

**Environment and Natural Resources Trust Fund
2016 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 101-C

The New Prairie Sportsman Statewide Broadcast Video Project

Category: C. Environmental Education

Total Project Budget: \$ 300,000

Proposed Project Time Period for the Funding Requested: 2.5 years, July 2016 to December 2018

Summary:

Engage the statewide community to cultivate conservation ethics and generate activities to slow invasive species, improve water quality in agricultural areas and encourage safe outdoor experiences for youth and families

Name: Timothy Bakken

Sponsoring Organization: Pioneer Public Television

Address: 120 W. Schlieman
Appleton MN 56208

Telephone Number: (320) 289-2919

Email pmoore@pioneer.org

Web Address www.pioneer.org

Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

Producing for statewide broadcast via Minnesota Public TV stations in greater Minnesota: 4 town hall meetings, 26 call-in programs and 26 videos for broadcast and web distribution about natural resource issues of critical importance.

_____ Funding Priorities	_____ Multiple Benefits	_____ Outcomes	_____ Knowledge Base
_____ Extent of Impact	_____ Innovation	_____ Scientific/Tech Basis	_____ Urgency
_____ Capacity Readiness	_____ Leverage	_____ TOTAL	_____ %



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2016 Main Proposal
Project Title: The New Prairie Sportsman Statewide Broadcast Video Project

I. PROJECT STATEMENT

The overall goal of this project is to increase education and awareness of environmental issues confronting Minnesota’s natural resources in a way that creates broad based partnerships that advance public understanding and effective action. This project will engage the statewide community and strengthen relationships to generate action based, locally led activities that will slow the advance of invasive species, improve water quality in agricultural areas and encourage safe outdoor experiences for youth and families. Through public media based civic engagement, this project will increase knowledge, bridge urban/rural divides and cultivate a conservation ethic. We will advance these goals by producing for statewide broadcast via Minnesota Public TV stations in greater Minnesota: 4 town hall meetings, 26 call-in programs and 26 videos for broadcast and web distribution about natural resource issues of critical importance. A committee of state agency representatives and subject matter experts will provide editorial guidance for the project which will be produced by an award winning rural public television station known for its nonpartisan objectivity.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Produce twenty-six (26) ten minute educational and training based videos for broadcast and web distribution. **Budget: \$ 223,000**

Topics for these videos include, but are not limited to: Invasive Species, Buffer Strips, Wetland Restoration, Balancing Wildlife Habitat and Agriculture, Ecotourism and Economic Development, Renewable Energy Lifestyles, Climate Smart Ag Practices, ATV Safety and similar topics.

Outcome: Engage the statewide community and strengthen relationships to generate action based, locally led activities.	Completion Date
1. 26 videos produced featuring solutions to critical natural resource problems	December 2018
2. Audience understanding of critical issues measured before and after project	December 2018

Activity 2: Convene stakeholders for four (4) town hall style meetings that will be broadcast with online interaction in 2017 & 2018. **Budget: \$10,625**

Engage stakeholders from agriculture, outdoor sportsmen, environmental groups, state agencies and university faculty along with the general public (emphasizing the millennial generation) to convene four (4) town hall style meetings in Appleton, Minnesota and other rural locations around the state. Professional facilitators will be hired to create engaging, dynamic live forums involving the viewing audience via social media platforms during the broadcast.

Outcome: Build trust, transparency and bridge divides while cultivating a conservation ethic	Completion Date
1. Number of new relationships formed between stakeholders involved in project	May 2018
2. Measure impact on audience with before and after surveys	May 2018

Activity 3: Produce and broadcast twenty-six (26) one-half hour programs for distribution through Pioneer Public TV’s broadcast, satellite and web based platforms in addition to being made available to the Minnesota Public Television Association (MPTA). Pioneer Public TV has a proven track record of creating and distributing programs for the MPTA. Panels of subject matter experts will be assembled for the programs. Each broadcast will feature one of the 26 pre-produced videos with the remainder of the program leaving time to respond to viewer questions. **Budget: \$80,000**

Outcome: Increased public engagement and understanding of complex issues facing the environment delivered to the public in a transparent and engaging manner	Completion Date
1. Generate a minimum 20 questions to be answered during each program	December 2018
2. Measure impact on audience with before and after surveys	December 2018



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Activity 4: Promote all project material produced via the internet and print.

