sportsman* stories viewed on Facebook: "Mike's Muckets" has reached 6,313 online, "The Trail that Minnesota Forgot" reached 38,051, and "Rock Snot Invasion" reached 14,300. In January 2022, *Prairie Sportsman* launched its own YouTube channel that has received 97,458 views and gained 655 subscribers.

# Status Update Reporting

## Status Update April 1, 2023

**Date Submitted:** April 4, 2023

**Date Approved:** April 12, 2023

### Overall Update

Prairie Sportsman is on schedule to complete the 2023 season with 13 high-quality episodes, airing on Pioneer PBS and all other Minnesota PBS stations and PBS stations in surrounding states including Wisconsin and Iowa. The first five episodes aired January 22 to February 19, followed by a three-week break for membership drive programming. The final eight episodes are airing March 19 through May 7 on Pioneer PBS, followed by other stations. The series features a wide range of topics, filmed throughout Minnesota. The program continues to reach a diverse audience with stories on fishing small lakes in the Red Lake Nation, mentoring young fly anglers through Trout Unlimited's "Foster the Outdoors" program that seeks to connect youth with nature to inspire environmental stewardship, and the expansion of The National Eagle Center in Wabasha that includes exhibits on Native American culture and art. This season, 11 stories feature projects funded by the Environment and Natural Resources Trust Fund. Prairie Sportsman seeks to reach a statewide audience and inspire viewers to connect with the outdoors, increase their environmental science knowledge and adopt conservation practices.

### Activity 1

The 2023 Prairie Sportsman season includes outdoor sports and recreations stories, special features and 15 environmental education stories, most featuring ENRTF projects. Those include: surveying native mussels in the Pomme de Terre River; Lawns to Legumes that helps homeowners with native plantings; Minnesota AIS Research Center studies on spiny waterfleas and on using copper to control zebra mussels; efforts to extend and improve southwest Minnesota's Casey Jones State Trail including rehabilitating the Currie Loop with ENRTF funds; U of M studies on plants that could absorb road salts; St. Croix Watershed Research Station projects on rock snot that has started invading North Shore streams, blue-green algae showing up in pristine wilderness and the station's general water quality work; U of M biologist Elena West's research on red-headed woodpeckers and the habitats they need to survive; and building fishing piers that improve access for youth and people with disabilities. Other conservation stories include completing the Marsh Lake Ecosystem Restoration Project, protecting the Worthington Wellhead by restoring tallgrass prairie, southeast Minnesota's coldwater trout hatcheries and raising native brook trout that match the area's original genetics, and locating fawns with thermal drones then fitting them with tracking devices to study deer habitats.

### Activity 2

As reported previously, Pioneer PBS will produce two stand-alone videos after the 2023 season is completed. Cindy Dorn will script the 30-minute video highlighting ENRTF projects, and we will share the script with LCCMR staff before we start production. Dylan Curfman will script and produce the 10-minute video highlighting ways citizens can help restore and protect our environment.

### Dissemination

The 2023 season of Prairie Sportsman is being broadcast on all Minnesota PBS stations and in surrounding states. Full episodes and individual stories are available online on the Prairie Sportsman website at [prairiesportsman.org](http://prairiesportsman.org), linked to the Pioneer PBS video platform, with 1,760 streams since our last report. Stories featuring ENRTF-funded projects are among the top streamed including 147 for "Yards for the Bees." The episode featuring the Casey Jones State Trail received 71 streams. Since Prairie Sportsman's YouTube channel was created in January 2022, episodes and individual stories have received 66,146 views. This season's premiere episode, "Lac qui Parle Remembrance and Restoration," including stories about native mussels in the Pomme de Terre and Marsh Lake's restoration, had 1,336 views. On Facebook over the past six months, Prairie Sportsman stories engaged 7,721 viewers. The Minnesota Environment and

Natural Resources Trust Fund is credited as the major funder at the beginning and end of each episode, at the end of each segmented story online, and on our website, newsletter and other communications. In addition, when ENRTF project are featured, we bring up the ENRTF logo on-screen as a graphic during story lines about funding.

