



# Environment and Natural Resources Trust Fund (ENRTF)

## M.L. 2019 ENRTF Work Plan

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**Today's Date:** October 31, 2019

**Date of Next Status Update Report:** March 1, 2021

**Date of Work Plan Approval:**

**Project Completion Date:** June 30, 2022

**Does this submission include an amendment request?**

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**PROJECT TITLE: PRAIRIE SPORTSMAN STATEWIDE ENVIRONMENTAL EDUCATION**

**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:** \$0

**Balance:** \$300,000

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**Legal Citation:** M.L. 2019, 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 a special feature that showcases citizen science volunteers, artists, chefs and others connecting with the outdoors in innovative ways. The projects will also produce two stand-alone videos for public use on citizen science and environmental research findings.

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

**First Update March 1, 2021**

**Second Update September 1, 2021**

**Third Update March 1, 2022**

**Final Report between project end (June 30) and August 15, 2022**

## **III. PROJECT ACTIVITIES AND OUTCOMES:**

**ACTIVITY 1 Title: Produce, promote and distribute 26 episodes with 78 stand-alone video segments.**

### **Description:**

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 ways to connect 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 special features. 14 of these features will showcase citizen science volunteer opportunities, ranging from wildlife surveys to monitoring water quality; 10 features will showcase Minnesotans connecting with nature to create art, food and beverage specialties, product innovations, special events and other creative endeavors. Shortly after each episode's first broadcast, the full program and individual segments will be available for online viewing.

The 2021 and 2022 seasons of Prairie Sportsman, hosted by Bret Amundson, will be filmed at locations throughout the state. Episodes will include a wide range of topics that appeal to diverse, changing demographics as well as traditional viewers. The intent is to inspire viewers to connect with the outdoors, increase their environmental science knowledge and adopt conservation practices; the program's success in achieving these outcomes will be measured through a post-production survey. Success will also be measured by the number of households that can access Prairie Sportsman, and number of broadcasts and online views.

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.

**ACTIVITY 1 ENRTF BUDGET: \$260,000**

<b>Outcome</b>	<b>Completion Date</b>
1. 13 segments produced for 2021 season on connecting to the outdoors through sports and recreation	May 15, 2021
2. 13 segments produced for 2022 season on connecting to the outdoors through sports and recreation	May 15, 2022
3. 13 segments produced for 2021 season on environmental and wildlife research and advances in water, soil and habitat protections	May 15, 2021
4. 13 segments produced for 2022 season on environmental and wildlife research and advances in water, soil and habitat protections	May 15, 2022
5. Seven segments produced for 2021 season on citizen science volunteer opportunities	May 15, 2021
6. Seven segments produced for 2022 season on citizen science volunteer opportunities	May 15, 2022
7. Six segments produced for 2021 season on outdoor-related special features	May 15, 2021
8. Six segments produced for 2022 season on outdoor-related special features	May 15, 2022
9. Edit 39 segments from the 2021 season to be stand-alone videos for widespread distribution	June 1, 2021
10. Edit 39 segments from the 2022 season to be stand-alone videos for widespread distribution	June 1, 2022

**First Update March 1, 2021**

**Second Update September 1, 2021**

**Third Update March 1, 2022**

**Final Report between project end (June 30) and August 15, 2022**

**ACTIVITY 2 Title: Produce citizen science and environmental science videos for public outreach and education**

In addition to producing and distributing 26 episode produced and 78 individual segments. 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 that focus on environmental science.

A 30 minute video will feature the results of environmental research on methods to protect and restore natural resources such as pollinator habitat restoration, beaver impacts on trout streams, aquatic and terrestrial invasive species controls, genetic diversification of Minnesota purebred bison herds, studies on bioreactors to remove nitrates from drain tiles, trout stream protections, salt impacts on water quality and other studies. The focus will be on studies that have been completed rather than those underway. A 10 minute video will feature Citizen Science opportunities around the state, such as becoming a phenologist, wasp watcher, deer monitor, master woodland owner, aquatic invasive species detector and tracker, forest pest first detector, butterfly conservation monitor, surveyor of songbirds and raptors, water quality monitor, and many other opportunities through the departments of natural resources, pollution control, agriculture and Minnesota Zoo. Planning and implementation of community-based

efforts to permanently conserve natural resources and reduce habitat fragmentation impacts on natural resources, including the impacts of transportation and other infrastructure.

