

# Environment and Natural Resources Trust Fund 2018 Request for Proposals (RFP)

**Project Title:**

**ENRTF ID: 109-C**

Phase 2 Prairie Sportsman Statewide Environmental Education Project

**Category:** C. Environmental Education

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

**Proposed Project Time Period for the Funding Requested:** 2 years, July 2018 to June 2020

**Summary:**

Produce, broadcast and share 26 science-based environmental programs, 26 “call to action” and 27 “outdoor lifestyle” videos that inspire and demonstrate how to protect and engage with Minnesota’s natural resources.

**Name:** Timothy Bakken

**Sponsoring Organization:** Pioneer Public Television

**Address:** 120 W Schlieman  
Appleton MN 56265

**Telephone Number:** (320) 841-1487

**Email** pmoore@pioneer.org

**Web Address** www.pioneer.org

**Location**

**Region:** Statewide

**County Name:** Statewide

**City / Township:**

**Alternate Text for Visual:**

Inspiring citizens to become Natural Resource Super Heroes! Leveraging \$100,000 in Private Funding to match ENRTF funding!

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

**PROJECT TITLE:*****Phase 2 Prairie Sportsman* Statewide Environmental Education Project****I. PROJECT STATEMENT**

The overall goal of this project is to use broadcast television and targeted social media to inspire Minnesotans and to demonstrate how to protect, restore and engage with Minnesota's natural resources. Specifically Pioneer Public Television will produce, broadcast and share via statewide media, 26 science-based environmental segments, 26 "call to action" videos and 27 "outdoor lifestyle" segments on topics they will include but are not limited to:

Science-based segments	"Natural Resource Superheroes" call-to-action videos	Outdoor Lifestyle videos
Buffer strip management for wildlife	How to install rain gardens to benefit water quality and pollinators	Popularity of hunting and fishing among Minnesota immigrants
Management of intensive grazing on public land	How to build and install wood duck houses	Birding: identification and photography
Obsolete dam removal and its impact on invasive and native fish species	How to manage lawns to reduce polluted runoff into storm water management systems	Fishing and cooking with rough fish
The role of Scientific and Natural Areas in preserving rare species and geological features	How to restore natural habitats by removing buckthorn and other invasive species	Snowshoeing in northern Minnesota
Identifying aquatic and terrestrial invasive species and preventing their spread	How buying hunting and fishing licenses, park permits and game stamps helps the environment	Prairie chicken's population resurgence and harvest

Each of these videos will be contained within 26 new episodes of ***Prairie Sportsman*** and will reflect current scientific and technical knowledge and best practices related to outdoor recreation and natural resource management, with the assistance of public and private advisors. This project will share these programs for broadcast and web distribution statewide via Minnesota public television stations in Greater Minnesota. Through the vehicle of a popular outdoor sports and recreation show and broad-based partnerships, ***Prairie Sportsman*** will engage outdoor enthusiasts in environmental awareness to promote lifelong stewardship and sustainable lifestyles.

**II. PROJECT ACTIVITIES AND OUTCOMES****ACTIVITY 1: Produce 26 science segments and 53 videos****Budget: \$236,000**

Produce 26 science-based environmental segments (about \$5,000 each), 26 "call to action" educational videos (\$2,000 each) and 27 outdoor lifestyle videos (\$2,000 each) that encourage outdoor engagement, and offer the episodes for distribution via Minnesota Public Television Association stations. Program success in raising environmental education awareness will be measured by the number of viewers who engage in interactive discussion on natural resource management topics. Also, post-production surveys will measure the number of



viewers who increased their environmental knowledge and were inspired to get outside and protect and enhance the environment.

<b>Outcome:</b> Readily available segments showcasing ways to connect with the outdoors and to restore and protect natural resources	<b>Completion Date</b>	<b>Budget</b>
<b>1.</b> 26 science-based environmental segments produced	June 2020	\$130,000
<b>2.</b> 53 “call to action” and “outdoor lifestyle” videos produced	June 2019	\$106,000

**ACTIVITY 2: Widespread promotion and distribution of educational content****Budget: \$64,000**

This civic engagement, communications and social media component will foster an interactive and loyal audience for the program and extend the reach of videos using the latest social media technologies and other communications vehicles including Town Hall broadcasts and promotional events. Twitter, Facebook, Snapchat, Pinterest, YouTube, Instagram and email will be used to generate viewer interest, interaction, questions and ideas for future episodes. Videos will be posted to the Internet and comments generated by them will be monitored and shared. A blog will facilitate continued conversation with posts by outdoor recreation, conservation and natural resource specialists and sportsmen and women.