Budget: \$52,000

Outcome: Increased awareness and engagement of the general public, particularly millennials, digital viewers and those unfamiliar with public television	Completion Date
1. Numbers of digital viewers watching and participating in live broadcasts as well as online forums	December 2018
2. Numbers of print companion guides distributed throughout the state promoting the forum and the series	December 2018

A. Project Team/Partners

LCCMR funds will be used to hire a Producer/Researcher, an Associate Producer/Videographer/Editor, an Online Interactive Media Producer, On Air Host and Town Hall Meeting Facilitators. Pioneer Public TV’s veteran producer Timothy Hale Bakken will serve as executive producer and project manager; his salary will be paid by the cash match. This project will build on previous collaborative efforts with the University of Minnesota-Morris (UMM), the Regional Sustainable Development Partnerships (RSDP), the Minnesota Department of Natural Resources (DNR), the Minnesota Pollution Control Agency (MPCA), the Minnesota Department of Agriculture (MDA) as well as agricultural organizations, outdoor sports and environmental groups along with other Non-Governmental Organizations (NGOs). Pioneer Public TV will assemble an editorial advisory committee from these partners to insure the program’s accuracy and clarity. Pioneer Public TV will be the fiscal agent receiving funds from the ENRTF while the other partners will contribute expertise and guidance along with funding, if possible.

B. Long Term Impact and Project Strategy

This project addresses the long term need for effective communication about scientific findings and new regulations that affect the recreation loving public. It addresses the growing urban rural divide at the intersection of agriculture, water quality, wildlife habitat and public land management. Many state agencies and university departments have collected information and findings that need to be disseminated, but there has not been a central public media platform to do so. We expect this project to help forge an identity of what it means to be a Minnesotan in relation to the outdoors and thereby continue to foster a statewide conservation ethic and a culture of sustainability.

We are committed to raising \$65,625 of the \$365,625 cash budget. By the third year we intend to be able to continue the series by gradually replacing ENRTF funding with increased production sponsorship from private sector and NGO sponsors. We anticipate another smaller request to the ENRTF of \$150,000 for the 2019-2020 funding cycle. By 2021-2022 we plan to be able to produce and distribute the program without the need of ENRTF resources.

C. Timeline Requirements

July 2016 -December 2016 Assemble Expert Advisory Committee, determine episode schedule, begin video recording and editing of segments. Convening work for first town hall meeting. Establish social media promotion framework. Establish evaluation and measurement framework.

January 2017 First town hall meeting, live programs begin airing.

April 2017 Second town hall meeting as the 13 week season draws to a close.

April - December 2017 Video recording and editing of segments for 2018 second season. Broadcast reruns of first thirteen episodes. Social media marketing, promotion of online segments. Evaluate first season based on measurable outcomes.

January 2018 Third town hall meeting. Second season live programs begin airing.

April 2018 Fourth town hall meeting as the second season draws to a close. Evaluate second season based on measurable outcomes.

April - December 2018 Video recording and editing of segments for 2019 third season.

