





**PROJECT TITLE: TV Documentary: The Great Mille Lacs Walleye Mystery**

**1. PROJECT STATEMENT**

When Minnesotans think of Lake Mille Lacs we often think first about Walleyed Pike. Yet something has gone wrong in the most-studied, most-monitored body of water in the Land of Ten Thousand Lakes. Despite best efforts, fish population models failed to predict the serious problem facing the Mille Lacs fishery in recent years. Simply put, smaller walleye are dying and no one seems to fully understand why.

The mystery of the declining walleye at Mille Lacs is confounding to scientists. They wonder whether the decline is being influenced by invasive species, warmer weather and/or clearer lake water. How much of the problem is due to harvest levels? Our plan is to create a one-hour TV documentary that follows this mystery where it leads us: to DNR and university scientists trying to solve the problem, to native band members exercising their historic rights to fish the lake, to local resort owners who rely on Mille Lacs’ time-proven ability to lure angler tourists. We plan to go out netting with Ojibwe fishermen in the spring as they net their harvest. We’ll follow scientists as they study the lake. We’ll hear out resort owners who fear their livelihood is in danger.

Minnesotans watching this documentary will learn the leading theories on why Walleye are in decline on Mille Lacs. They will also learn about the practical steps they can take to help improve the situation.

Twin Cities Public Television –uniquely able to cover all sides of issues—is trusted to tell the story of this complex issue. Our documentary will air on Twin Cities Public Television and the other five PBS stations in the region (Duluth, Bemidji/Brainerd, Fargo/Moorhead, Appleton, and Austin.) Through an aggressive broadcast schedule we anticipate the documentary will be viewed by more than 100,000 Minnesotans. The program will also be made available free of charge for use at public screenings around the state and in Minnesota classrooms. We will also encourage free use of the video on partner organization websites. The Mille Lacs walleye issue affects all Minnesotans. We plan to put trusted information in their hands directly via television, web and classroom resources.

**II. DESCRIPTION OF PROJECT ACTIVITIES**

**Activity 1: Research and Production Planning**

**Budget: \$ 12,192**

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Research issues in prep for videotaping</i>	<i>Sept 15, 2014</i>
<i>2. Off-camera interviews with scientists, officials, area residents</i>	<i>Sept 15, 2014</i>
<i>3. Book shoots, edits and trips needed for project</i>	<i>July 30, 2015</i>

**Activity 2: Shooting Scenes and Interviews**

**Budget: \$ 30,174**

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Record visuals for production including aerials, scenics etc</i>	<i>July 15, 2015</i>
<i>2. Record all on-camera interviews for final product</i>	<i>June 15, 2015</i>
<i>3. Write script and acquire final images</i>	<i>June 30, 2015</i>



**Environment and Natural Resources Trust Fund (ENRTF)**  
**2014 Main Proposal**  
**Project Title: TV Documentary: The Great Mille Lacs Walleye Mystery**

**Activity 3: Offline and Online Editing**

**Budget: \$ 29,376**

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Complete Offline edit (Rough Cut)</i>	<i>July 15, 2015</i>
<i>2. Design graphic look/elements for edit</i>	<i>July 15, 2015</i>
<i>3. Finish audio treatment, lock audio to video</i>	<i>July 30, 2015</i>
<i>4. Complete Online edit (Final Cut) with complete visual mix and final audio mix</i>	<i>August 30, 2015</i>

**Activity 4: Finishing, Dissemination, Promotion, Outreach and Web**

**Budget: \$ 30,630**

<b>Outcome</b>	<b>Completion Date</b>
<i>1. Complete project website materials including teacher guide and web extras</i>	<i>Sept 15, 2015</i>
<i>2. Launch project website</i>	<i>Sept 30, 2015</i>
<i>3. Launch project social and on-air media campaign</i>	<i>October 31, 2015</i>
<i>4. Arrange community screenings of documentary</i>	<i>October 31, 2015</i>
<i>5. Broadcast documentary on tpt and other Minnesota PBS stations in fall of 2015</i>	<i>October 31, 2015</i>

**III. PROJECT STRATEGY**

**A. Project Team/Partners**

Twin Cities Public Television will be the project team that will carry out these activities. The core of team will be the folks who produce tpt’s trusted “Almanac” program. We will work in a journalistic manner with many organizations to fulfill this activity but Twin Cities Public Television will be on the only one receiving funds from the Environmental and Natural Resources Trust Fund.

**B. Timeline Requirements**

We plan to shoot in two fishing seasons, the summer of 2014 and the spring and summer of 2015. We plan to air our special and complete our work in the fall of 2015. So the full timeline is sixteen months.

**C. Long-Term Strategy and Future Funding Needs**

The project will be finished in the fall of 2015 but we anticipate the impact of our project to live on for years. The finished special will be used at screenings throughout 2015 and will be available on the tpt website and for classroom use for years into the future. No additional long-term funding is anticipated for this project.