**ACTIVITY 2 ENRTF BUDGET: \$260,000**

Outcome	Completion Date
Produce 10-minute video on citizen science opportunities for public education	June 2022
Produce 30-minute video on natural resource and wildlife research for public education	June 2022

**IV. DISSEMINATION:**

**Description:** Prairie Sportsman episodes will be broadcast on Pioneer Public Television in 2021 and 2022, 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 Minnesota Channel, WDSE (Duluth) and Prairie Public Television (Fargo). 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 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 through use of the trust fund logo or attribution language on project print and electronic media, publications, signage, and other communications per the [ENRTF Acknowledgement Guidelines](#)

**First Update March 1, 2021**

**Second Update September 1, 2021**

**Third Update March 1, 2022**

**Final Report between project end (June 30) and August 15, 2022**

**V. ADDITIONAL BUDGET INFORMATION:**

**A. Personnel and Capital Expenditures**

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

Explanation of Use of Classified Staff: N/A

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

Enter Total Estimated Personnel Hours for entire duration of project: 6,240	Divide total personnel hours by 2,080 hours in 1 yr = TOTAL FTE: 3
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**Total Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:**

Enter Total Estimated Contract Personnel Hours for entire duration of project: 520	Divide total contract hours by 2,080 hours in 1 yr = TOTAL FTE: 0.25
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**VI. PROJECT PARTNERS:**

- A. Partners outside of project manager's organization receiving ENRTF funding - NA
- B. Partners outside of project manager's organization NOT receiving ENRTF funding - 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. Because of the increased statewide focus of the program and equipment needs for outdoor action videography, the costs of travel and related expenses have gone up considerably. However, because of increasing sponsorship support from corporations and organizations, we are able to maintain our ENRTF funding request and the quality of programming. This project also increases video production to include two videos on environmental research results and citizen science opportunities that can be used for public outreach and education by public and private organizations.

**VIII. REPORTING REQUIREMENTS:**

- Project status update reports will be submitted March 1 and September 1 each year of the project
- A final report and associated products will be submitted between June 30 and August 15, 2022

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

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

Attachment A: Project Budget Spreadsheet  
 Environment and Natural Resources Trust Fund  
 M.L. 2020 Budget Spreadsheet

Legal Citation:

Project Manager: Cindy Dorn

Project Title: Statewide Environmental Education via Public Television Outdoor Series