<b>Outcome</b> The creation of a broad-based and diverse online and in-person community of program contributors who will advance awareness and promotion of natural resource management and restoration of healthy ecosystems	<b>Completion Date</b>	<b>Budget</b>
Promote all project material produced via broadcast, social media, events and other communications	June 2020	\$64,000

**III. PROJECT STRATEGY****A. Project Team/Partners**

LCCMR funds will be used in Phase 2 to continue funding the positions created with ENRTF funding in phase 1. These include: Cindy Dorn, Producer (1 FTE); Dan Balluff, Videographer/Editor (1 FTE); Amanda Anderson, Communications Specialist (1 FTE) and Bret Amundson, Program Host and Town Hall Facilitator (.25 FTE).

**Project Partner Receiving Funds:** Pioneer Public Television. **Project Partners Not Receiving Funds:** Minnesota Department of Natural Resources, U.S. Fish and Wildlife Service, University of Minnesota, Minnesota Pollution Control Agency, Minnesota Department of Agriculture, Board of Water and Soil Resources, agricultural organizations, outdoor sports and environmental groups and businesses.

**B. Project Impact and Long-Term Strategy**

By engaging a statewide network of partners and content advisors, this project benefits the work of other ENRTF-funded projects by showcasing their results. This project will deliver multiple benefits by inspiring more Minnesotans to use and conserve natural resources and combat invasive species. It addresses the long-term need for effective communication needed to inspire action to improve and protect the environment. This program leverages collaborative public-private partnerships and attracts non-state funds to pay for its production. The long-term strategy for sustainability is to gradually replace ENRTF funds with contributions from private businesses, non-government organizations, private foundations and viewer support.

**C. Timeline Requirements**

This is a two year project starting July 1, 2018 and ending June 30, 2020.

## 2018 Detailed Project Budget

Project Title: **Phase 2 Prairie Sportsman Statewide Environmental Education Project**

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

<u>BUDGET ITEM</u>	<u>AMOUNT</u>	
<b>Personnel</b>		
Cindy Dorn Producer/Researcher: (72.8% salary , 27.2% benefits) 100% FTE for 2 years. Dorn was hired for phase 1 of this project and without ENTRF funds for phase 2, her position will be terminated.	\$	127,200
Dan Balluff Associate Producer/Videographer/Editor: (72.8% salary , 27.2% benefits) 100% FTE for 2 years. Balluff was hired for phase 1 of this project and without ENTRF funds for phase 2, his position will be terminated.	\$	95,400
Amanda Anderson Communications Specialist: (72.8% salary , 27.2% benefits) 100% FTE for 2 years. Anderson was hired for phase 1 of this project and without ENTRF funds for phase 2, her position will be terminated.	\$	64,000
<b>Professional Contract</b>	\$	-
Bret Amundson Program Host and Meeting Facilitator. (26 shows at \$500 per show. Two Town Hall Meeting facilitations at \$200 each). In Phase 1, Amudson was selected through a competitive process and chosen from a pool of three candidates who auditioned for the position. .25 FTE for 2 years	\$	13,400
<b>TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =</b>	\$	300,000

### V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
<b>Other Non-State \$ To Be Applied To Project During Project Period: \$50,000 a year for two years will be raised from foundation grants, program sponsors and viewing members of Pioneer Public Television. These funds will be used to pay for mileage, meals, lodging and other expenses related to the production.</b>	\$100,00	<i>Pending</i>
<b>Other State \$ To Be Applied To Project During Project Period:</b>	N/A	
<b>In-kind Services To Be Applied To Project During Project Period: Tim Bakken .25 FTE annual salary for 2 years. Patrick Moore Grant Administrator and Communications Director .10 FTE annual salary for 2 years</b>	\$ 42,484	<i>Secured</i>
<b>Past and Current ENRTF Appropriation: M.L. 2016, Chp. 186, Sec. 2, Subd. 05d</b>	\$ 300,000	\$185,000 remaining; to be completed June 30, 2018
<b>Other Funding History: In 2016 Pioneer raised \$10,000 for program sponsorship from Ice Castle Fish Houses Manufacturing in Montevideo, \$5,000 from the West Central Initiative Foundation in Fergus Falls and \$5,000 each from the Invasive Species Task Forces of Big Stone, Kandiyohi and Yellow Medicine Counties and \$2,100 from Fischer Outback of Graceville, Minnesota.</b>	\$ 32,100	<i>Secured and we are on track to raise an additional \$33,525 by June 2018</i>



## Phase 2

## 2019-2020

### *Building on the success of two years of ENRTF support*

# Environmental Education and Communications Platform for the state's Natural Resource Management Community



Inspiring citizens to become ***Natural Resource Super Heroes!***  
And to purchase the licenses and park permits that fund their  
maintenance and protection.