2016 Detailed Project Budget

Project Title: The New Prairie Sportsman Statewide Broadcast Video Project

IV. TOTAL ENRTF REQUEST BUDGET: 3 years

BUDGET ITEM	AMOUNT
Personnel:	
One 1.0 FTE - Producer/Researcher: 72.8% Payroll, 8.2% Taxes, 19% Fringe Benefits NEW HIRE	\$ 127,200
One 1.0 FTE - Associate Producer/Videographer/Editor: 72.8% Payroll, 8.2% Taxes, 19% Fringe Benefits. NEW HIRE	\$ 95,400
One 1.0 FTE - Online Interactive Media Producer: 72.8% Payroll, 8.2% Taxes, 19% Fringe Benefits. NEW HIRE	\$ 63,600
Professional/Technical/Service Contracts:	
Town Hall Meeting Facilitator: 4 meetings @ \$200 per meeting	\$ 800
Weekly On Air Host: 26 live broadcasts @ \$500 per show. Host to be hired in consultation with Partner Advisory Committee.	\$ 13,000
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 300,000

V. OTHER FUNDS

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied: We are currently in discussions with our partnering organizations and area businesses; plus we are raising \$65,625 in cash to contribute to this project. Nothing is yet secured or negotiated, but we intend for the funds to be a combination of private sector, NGO and foundation support.	\$ 65,625	<i>Pending</i>
Other State \$ To Be Applied To Project During Project Period: It is not yet clear if cooperating state agencies would have funds to contribute to this project. The total cost is \$365,625 and we are committing to raise \$65,625. Some of this match may come from other state agency \$.	Unknown	<i>pending</i>
In-kind Services To Be Applied To Project During Project Period: Pioneer Public Television is committing in-kind for studio rental, utilities, administrative support staff, Executive Producer salary, etc.	\$ 125,000	<i>Secured</i>
Funding History: NONE	-	<i>n/a</i>
Remaining \$ From Current ENRTF Appropriation: NONE	-	<i>n/a</i>

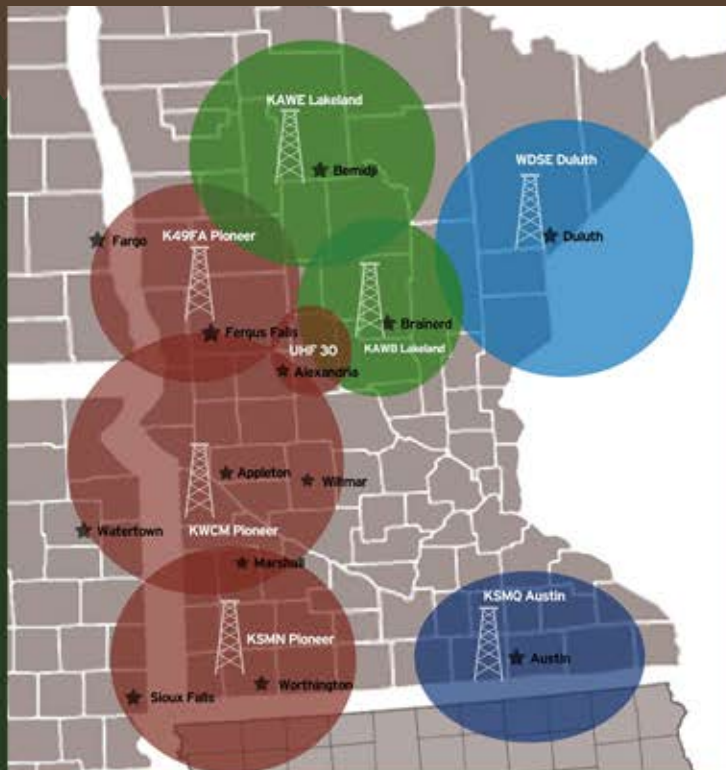
THE NEW Prairie Sportsman



- 26 LIVE CALL-IN HALF HOUR BROADCASTS
- 4 LIVE TOWN HALL MEETINGS
- 26 ENGAGING 10-MINUTE VIDEOS FOR WIDESPREAD INTERNET DISTRIBUTION

Produced by:  pioneer
public television

Offered for Broadcast on the outstate
stations of Minnesota Public Television



TOTAL BUDGET: \$365,000
REQUEST FROM THE ENRTF: \$300,000



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PROJECT MANAGER QUALIFICATIONS