Organization: Pioneer PBS

Project Budget: \$300,000

Project Length and Completion Date: two years, June 30, 2022

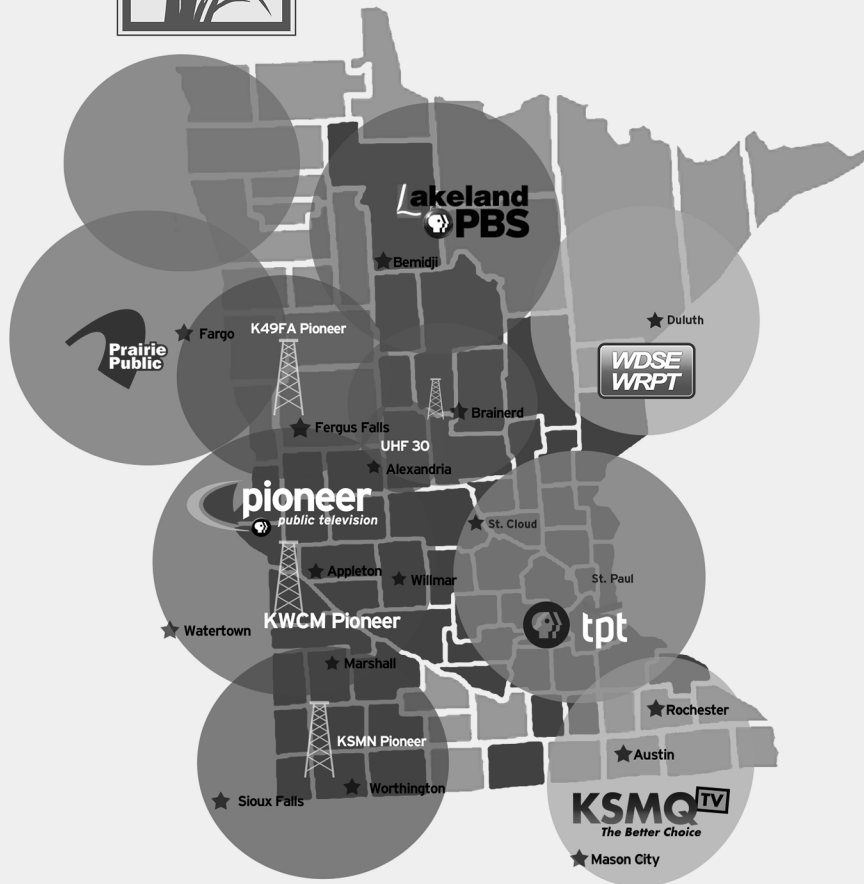
Today's Date: February 26, 2019



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET		Budget	Amount Spent	Balance
<b>BUDGET ITEM</b>				
<b>Personnel (Wages and Benefits)</b>		\$ 276,600	\$ -	\$ 276,600
<i>Producer, \$127,000 (80%salary 20%benefits), 100% FTE each year for 2 years</i>				
<i>Editor/Videographer, \$84,000 (85%salary 20%benefits) 100% FTE each year for 2 years</i>				
<i>Production Assistant/Videographer, \$65,600 (85%salary 20%benefits) 100% FTE each year for 2 years</i>				
<b>Professional/Technical/Service Contracts</b>				
<i>Bret Amundson, Host/Assistant Producer (\$1,800 per episode; 1st year ENRTF funds, 2nd year sponsorship)</i>		\$ 23,400	\$ -	\$ 23,400
<b>Equipment/Tools/Supplies</b>		\$ -	\$ -	\$ -
<b>Capital Expenditures Over \$5,000</b>		\$ -	\$ -	\$ -
<b>Fee Title Acquisition</b>		\$ -	\$ -	\$ -
<b>Easement Acquisition</b>		\$ -	\$ -	\$ -
<b>Professional Services for Acquisition</b>		\$ -	\$ -	\$ -
<b>Printing</b>		\$ -	\$ -	\$ -
<b>Travel expenses in Minnesota</b>		\$ -	\$ -	\$ -
<b>Other</b>		\$ -	\$ -	\$ -
		\$ 300,000	\$ -	\$ 300,000
<b>COLUMN TOTAL</b>				
		<b>Budget</b>	<b>Spent</b>	<b>Balance</b>
<b>SOURCE AND USE OF OTHER FUNDS CONTRIBUTED TO THE PROJECT</b>			\$ -	\$ -
<b>Status (secured or pending)</b>				
<b>Non-State:</b> Corporate and organization sponsorships for production expenses including travel, equipment, voicework, video and photo usage fees, transcripts, closed captioning, personnel costs above ENRTF grant and other project-related		pending	\$ 115,000	\$ -
<b>State:</b>			\$ -	\$ -
<b>In kind:</b>				
		<b>Budget</b>	<b>Spent</b>	<b>Balance</b>
<b>Other ENRTF APPROPRIATIONS AWARDED IN THE LAST SIX YEARS</b>		\$ -	\$ -	\$ -
<b>Amount legally obligated but not yet spent</b>				
<i>M.L. 2016, Chp. 186, Sec. 2, Subd. 05d</i>		\$300,000	\$275,575	\$24,425
<i>M.L. 2018, Chp. 214, Art. 4, Sec. 02, Subd. 05a</i>		300,000	\$123,472	\$176,528



# VIEWING AREA



## CONSERVATION TOPICS

### NORTHEAST

MOOSE STUDIES  
ELK RESTORATION  
VOYAGEUR WOLF PROJECT  
WILDLIFE ON THE GUNFLINT TRAIL  
PEREGRINE FALCON RESTORATION  
BUILDING DEN BOXES FOR FISHER HABITAT  
LAKE SUPERIOR MERCURY POLLUTION  
CONNECTING YOUTH TO THE BOUNDARY WATERS  
CONSERVING ARCTIC PLANTS ON THE NORTH SHORE  
INTERNATIONAL WOLF CENTER  
EXOTIC CATTAIL CONTROL IN VOYAGEURS

### SOUTHWEST

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

### NORTHWEST

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

### SOUTHEAST

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

### WEST-CENTRAL / CENTRAL

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

### TWIN CITIES / STATEWIDE

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 SALES RESEARCH AND ON-ROAD METHODS

