



# Environment and Natural Resources Trust Fund

## 2022 Request for Proposal

### General Information

**Proposal ID:** 2022-100

**Proposal Title:** Statewide Environmental Education via PBS Outdoor Series

### Project Manager Information

**Name:** Cindy Dorn

**Organization:** Pioneer Public Television

**Office Telephone:** (651) 230-3995

**Email:** cdorn@pioneer.org

### Project Basic Information

**Project Summary:** Pioneer PBS will produce 26 new episodes of a statewide television series designed to inspire Minnesotans to connect with the outdoors and to restore and protect our valuable natural resources.

**Funds Requested:** \$300,000

**Proposed Project Completion:** June 30 2024

**LCCMR Funding Category:** Environmental Education (C)

### Project Location

**What is the best scale for describing where your work will take place?**

Statewide

**What is the best scale to describe the area impacted by your work?**

Statewide

**When will the work impact occur?**

During the Project and In the Future

## Narrative

### **Describe the opportunity or problem your proposal seeks to address. Include any relevant background information.**

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. The program's opportunity is to reach out to a statewide audience and inspire viewers to connect with the outdoors, increase their environmental science knowledge and adopt conservation practices.

### **What is your proposed solution to the problem or opportunity discussed above? i.e. What are you seeking funding to do? You will be asked to expand on this in Activities and Milestones.**

Broadcast in 2023 and 2024 from late January to mid-May, the two 13-episode seasons will be filmed at locations throughout the state and feature a wide range of topics that appeal to diverse, changing demographics as well as traditional viewers. Each new episode will include a minimum of three segments including an outdoor sports or recreation feature, an environmental education segment on research, natural resource management or agricultural practices that benefit the environment, and a call to action or a special feature on citizen scientists, artists, chefs and others connecting with nature in innovative ways. In addition, the project will produce a stand-alone videos on highlighting Prairie Sportsman segments on ENRTF-supported projects. All Minnesota PBS stations have been broadcasting ENRTF-funded Prairie Sportsman episodes including KSMQ (Austin), Lakeland Public Television (Bemidji and Brainerd), tptLife (Twin Cities) and WDSE (Duluth) as well as Pioneer. The program also airs four times per week on the Minnesota Channel, which is carried by all Minnesota PBS stations. In total, each new episode, including rebroadcasts, will air 26 times during the year for a total of 676 episode airings during the two year project. TPT estimates MPTA's total broadcast audience is more than 5.7million.

### **What are the specific project outcomes as they relate to the public purpose of protection, conservation, preservation, and enhancement of the state's natural resources?**

This project provides a statewide television and online audience with inspirational and educational environmental science and conservation content. In addition, the 78 segments contained within this project's 26 episodes will be produced as stand-alone videos and distributed online and made available on DVD to public agencies, learning centers, outdoor organizations, civic organizations, educational institutions and other groups. This extends each segment's "evergreen" public education and outreach value for years to come.

## Activities and Milestones

### Activity 1: Produce, promote and distribute 26 episodes with 78 stand-alone videos

**Activity Budget:** \$270,000

**Activity Description:**

The 26 new episodes will be distributed via Minnesota PBS stations and online. Each new episode will include a minimum of three segments including an outdoor sports or recreation feature, an environmental education segment on research, natural resource management or agricultural practices that benefit the environment, and a call to action or a special feature on citizen scientists, artists, chefs and others connecting with nature in innovative ways. Broadcast in 2023 and 2024 from late January to mid-May, the two 13-episode seasons will be filmed at locations throughout the state and feature a wide range of topics that appeal to diverse, changing demographics as well as traditional viewers

**Activity Milestones:**

Description	Completion Date
Finalize lineup for 2023 season, including environmental education segment in each episode	December 31 2021
Produce and broadcast 13 episodes for the 2023 season	May 31 2023
Create individual segments to distribute via DVDs, website and social media	June 30 2023
Finalize lineup for 2024 season, including environmental education segments in each episode	December 31 2023
Produce and broadcast 13 episodes for the 2024 season	May 31 2024
Create individual segments to distribute via DVDs, website and social media	June 30 2024

### Activity 2: Produce environmental science video for public outreach and education

**Activity Budget:** \$30,000

**Activity Description:**

In addition to 26 new episodes, Pioneer PBS will produce a stand-alone video for LCCMR, state and local agencies and outdoor and environmental organizations to use for education and outreach, which will be offered to all Minnesota PBS stations. A 30-minute video will include highlights of ENRTF project features such as salt impacts on water, microplastics, printable solar cells made from ag byproducts, autonomous mowers, aquatic and terrestrial invasive species controls, pollinator habitat, grazing bison to restore oak savanna and other research and environmental education topics.

**Activity Milestones:**

Description	Completion Date
Select highlights from 2023 and earlier seasons to be included in stand-alone video	July 31 2023
Select highlights from 2024 season to be included in stand-alone video	May 31 2024
Produce and distribute 30 minute video	June 30 2024

## Long-Term Implementation and Funding

**Describe how the results will be implemented and how any ongoing effort will be funded. If not already addressed as part of the project, how will findings, results, and products developed be implemented after project completion? If additional work is needed, how will this be funded?**

Prairie Sportsman episodes and individual segments are produced as "evergreen" videos that can be broadcast and used in educational settings for years to come. The program's statewide focus has increased travel costs and related expenses the past four seasons. However, because of increasing sponsorship support from corporations and organizations, we are able to maintain quality programming. With continuous audience growth, the program will be poised after the 2023 and 2024 seasons to launch into national distribution, which will increasingly sustain the program through major corporate underwriting.

