

JUN 26 1995

1993 Project Abstract  
For the period ending June 30, 1995

This project was supported by the Minnesota Future Resources Fund.

Title: Minnesota's Natural Heritage: An Ecological Perspective  
Program Manager: Lisa Freeman  
Organization: University of Minnesota Press  
Legal Citation: M.L. 93, Chpt. 172, Sect. 14, Subd. 7(g)  
Appropriation Amount: \$51,000

#### STATEMENT OF OBJECTIVES

To provide in book format a comprehensive overview of Minnesota's natural environment that is both scientifically accurate and current and accessible to the high school and college student and the general public.

#### RESULTS

Minnesota's Natural Heritage: An Ecological Perspective includes 130 color photographs and 57 originally color graphs, figures, and maps to help make the up-to-date information it contains accessible and understandable to the lay reader (i.e., an individual who does not have scientific training or expertise). Additionally, in-depth rewriting and consultation with experts and professional writers has helped to ensure that the text itself is written in clear, jargon-free prose. Finally, a professional text designer and illustrator has worked to develop a user-friendly layout and format that incorporates and integrates the text and illustrations in as effective a manner as possible. The final result is a beautifully illustrated, scientifically accurate, publicly oriented introduction to the full range of Minnesota's ecosystems.

#### PROJECT RESULTS USE AND DISSEMINATION

Fifteen thousand copies of the book will be printed for sale at a retail price of \$29.95. It will be featured in a variety of direct-mail catalogs and brochures and will be advertised in a range of magazines such as Boundary Waters Journal and Conservation Biology. Gratis review copies will be distributed to all local newspapers, radio and television stations, and a variety of other publications (e.g., Minnesota Volunteer, Sierra Magazine, The Loon). The University of Minnesota Press's sales assistant will make personal visits to bookstores, state and national park stores, gift shops, and other appropriate retail outlets around the state to ensure that it is stocked and available to the bookbuying public. Press releases will also be mailed to appropriate media. A detailed marketing plan for the book is available on request.

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Date of Report: July 1, 1995

**LCMR Final Workprogram Update Report**

**I. Project Title: The Ecology of Minnesota (Book)**

[NOTE: Book title has been changed to: *Minnesota's Natural Heritage: An Ecological Perspective.*]

Program Manager: Lisa Freeman, Director  
Agency Affiliation: University of Minnesota Press  
Address: 111 Third Avenue South, Ste. 290, Minneapolis, MN 55401  
Phone: (612) 627-1971

A. Legal Citation: M.L. 93, Chpt. 172, Sect.14, Subd. 7(g).

Total Biennial LCMR Budget: \$ 51,000.00  
Balance: \$ 0.00

Appropriation Language as drafted 7/27/93: This appropriation is from the future resources fund to the University of Minnesota for a grant to the university press to assist in the preparation and production of a book presenting a comprehensive overview of Minnesota's natural environment.

B. LMIC Compatible Data Language: N/A

C. Status of Match Requirements: N/A

**II. Narrative:** The *Ecology of Minnesota* project will provide in book format a comprehensive overview of Minnesota's natural environment. Information will be presented in full-color graphics at a level appropriate to the high school and college student and the general public. Long overdue, it will be critical to the environmental education of each Minnesotan.

**III. Statement of Objectives:**

A. Title of Objective: Preparation of Graphics

A1 Narrative: Prepare graphics (maps, charts, and figures), artwork (illustration of natural features), and photography.

A2 Procedures: A cartographer and an artist will be contracted to develop graphics specifically designed to illustrate information about Minnesota's ecology. High-quality photos will be purchased from Minnesota photographers that illustrate different aspects of Minnesota's ecology.

A3 Budget:

a. Amount budgeted: \$ 25,000.00  
b. Balance: \$ 0.00

A4 Timeline: cartographer, artist, and photographer develop graphics, artwork, and photos

7/93 1/94 6/94 1/95 6/95  
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

A5 Status: Graphics, artwork, and photos are complete.

