

**Environment and Natural Resources Trust Fund
2019 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 147-CH

Watershed: Arts-Based Education in Minnesota's State Parks

Category: H. Proposals seeking \$200,000 or less in funding

Sub-Category: C. Environmental Education

Total Project Budget: \$ 84,926

Proposed Project Time Period for the Funding Requested: June 30, 2021 (2 yrs)

Summary:

The Watershed program will use creative performance in 20 State Parks to teach families about water stewardship. The audience will then become "Minnesota's Water Heroes" in a follow-up documentary film.

Name: Mark Pedelty

Sponsoring Organization: U of MN

Title: Professor

Department: Institute on the Environment & College of Liberal Arts

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Minneapolis MN 55414

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Email: pedelty@umn.edu

Web Address: Ecosong.net

Location

Region: Statewide

County Name: Statewide

City / Township:

Alternate Text for Visual:

A Map and Schedule for Watershed Events

<input type="checkbox"/>	Funding Priorities	<input type="checkbox"/>	Multiple Benefits	<input type="checkbox"/>	Outcomes	<input type="checkbox"/>	Knowledge Base
<input type="checkbox"/>	Extent of Impact	<input type="checkbox"/>	Innovation	<input type="checkbox"/>	Scientific/Tech Basis	<input type="checkbox"/>	Urgency
<input type="checkbox"/>	Capacity	<input type="checkbox"/>	Readiness	<input type="checkbox"/>	Leverage	<input type="checkbox"/>	TOTAL <input type="checkbox"/> %
<input type="checkbox"/>	If under \$200,000, waive presentation?						



PROJECT TITLE: *Watershed*: An Arts-based Education Program in the State Parks

I. PROJECT STATEMENT

The *Watershed* program will improve water stewardship through creative performance, art, and pedagogy in Minnesota’s State Parks. In partnership with Blue Thumb and the Lake Pepin Legacy Alliance (LPLA), 20 live performances (one each at 20 different State Park sites) will teach families about (1) statewide water ecology, (2) local water challenges, and (3) what we all can do around our homes, cabins, and campsites to improve Minnesota’s lakes, streams, and aquifers. Jennifer Conrad, Visitor Services Supervisor for the DNR, has been instrumental in helping us to choose the appropriate parks for the program and we will continue to work with the DNR to tailor the program.

The Ecosong team has been producing entertaining and educational media in the metro since 2010, drawing on the talents of community musicians, scientists, and artists (see Ecosong.net). Our “edutaining” methods combine social media outreach and live performances, and our music video projects have won numerous awards at film festivals. Now we seek to transform our award-winning music video projects into a live program for presentation to State Park audiences in rural Minnesota. Each *Watershed* event will be performed in the following format, integrating information relevant to each local community via song lead-ins, MC’s educational interlude, and watershed art posters:

The *Watershed* Program (minute by minute):

0:00-3:00	Introduction by Blue Thumb and LPLA staff MC’s
3:00-5:00	Lead in to “You Can Build a Garden,” setting up the call and response refrain and explaining the value of native plants and raingardens, including those most relevant in the local watershed
5:00-10:00	Perform the song “You Can Build a Garden”
10:00-13:00	Lead in to “We Live in the Lake,” setting up the “crazy fish dance” contest and explaining the problem of erosion and excess sedimentation
13:00-23:00	Perform the song “We Live in the Lake”
23:00-30:00	Educational interlude: MC’s present site-specific information concerning local water issues (e.g., invasive species, erosion and excess sedimentation, chloride, nitrite, or nitrate pollution) and issue a challenge to the audience regarding one thing they can do to improve their watershed
30:00-33:00	Lead in to “Watershed,” explaining the causes and cures for chloride pollution; families will be directed to each find a “watershed card” (poster size map) of their local home watershed , which they will hold up when cued by the musicians and MC’s
33:00-38:00	Perform the song “Watershed”
38:00-40:00	Lead in to “Loud,” explaining the causes, effects, and solutions for noise pollution
40:00-45:00	Perform the song “Loud,” issuing a challenge for the audience to be as loud as possible in the first chorus and as silent as possible when singing along with the second
45:00-47:00	MC’s thank the audience, remind them that water belongs to all of us and that our public lands are key to keeping the water clean, healthy, and recreationally accessible
47:00-52:00	Performers and audience will sing “This Water is My Water” to end the program

Watershed is a multimedia performance. **Songs** provide an entertaining and informational structure for engaging audiences, providing opportunities for audience participation and interactive learning. The “We Live in the Lake” **dance** contest provides kinesthetic learning for kids. **Visual art** will help the audience to see how statewide water issues connect to their own homes, families, and communities, taking the form of art posters representing local watersheds.