## 2014 Detailed Project Budget

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### IV. TOTAL ENRTF REQUEST BUDGET: 2 years

Budget Item	AMOUNT
<b>Personnel:</b>	<b>\$ 64,659</b>
Executive Producer, oversee entirety of project. (5% for 16 months)	\$ 7,930
Supervising Producer - Ensure quality control to tpt/PBS standards (4 hours total)	\$ 224
Director of Production - Supervise Production, Post, finance and legal (2.5% FTE over 16 mo.)	\$ 3,104
Project Producer - Direct, write scripts, edit program (10% FTE over 16 months)	\$ 14,456
Line Producer - Crewing, scheduling, logistics, budget tracking, (5% FTE over 16 months)	\$ 8,308
Post Production Supervisor - Oversee media manager, editorial through broadcast (4 hours total)	\$ 1,330
Associate Producer - Research, talent coordination, editorial (2% FTE over 16 months)	\$ 3,654
Production Assistant - Production support on location (10 days total)	\$ 1,575
Communications Coordinator - Social Media specialist (8 hours total)	\$ 479
Media Manager - manage all video and audio media (60 hours total)	\$ 1,037
Admin Coordinator - 4 hours per month for 16 months	\$ 1,077
FICA	\$ 3,303
Benefits	\$ 18,183
<b>Contracts:</b>	<b>\$ 125</b>
Closed caption file creation	\$ 125
<b>Equipment/Tools/Supplies:</b>	<b>\$ 3,879</b>
Media, tapes, & drives for retaining video/audio	\$ 174
Camera, audio and lighting equipment use fees	\$ 893
Online and offline edit suite use fees	\$ 2,707
Finishing suite and caption encoder use fees	\$ 105
<b>Acquisition (Fee Title or Permanent Easements):N/A</b>	<b>\$ -</b>
<b>Travel</b>	<b>\$ 6,342</b>
Hotel in Mille Lacs area - 5 nights X 4 people	\$ 3,212
Meals for Mille Lacs trip - 5 days X 5 people	\$ 1,240
Production Van use fees	\$ 1,890
<b>Additional Budget Items:</b>	<b>\$ 27,367</b>
10 shifts Camera operation services	\$ 4,242
10 shifts Audio mixing services	\$ 4,242
5 shifts Video editing services	\$ 2,673
2 shifts Audio sweetening services	\$ 848
24 hours Graphic design services	\$ 1,203
2 shifts Web editorial and 4 shifts web programming services	\$ 2,527
2 days studio and crew for on site event	\$ 3,460
Broadcasting costs - 2 primetime broadcasts	\$ 627
On air promo production - producing, graphics, editing	\$ 1,745
Promotional preview clip segment on Almanac	\$ 833
On-air promotion - 6 primetime promotional spots	\$ 1,604
Computer use fees	\$ 2,455
Legal Services	\$ 907
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	<b>\$ 102,372</b>

### V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ Being Applied to Project During Project Period:	N/A	
Other State \$ Being Applied to Project During Project Period:	N/A	
In kind production of on air promo	\$ 1,745	Secured
In kind production and broadcast of Almanac promotional clip segment	\$ 833	Secured
Remaining \$ from Current ENRTF Appropriation (if applicable):	N/A	
Funding History	N/A	



# The Great Mille Lacs Walleye Mystery



TV Documentary - Airing Fall of 2015

PICTURE  
START

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## **Project Manager Qualifications**

Brendan Henehan will serve as the Project Manager and Executive Producer of the Mille Lacs project. Henehan earned a B.S. degree from Kalamazoo College in 1980, graduating Phi Beta Kappa. Henehan has been employed at Twin Cities Public Television (tpt) since 1982 and has been a producer there for 30 years, creating a wide range of issue-oriented television programs. One of the earliest programs Henehan created was the 1983 special “Seasons of Change”, our region’s first examination of global warming.

In 1984 Henehan launched a live weekly Minnesota public affairs program called *Almanac*. This program (which has been honored by numerous regional Emmy awards) is now in its 28th season. *Almanac* has earned a reputation for balanced, non-partisan presentations of controversial topics. Henehan has served as the program’s producer for virtually its entire run.

Henehan has also managed dozens of projects at Twin Cities Public Television including the nightly news program NewsNight Minnesota; more than one dozen history programs including a series of weather history specials; and many examinations of controversial issues including an examination of the 2012 constitutional amendment that would have banned same-sex marriage. Henehan has produced more statewide political debates than anyone in Minnesota. He has a demonstrated expertise in presenting all sides of complex, highly-debated issues.

While Henehan has focused his energy on producing and managing local programs, his work has been seen well beyond our region. His PBS credits include producing specials on topics ranging from presidential politics to Russian media. He also co-produced a documentary on children’s television for Channel 4, London. Henehan’s television experience includes a stint as the Minnesota-based reporter/producer for the *PBS NewsHour*. In 1985 a report he produced on the plight of a Minnesota farm family facing foreclosure earned a National News Emmy Award in the category of Reporting of an On-Going News Story. He has also been the recipient of seven regional Emmy Awards.

## **Organization Description:**

Twin Cities Public Television’s mission is to enrich lives and strengthen our community through the power of media. Established in 1957 as an educational station, *tpt* has evolved into a public service media organization that operates four broadcast television channels, produces programs for regional and national television broadcast, operates numerous web sites, partners with hundreds of community organizations, and produces rich media content for web distribution.

**Service to Millions:** Twin Cities Public Television provides our region with the best of public media. We regularly rank among the three most-watched public television stations in the country, and our reach is profound: tpt produces content that is seen nationwide on PBS and worldwide via the internet.

Twin Cities Public Television is used by more than one million Minnesotans every month—more than any other public or non-profit organization. And unlike most other Minnesota organizations, tpt transcends boundaries of income, race and geography: the demographics of its viewers align closely with those of the region at large. Because tpt’s services are free and universally accessible, they are particularly important to low-income Minnesotans, the elderly, children and those with limited mobility.

**An Essential Local Service:** Twin Cities Public Television is locally owned, locally controlled and locally supported. Safe from commercial and political influences, tpt is dedicated to providing trusted content that educates and informs. While reaching a broad audience, tpt also addresses the unique informational needs of unserved and underserved communities. Our local ties, commitment to a mission of service and direct financial dependence on the local community for support lead to our high level of engagement with the community. This is one reason why the public trusts public broadcasting above virtually all other institutions in our society.