A6 Benefits: High-quality graphics will be available that are designed to specifically tell the story of Minnesota's ecology. These graphics will exist for years as educational tools for students, long-time Minnesota residents, and residents and tourists new to Minnesota.

B. Title of Objective: Production of Book with Four-Color Graphics

B1 Narrative: In order to effectively reach a general audience readership, we feel it is important to invest in a generously illustrated book that is presented to the reader in full color.

B2 Procedures: The University of Minnesota Press with joint sponsorship by the Environmental Trust Fund managed by the Legislative Commission on Minnesota Resources will produce (copy-edit, design, oversee graphic preparation, and print) a high-quality book.

**B3 Budget:**

- a. Amount budgeted: \$ 26,000.00
- b. Balance: \$ 0.00

**B4 Timeline:**

7/93 1/94 6/94 1/95 6/95 7/95 8/95

Begin copy-edit and design of book

XXXXXXXXXXXXXXXXXXXXXXXXXX

Oversee graphic preparation

XXXXXXXXXXXXXXXXXXXX

Oversee production preparations (key-line, color proofs, page proofs,...)

XXXXXXXXXX

Oversee final printing of book

XXXXXXXXXXXXXXXXXXXX

**B5 Status:** The book has been copyedited, designed, typeset, and proofread. All graphics are complete; photos have been selected and electronic versions incorporated into the text. The entire manuscript and electronic versions of all artwork are now typeset and being delivered to the printer. It is planned that the completed book will be in bookstores and available to the public in September 1995.

**B6 Benefits**

- a. An important source book will be available to Minnesotan's on the ecology of their home environment.
- b. For the first time, Minnesota will have a resource for educators and student on the ecology of the state.
- c. Inventory and research sponsored by the LCMR over the last 25 years will be pulled together in an accessible and tangible product.

d. Well-informed citizens will make wise decisions concerning Minnesota resources and environment.

**IV. Evaluation:**

**Objective A:** The production of high-quality graphics, artwork, and photos according to the indicated time schedule.

January 1, 1995: Design, preparation, and production of high-quality graphics and artwork has been completed. Final selection of photos has been completed.

**Objective B:** The successful production of a quality book on the *Ecology of Minnesota* according to the indicated time schedule.

January 1, 1995: Copyediting, design, typesetting, and proofreading of the book have been completed. All graphics have been produced. Final edited text, electronic versions of all graphics, and electronic scans of photos have been incorporated into a single electronic document. Color separations have been prepared, approved, and completed. Printing is anticipated to take place during July and August 1995, with final delivery slated for early September 1995.

**V. Context:**

A publication such as the *Ecology of Minnesota* will provide each Minnesotan with the opportunity to understand and appreciate their own environment. There is no one source of information on Minnesota's ecology (unlike our neighboring state's – *Iowa's Natural Heritage* edited by Tom C. Cooper). A book that provides high school students, college students, and the adult public with an approachable, graphically well-illustrated, technically accurate introduction to Minnesota's ecology has long been needed.

An overview of Minnesota's ecology as presented in this book could not have been written without the rich sources of data now available because of LCMR sponsored projects of the past thirty years (for example, the Soil Survey, Forest Inventory, County Biological Survey, Geologic Surveys, and others).

**VI. Qualifications:**

1. Program Manager

- a. Master of Science in Plant Ecology; past Director and Ecologist of the MN Peat Program, DNR; past Director of the MN Natural Heritage Program, DNR
- b. Natural/Environmental Sciences Editor with the University of Minnesota Press

2. Cooperators/Other Investigators

- a. Author of the book, Dr. John R. Tester, teacher and researcher of Minnesota's ecology for the past thirty years.
- b. Department of Ecology, Evolution, & Behavior, University of Minnesota

**VII. Reporting Requirements:** Semiannual status reports will be submitted not later than Jan. 1, 1994, July 1, 1994, Jan. 1, 1995 and a final status report by June 30, 1995.