The *Watershed* program will take place in State Park amphitheatres from August 15 through September 15 and visitor centers from then until October 14. In 2019, after rehearsing and refining the show in parks around our home base in the Twin Cities, we will perform in ten parks in rural Southern and Central Minnesota,



**Environment and Natural Resources Trust Fund (ENRTF)
2019 Main Proposal Template**

in this order: Frontenac, Beaver Creek Valley, Whitewater, Nerstrand Big Woods, Minneopa, Fort Ridgely, Blue Mounds, Camden, Big Stone, and Glacial Lakes. In 2020 the *Watershed* program will take place in Northern Minnesota in Crow Wing, Jay Cooke, Gooseberry Falls, Lake Vermillion, Scenic Lake, Lake Bronson, Hayes Lake, Buffalo River, Itasca, and Lake Bemidji.

We will professionally film four of the State Park events, Frontenac, Blue Mounds, Gooseberry Falls, and Itasca, and will follow one family from each of these shows to document how they apply what they learn in their homes, cabins, and campsites. In the film those four families will become Minnesota’s “Watershed Heroes,” teaching viewers statewide by example and showing the rest of the world what Minnesotans can do. As we have done with our previous Ecosong projects to maximize impact, the **documentary film** will be distributed through numerous film festivals, shared via social media, sent to water stewardship organizations, and made available for use in schools and public media outlets.

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Watershed State Park Program

ENRTF BUDGET: \$61,162

Outcome	Completion Date
1. 10 State Park presentations of the program in Southern and Central Minnesota	October 31, 2019
2. 10 State Park presentations of the program in Northern Minnesota	October 31, 2020

Activity 2: Watershed Documentary

ENRTF BUDGET: \$23,290

Outcome	Completion Date
1. “Minnesota’s Watershed Heroes” Documentary	December 1, 2020

III. PROJECT PARTNERS:

A. Partners receiving ENRTF funding

Name	Title	Affiliation	Role
Rebecca Rice	Outreach Staff	Blue Thumb/Metro Blooms	A BT staff member will co-MC and present information about local water challenges and creative ways for families to help out
MacKenzie Consoer	Education & Outreach	Lake Pepin Legacy Alliance	Consoer will co-MC and present information about local water challenges and creative ways for families to help out

IV. LONG-TERM- IMPLEMENTATION AND FUNDING: This is a series of live programs that will take place over two summers in 2019 and 2020 and live on afterward in the form of a documentary for presentation in the parks, on public media outlets, in film festivals and for school audiences.

V. TIME LINE REQUIREMENTS:

July 15-August 15, 2019: Complete design work and logistical arrangements. Rehearse. Develop art and educational support materials for the programs. Practice programs at Fort Snelling, Afton, and Lake Maria.
 August 15-October 31, 2019: Present the first 10 programs, starting at Frontenac State Park.
 August 15-October 31, 2020: Present the final 10 programs, ending at Bemidji State Park.
 November 1-December 1, 2020: complete postproduction on the documentary film and start distribution.

2019 Proposal Budget Spreadsheet

Project Title:

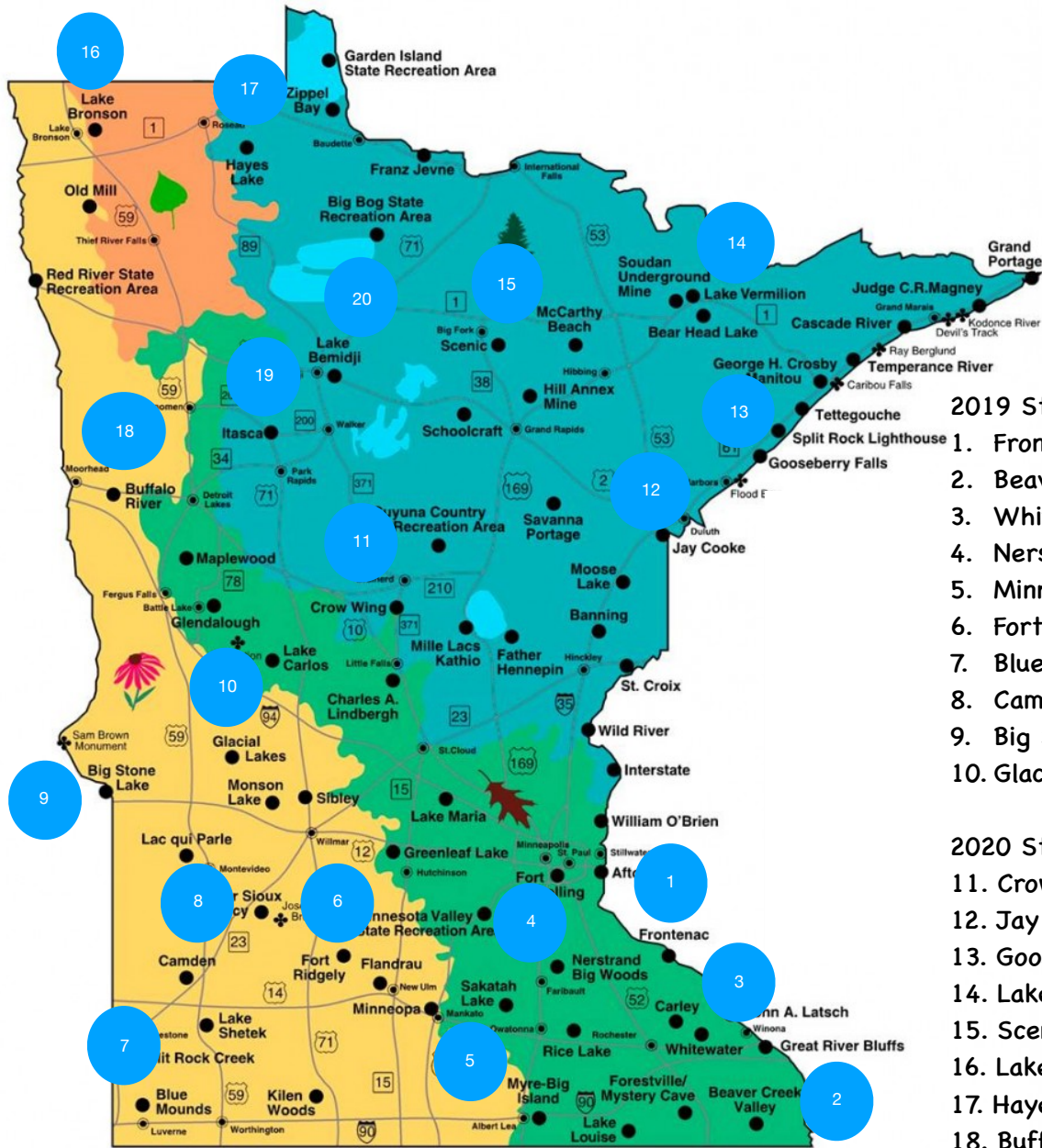
IV. TOTAL ENRTF REQUEST BUDGET *[Insert # of years for project] years*

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Personnel: M. Pedelty, Program Manager and Producer/Performer, 100% of one summer month (\$11,235 salary and \$3764 fringe), will oversee all aspects of this project	\$ 14,998
Professional/Technical/Service Contracts: 2 Lead Musician Presenters/Performers, \$40/hr, 300 hours each (including preparation and studio work), hired on non-competitive basis due to having created and performed the music together over the past ten year period	\$ 24,000
2 Masters of Ceremony/Presenters from the partner organizations, \$40/hr, 105 hours each (10 hrs/per event including preparation)	\$ 8,400
Atomic K Studios, videography (\$1200/dayx4), editing and post-production (\$800/day x 20), non-competitive basis due to successful longterm collaboration on related environmental edutainment projects, which is valuable for media production	\$ 20,800
Web domain hosting and tools	\$ 420
Equipment/Tools/Supplies: art supplies, \$100 per event (x21) for watershed posters for use by audience in interactive part of the performance (see program outline in Statement)	\$ 2,100
GoPro cameras (\$440x3) for use by audience "watershed heroes" to take offsite	\$ 1,320
Acquisition (Fee Title or Permanent Easements):	\$ -
Travel: Van rental and gas to transport TC-based program manager and MCs/performers and audio/video equipment to the event sites, 2 days per event (\$112 x 42)	\$ 4,704
GSA greater MN food per diem for musicians and MCs (4 people total per event, 2 days per event, 21 events)	\$ 4,284
Group lodging for project manager and presenters at sites (\$150 x 21)	\$ 3,150
Film Festival entries to expand distribution of documentary (\$25 x30)	\$ 750
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 84,926