***Leveraging \$100,000 in Private Funding  
to match ENRTF funding!***

*Offered for broadcast on the stations of the  
Minnesota Public Television Association*

## Extensive Social Media Coverage!

More information at: [www.pioneer.org/blog](http://www.pioneer.org/blog)



***Prairie Sportsman* celebrates our love of the outdoors and the natural resource protections needed to preserve our access to outdoor recreation.**

In Phase 2 of this project, ENRTF funds will help support the production, broadcasting and sharing, via statewide media, of 26 science-based environmental segments, 26 “call to action” videos and 27 “outdoor lifestyle” segments that will inspire and demonstrate how to protect, restore and engage with Minnesota’s natural resources.

*Prairie Sportsman* host Bret “T-Bone” Amundson is a graduate of Woodbury High School and Brown Institute in the Twin Cities. He is a waterfowl guide with Mid Migration Outfitters in western Minnesota and is the radio host of Sporting Journal Radio, heard on 27 stations across the Midwest.

For more information visit: [www.pioneer.org/prairiesportsman](http://www.pioneer.org/prairiesportsman)



07/29/2017

**Produced by:**





## **PROJECT MANAGER QUALIFICATIONS**

**Executive Producer, Timothy Hale Bakken**, is the **Production Director of Pioneer Public Television**, where he has worked for the past 26 years. Over the course of his career at Pioneer Public Television, Bakken has produced thousands of hours of programs including [Prairie Sportsman](#) episodes, [Postcards](#) segments, and a documentary about the life of country music legend [Sherwin Linton](#). Bakken is also the Executive Producer of Pioneer's Bluegrass Americana series, [Grassland Jam](#).

**Producer, Cindy Dorn**, has degrees in Journalism/Mass Communications and American Studies from Minnesota State University in Moorhead. Dorn worked for Pioneer Public Television as Development Director in the 1980s and eventually came to serve as producer of the nationally distributed *Country Spires* documentary. Dorn has worked in communications positions for the Minnesota House of Representatives and Agricultural Utilization Research Institute and, most recently, served as Development Director for Conservation Corps Minnesota & Iowa.

## **ORGANIZATION DESCRIPTION**

**Mission Statement:** Pioneer Public Television's services and programs facilitate educational growth, support cultural opportunities and promote economic development for western Minnesota, eastern South Dakota, northern Iowa and beyond. Pioneer works to broaden, educate and sustain rural communities through services that reflect local values.

More than 2.5 million people live in Pioneer's service area. Pioneer provides programs to the underserved, underrepresented audiences of the very young, the elderly and the poor through a variety of broadcast and online platforms. Pioneer serves the children, the farmers, the artists, the sportsmen and the families of our region with quality programming. Pioneer has developed a robust social media platform and combines that with an ability to act as a trusted convener for community based dialogue to advance a new civic infrastructure for the region.

Pioneer has a history of producing a variety of award winning, quality content. In 2016, two locally produced *Postcards* programs by Pioneer Public Television received Emmy Awards issued by the Upper Midwest Academy of Television Arts and Sciences. Pioneer has won an Upper Midwest Emmy Award every year for the past four years and this is the first time that two awards have been earned in the same year in the 50 year history of the station.

Granite Falls will soon be the new home to Pioneer Public TV. For the past 51 years, Pioneer Public Television has produced and broadcast relevant, quality programming that has cultivated creativity, conversation, and connectedness for rural Minnesota from the community of Appleton. In 2015, a transformative gift arrived on their doorstep from Ron and Diane Fagen. Because of this gift, the Pioneer of tomorrow will include a new, expanded, state-of-the-art television campus in Granite Falls, Minn.

Pioneer is setting in motion a plan to fill this space with highly trained staff, critical new equipment, and the creative resources needed to share the stories of the broadcast region through trusted news and enriching programs. Pioneer is advancing a vision is to create a vibrant regional hub where generations come together to share, to learn, to celebrate the stories of the past and the possibilities for the future.

In Phase 2 of *Prairie Sportsman*, Pioneer will continue to promote the shared interests of urban and rural, youth and elders, hunters and scientists with engaging stories that contribute to a collective knowledge base and appreciation for the outdoors. These entertaining and informative episodes are "evergreen" productions that will continue to be broadcast by Pioneer and other greater Minnesota stations for years to come. In this way we will inform, inspire, connect and create new opportunities for Minnesotans to protect and enhance the natural resources so critical to our future.