Timothy Hale Bakken is the Production Director of Pioneer Public Television, where he has worked for the past 25 years. Bakken grew up on the family farm just north of Appleton, Minnesota. Over the course of his career at Pioneer Public Television, Bakken has learned the ins and outs of camera work, editing, lighting, audio and live studio directing. Bakken has produced thousands of hours of programs including [Prairie Sportsman](#) episodes, [Postcards](#) segments, [On Stage](#) programs about musicians Jerry Ostensoe, Charlie Roth and most recently a documentary about the life of country music legend [Sherwin Linton](#). Timothy Hale Bakken is a master craftsman of video production. Bakken is an artist who has a firm grasp of the technical complexities involved in creating and editing videos that are intriguing to watch. He is known for his ability to work fast, get things done and make things happen. Most recently, he directed the first televised gubernatorial debate in Minnesota, a program that aired statewide and nationally over C-SPAN. Bakken is also the Executive Producer of Pioneer's new Bluegrass Americana series, [Grassland Jam](#).

ORGANIZATION DESCRIPTION

As a rural Minnesota based communications platform, Pioneer Public Television is uniquely suited to serve as a trusted third party convener of all stakeholders for this proposal be they urban, rural, farmers, landowners, sportsmen, environmentalists, public agency staff, university faculty or the general public.

Established as a non-profit organization in 1959 and airing quality educational programs since 1966, Pioneer Public Television is a full service community licensed Public Broadcasting Service (PBS) station serving western and southwestern Minnesota, northwestern Iowa and the eastern Dakotas. Pioneer Public TV's mission is to facilitate educational growth, support cultural opportunities and promote economic development for western Minnesota, the eastern Dakotas, northern Iowa and beyond. Pioneer Public TV works to broaden, educate and sustain our rural communities through services that reflect local values.

Based in Appleton Minnesota (pop. 1,378) Pioneer emanates from one of the smallest towns in the PBS nationwide network but serves one of the largest geographic areas of any single PBS station in the nation. Broadcasting on 4 digital channels, 24 hours a day, 365 days a year. With [the recent addition of Dish Network and DirecTV in the Twin Cities DMA \(Designated Market Area\)](#), Pioneer Public Television has added 1.3 million potential new viewers to its broadcast audience. [Our website](#) PBS COVE platform [video on demand](#) service, combined with our [YouTube channel](#) currently attracts about 40,000 unique visitors a month and a combined 150,000 video views a year.

Throughout the organization's 49-year history, Pioneer Public TV has distinguished itself by using video productions and live call-in studio based programs to tell stories which provide information to viewers in the small towns and farming communities we serve. Our first locally developed program aired in 1975. Our longest running local programs [Your Legislators](#) and [Prairie Yard & Garden](#) were created in the early 1980s. In the 1990s, [Funtime Polka](#) and [Prairie Sportsman](#) were added to the lineup. Working in cooperation with the University of Minnesota in 1994 and 1998 Pioneer produced *Working for a Clean Minnesota River* and *Minnesota Rivers and Fields* which brought together upstream and downstream factions for TV based interactive dialogue. In 2000, Pioneer Public TV produced *Country Spires*, a documentary about rural churches in the Midwest which was broadcast on public television stations across the country.

In 2009, Pioneer Public TV began producing *Postcards*, a weekly magazine style program exploring the arts, history and cultural heritage of western Minnesota. During the years of 2010 through 2012 Pioneer Public Television produced a series of [Legacy Productions](#): *Rollag Steam Threshers Reunion* and *Great Minnesota Parks*. In 2012, Pioneer began producing a series featuring singer/songwriters of the region called *On Stage*. In 2013 the video production of [Caroline Smith: My Way Back Home](#) earned Pioneer its first Upper Midwest Regional Emmy. A second Upper Midwest Regional Emmy was awarded to Pioneer for [Haiti Love](#) in 2014. In 2015, a new local music program *Grassland Jam* debuted on Pioneer Public Television. Pioneer is also known for its capacity to organize and broadcast [Meet the Candidate](#) debates during election years.