V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period:	\$ -	
Other State \$ To Be Applied To Project During Project Period:	\$ -	
In-kind Services To Be Applied To Project During Project Period: For production work that does not require Atomic K specialized facilities, the project will use studio space and equipment available to Pedelty at the University of MN. The market rental value of these facilities and equipment is estimated at \$500 per day; 30 days is estimated	\$ 15,000	<i>acquired</i>
Project manager Pedelty, lead performers/presenters Robert Poch and Tim Gustafson, and the two presenters from the project partner organizations will each contribute approximately 80 hours of uncompensated preparatory effort on this project (valued at same level as salary and professional contract fees above, respectively)	\$ 20,299	<i>acquired</i>
Past and Current ENRTF Appropriation:	\$ -	
Other Funding History:	\$ -	

A Map and Schedule for *Watershed* Events



- 2019 State Parks**
1. Frontenac
 2. Beaver Creek Valley
 3. Whitewater
 4. Nerstrand Big Woods,
 5. Minneopa
 6. Fort Ridgely
 7. Blue Mounds
 8. Camden
 9. Big Stone
 10. Glacial Lakes

- 2020 State Parks**
11. Crow Wing
 12. Jay Cooke
 13. Gooseberry Fall
 14. Lake Vermillion
 15. Scenic Lake
 16. Lake Bronson
 17. Hayes Lake
 18. Buffalo River
 19. Itasca
 20. Lake Bemidji

Program Manager Qualifications and Organization Descriptions

Mark Pedelty is a Fellow at the Institute on the Environment and Professor of Communication Studies at the University of Minnesota, Twin Cities. Pedelty received his Ph.D. in Anthropology from the University of California, Berkeley in 1993. Dr. Pedelty has published three books and several articles concerning the relationship between music and the environment, based on fieldwork in Mexico City, British Columbia, and Washington State. At home in Minnesota, he applies that knowledge by assisting community partners with watershed education programs. He has directed several collaborative media production efforts involving scientists, musicians, artists, educators, and residents and founded the Ecosong Collective, which brings together local creative talent and community activists to pursue these projects. Under his direction, the following videos have earned sixteen film festival selections and awards:

“You Can Build a Garden.” (2016) Producer, Director, and Participating Musician for Music Video commissioned by the Minnehaha Creek Watershed District in association with Blue Thumb.

“We Live in the Lake.” (2016) Producer, Director, Composer, and Participating Musician for Music Video commissioned by University of Minnesota Extension in association with the Lake Pepin Legacy Alliance (LPLA). *Ecosong.net*. Minneapolis, MN: Ecosong Collective.

Most recently, Pedelty produced, directed, and performed in “Watershed” (2018), a music video commissioned by the Mississippi Watershed Management Association. He is currently leading the Mellon Foundation funded collaborative project “Ecomusicology for a Changing Climate,” which will produce music videos about environmental issues affecting five different local communities in Haiti, China, India, Tanzania, and the Pacific Northwest.

The Ecosong approach is explained in detail in Pedelty, Mark (2017), “‘We Live in the Lake’: Ecomusicology as Community Pedagogy.” *Journal of Music History Pedagogy* 8(1). Special Issue: *Teaching Ecomusicology*. <http://www.ams-net.org/ojs/index.php/jmhp/article/view/242/421>

Pedelty is on the editorial boards for *Applied Environmental Education and Communication*, *Popular Music & Society*, and the *Environmental Humanities Journal* and is a member of several professional associations in the fields of communication, music, and environmental studies.

Organization Description:

The Watershed project will be managed by Mark Pedelty in his role as a community-engaged teacher and scholar specializing in environmental communication at the University of Minnesota. The department of Communication Studies at the College of Liberal Arts will have fiscal responsibility for administering the project funds for this grant.

Partner Organizations

Blue Thumb (nonprofit), “Planting for Clean Water”: <http://www.blue-thumb.org/>

Lake Pepin Legacy Alliance (nonprofit): <http://www.lakepepinlegacyalliance.org/>

Atomic K Studios (professional service partner): <https://www.atomick.com/story>