# Status Update Reporting

## Status Update October 1, 2022

**Date Submitted:** October 12, 2022

**Date Approved:** October 24, 2022

### Overall Update

Production of the 13-episode 2022 Prairie Sportsman season was completed in early May. The final broadcasts aired on Pioneer PBS May 8, KSMQ Public TV (Austin) May 12, tptLife (Twin Cities PBS) May 14, Lakeland PBS (Bemidji and Brainerd) June 11, WDSE PBS (Duluth) July 2, and the MN Channel, which airs on all Minnesota PBS stations and Prairie Public TV in Fargo, on May 19. Pioneer PBS is repeating the show throughout the year and most Minnesota stations repeat the series at least once. In addition, all PBS stations Wisconsin, Iowa and Wyoming and parts of South Dakota and Illinois aired the 2022 season. Beside sports and recreation, the season included 13 environmental education stories. Three stories featuring projects funded by the Environment and Natural Resources Trust Fund have been nominated for Upper Midwest Emmys, including Mike's Muckets, Save the Turtles and Conflicting Canines. Raptor Rescue, featuring The Raptor Center, which has sponsored a number of ENRTF projects, is also Emmy nominated. In total, Prairie Sportsman received 10 Emmy nominations, including a nomination for Host Bret Amundson. Awards will be announced at a gala at the Upper Midwest Emmy Gala on October 15.

### Activity 1

The 2022 Prairie Sportsman 13-episode season included 13 environmental education stories that featured turning farmland into wildlife habitat, preserving remnant prairie, introducing Regal Fritillary butterflies in a metro park, goats grazing bluffs to clear buckthorn, prescribed burns releasing rare prairie plant seeds, river otter revival in the Minnesota River Valley, preschoolers learning outdoors, sustainable food foraging and native brook trout restoration in southeast Minnesota. Season 2022 stories featuring ENRTF projects that have received Upper Midwest Emmy nominations include "Mike's Muckets" about propagating native freshwater mussels. DNR River Ecologist Mike Davis and his crew reintroduce muckets, a native mussel species, in a Cannon River tributary where they had disappeared. "Save the Turtles" features a partnership between the Minnesota Zoo and DNR to protect wood turtles by gathering their eggs and releasing year-old juveniles that are better able to survive in the wild. "Conflicting Canines" examines whether fox are moving into urban residential areas to escape coyotes. "Raptor Rescue" showcases The Raptor Center's clinic and educational programs. The season also included a 7-part series on stopping the spread of aquatic invasive species. Currently, the Prairie Sportsman team is producing new stories for the 2023 season that will start airing on January 22.

### Activity 2

After the 2023 season is complete, 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. They will also be offered to all Minnesota PBS stations. Some of the stories featuring ENRTF projects that are in production or planned for 2023 include the Lawns to Legumes program, salt-absorbing plants, St. Croix Watershed Research Stations projects including rock snot surveys in northeast Minnesota, repopulating mussels on the Pomme de Terre, managing oak savannas for red-headed woodpecker habitat, improving the Casey Jones State Trail, building new fishing piers to improve angling access, and tools against invasive carp and other AIS research projects. Highlights from these projects may be included in the 30-minute video.

### Dissemination

In addition to broadcasts and repeats on all Minnesota PBS Stations, full episodes and individual stories are available online at [prairiesportsman.org](http://prairiesportsman.org), linked to the Pioneer PBS video platform. Prairie Sportsman has its own YouTube channel and the show is also promoted on Facebook. From May 1 to September 30, Prairie Sportsman full episodes and

individual stories have reached nearly 50,000 people on Facebook and drew 11,980 views on YouTube. “Mike’s Muckets” alone had more than 4,000 views on Facebook. The Minnesota Environment and Natural Resources Trust Fund is credited as the major funder at the beginning and end of each episode, at the end of each segmented story online, and on our website, newsletter and other communications.