## Other ENRTF Appropriations Awarded in the Last Six Years

Name	Appropriation	Amount Awarded
New Prairie Sportsman Statewide Broadcast Video Project	M.L. 2016, Chp. 186, Sec. 2, Subd. 05d	\$300,000
Prairie Sportsman Statewide Environmental Broadcasts and Videos	M.L. 2018, Chp. 214, Art. 4, Sec. 2, Subd. 05a	\$300,000

## Project Manager and Organization Qualifications

**Project Manager Name:** Cindy Dorn

**Job Title:** Producer

**Provide description of the project manager's qualifications to manage the proposed project.**

Since 2016, project manager Cindy Dorn has served as producer of Prairie Sportsman, which received two Upper Midwest Emmy nominations in 2018, seven nominations and one Emmy award in 2019, and seven nominations and two Emmy awards in 2020. She holds degrees in Journalism/Mass Communications and American Studies from Minnesota State University Moorhead. In the 1980s, Dorn served as Pioneer Public Television's Development Director and later produced the nationally distributed Country Spires documentary, which received two Upper Midwest Emmy nominations. Dorn has served in communications positions at the Minnesota House of Representatives and Agricultural Utilization Research Institute and as Conservation Corps Minnesota & Iowa Development Director.

**Organization:** Pioneer Public Television

**Organization Description:**

Pioneer PBS's mission is to facilitate educational growth, support cultural opportunities and promote economic development for the more than 2.5 million people who live in Pioneer's service area. The station serves children, elderly, diverse communities, farmers, artists and outdoor enthusiasts with quality programming. Pioneer has developed a robust social media platform, combined with an ability to advance civic discourse.

Pioneer has a history of producing a variety of award-winning, quality content. Locally produced programs have received a total of 14 Upper Midwest Emmy awards. In 2018, Pioneer PBS administrative offices moved from Appleton to a state-of-the-art television campus in Granite Falls, and the production staff moved to the facility after equipment installations and production studios were completed in 2019. Pioneer has the talent and technological capacity and financial stability to produce informative and entertaining outdoor program series that are "evergreen" and appeal to a diverse, statewide

audience. Through this project, Pioneer will inform, inspire, connect and create new opportunities for Minnesotans to protect and restore natural resources critical to our future.

## Budget Summary

Category / Name	Subcategory or Type	Description	Purpose	Gen. Ineligible	% Benefits	# FTE	Classified Staff?	\$ Amount
<b>Personnel</b>								
Producer		Manage project, research topics, set program lineup, contact participants, set up interviews, script segments, oversee editing and post production			20%	2		\$127,000
Editor/videographer		Assist with developing topics and setting up interviews and broll, scripting; lead videographer and editor			20%	2		\$84,000
Assistant videographer/editor		Assist with setting up interviews, shooting footage and editing.			20%	2		\$65,600
							<b>Sub Total</b>	<b>\$276,600</b>
<b>Contracts and Services</b>								
Host Bret Amundson	Professional or Technical Service Contract	Bret Amundson serves as on-air program host, providing interviews on camera and narration. In addition, he assists with developing sports, recreation and conservation topics and setting up interviews and broll, and aggressively promotes the program through social media.				0.5		\$23,400
							<b>Sub Total</b>	<b>\$23,400</b>
<b>Equipment, Tools, and Supplies</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Capital Expenditures</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Acquisitions and Stewardship</b>								
							<b>Sub Total</b>	<b>-</b>
<b>Travel In Minnesota</b>								

							<b>Sub Total</b>	-
<b>Travel Outside Minnesota</b>								
							<b>Sub Total</b>	-
<b>Printing and Publication</b>								
							<b>Sub Total</b>	-
<b>Other Expenses</b>								
							<b>Sub Total</b>	-
							<b>Grand Total</b>	<b>\$300,000</b>

Classified Staff or Generally Ineligible Expenses

Category/Name	Subcategory or Type	Description	Justification Ineligible Expense or Classified Staff Request
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## Non ENRTF Funds

Category	Specific Source	Use	Status	Amount
<b>State</b>				
			<b>State Sub Total</b>	-
<b>Non-State</b>				
Cash	Underwriting sponsorships: SafeBasements of Minnesota, Live Wide Open, Western Minnesota Prairie Waters and Aquatic Invasive Species Task Forces of Big Stone, Lac qui Parle, Yellow Medicine, Meeker and Wright Counties.	Covers production expenses including travel, transcripts, closed captioning, equipment, supplies, marketing, voice work, 50% of host contract and other costs.	Pending	\$60,000
			<b>Non State Sub Total</b>	<b>\$60,000</b>
			<b>Funds Total</b>	<b>\$60,000</b>

## Attachments

### Required Attachments

#### *Financial Capacity*

File: [69a6b7ba-e55.pdf](#)

### Administrative Use

**Does your project include restoration or acquisition of land rights?**

No

**Does your project have potential for royalties, copyrights, patents, or sale of products and assets?**

No

**Do you understand and acknowledge IP and revenue-return and sharing requirements in 116P.10?**

N/A

**Do you wish to request reinvestment of any revenues into your project instead of returning revenue to the ENRTF?**

N/A

**Does your project include original, hypothesis-driven research?**

No

**Does the organization have a fiscal agent for this project?**

No