# Status Update Reporting

## Status Update April 1, 2022

**Date Submitted:** June 16, 2022

**Date Approved:** July 18, 2022

### Overall Update

Prairie Sportsman is on schedule to complete the 2022 season with 13 high-quality episodes, airing on Pioneer PBS and all other Minnesota PBS stations. The first episodes aired January 23 to February 20, with a three-week break for membership drive programming, and the final episode will air May 8 on Pioneer PBS, followed by other stations. The series features a wide range of topics, filmed throughout Minnesota. Conservation story highlights include prescribed burning and prairie restoration, Regal Fritillary butterflies, goats clearing buckthorn from bluffs, The Raptor Center, otter revival, Minneapolis Nature Preschool, protecting wood turtles and native brook trout in southeast Minnesota, urban fox and coyotes study, restoring native mussels and other topics. Also a 7-part Aquatic Invasive Species series features trivia segments followed by PSAs on how to stop the spread of AIS. Other highlights include features on an army sergeant who lost an arm in Afghanistan and was gifted a custom made rod-and-reel, Rick-A-Shay Riders all-female horse drill team, Women's Wilderness Discovery founder Peta Barrett, Legacy of the Lakes Museum in Alexandria, ice climbing in Sandstone and wild food foraging. To broaden and engage our audience, we cover diverse topics in addition to traditional hunting and fishing stories.

### Activity 1

A series of 13 new Prairie Sportsman episodes are nearly complete and airing on all Minnesota PBS stations, including Pioneer PBS, KSMQ (Austin), TPT (Twin Cities), Lakeland PBS (Bemidji and Brainerd), WDSE (Duluth) and three broadcasts a week on the MN Channel, carried by all Minnesota Public Television Association members, including Prairie Public TV (Fargo). In addition, Minnesota's accomplishments in environmental science, conservation work and engaging people in the outdoors are being showcased in surrounding states. PBS Wisconsin, Iowa PBS and Wyoming PBS are airing the current season and South Dakota Public Broadcasting and Western Illinois have requested to air the 2022 season. Most out-of-state stations are also airing the previous two seasons. The 2022 series includes 13 segments on environmental science, native habitat and wildlife restoration, and conservation efforts. Other segments feature traditional and non-traditional sports and recreation that engage people in the outdoors. This season we also added several special features such as lacing Ojibwe-style snowshoes, painting wildlife art on old tools, photographing prairie plants, and a museum showcasing the Alexandria area's boating and resort history. In addition, we produced a 7-part AIS series and six segments on Minnesota State Symbols.

### Activity 2

After the 2023 season is complete, 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. They will also be offered to all Minnesota PBS stations. This year, we added several stories that could be highlighted in a 30-minute video featuring ENRTF-related stories on The Raptor Center, pollinators, habitat restoration, wood turtles, trout streams, urban fox and coyotes and native freshwater mussels. Past production highlights can also be included such as stories on microplastics, road salts, aquatic and terrestrial invasive species controls, non-toxic shells and fishing equipment, autonomous mowers, bison grazing on oak savannas and others. An additional 10-minute video will highlight ways individual citizens can help restore and protect our environment such as planting backyard pollinator habitat, participating in citizen scientist opportunities, and reducing plastic waste, de-icing salts and lead. In the coming weeks, we will meet with LCCMR staff to review what topics to include in both videos – drawing from past productions and the coming season.

### Dissemination

The 2022 season of Prairie Sportsman is being broadcast on Pioneer PBS Jan. 23 – May 8, KSMQ (Austin) Feb. 3 – May

12, Lakeland PBS (Bemidji and Brainerd) March 19 – June 11, TPT (Twin Cities) Feb. 19 – May 14, WDSE (Duluth) April 9 – July 2 and the MN Channel Feb. 24 – May 19. Episodes are heavily promoted through on-air promotions, the Prairie Sportsman e-newsletter, social media and other communications and events, such as the screening of “Rick-A-Shay Riders” in Stillwater that drew 55 people. On the Prairie Sportsman website, each episode and individual stories are linked to the Pioneer PBS online video platform that had nearly 3,000 views since July 1. Prairie Sportsman also has its own YouTube Channel and stories have drawn almost 15,500 views, including many stories produced over the past several years. On Facebook, from January through April, our stories have reached 33,300 people and engaged 4,900. The Minnesota Environment and Natural Resources Trust Fund is credited as the major funder at the beginning and end of each episode, at the end of each segmented story online, and on our website, newsletter and other communications.