

Date: June 30, 1997  
LCMR Final Work Program Update

**I. Project Title and Project Number: Environmental Video Resource Directory and Public Television Series, M3-21**

Program Manager: Elizabeth Carey  
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- a. **Legal Citation:**  
ML 95, Chp. 220, Sec. 19, Subd.....6(d).....  
Total biennial LCMR appropriation: \$250,000.  
Balance: \$15,866.

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**Appropriation Language:**

This appropriation is from the future resources fund to the office of environmental assistance in cooperation with the environmental education advisory board for an agreement with Twin Cities Public Television to create a resource information center for environmental video and to produce and broadcast an environmental television series about Minnesota environmental achievements.

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- b. **Status of Match Requirement:**  
N/A

**II. Project Summary:**

The Series will be comprised of five half-hour programs, focusing on Minnesota's environmental issues. This series will be entirely shot in field — in the environment — and not within a studio. Each program will contain up-to 3 -4 field Segments, detailing various issues and topics of interest and concern within the field of environment, all presented in a balanced, journalistic manner. The program will be user-friendly; that is, the intended audience will not necessarily be graduate students, rather, students of all ages. A fun approach will be used in all segments and each program is intended to spur the audience toward further research within each topic area. A host will serve as emcee, introducing each program, segment and wrap-up, as well as serving as voice-over narrator. The host will not necessarily be someone who is "TV-savvy," but rather someone who is deeply involved with, and understands the environmental issues within the state of Minnesota. The Series will be offered and distributed — either via satellite or physical tape — to all Minnesota Public Television Association (MPTA) stations.

This series will act as the foundation for the proposed environmental video directory. The directory will be comprised of listings which detail show content, length, distributors, appropriate grade levels and subject areas, as well as possible usage beyond traditional environmental usage.

**III. Six Month Work Program Update Summary**

**January 1, 1996** - Because of staff changes and reassignments, the project has started later than originally planned. All timelines have been changed accordingly, with the final dates remaining the same. The process of selecting an advisory board has begun and topic selection will begin in January 1996.

**June 30, 1996**-Segments have been selected and shooting has begun on 8 segments. Field logs for the following segments are included with this report: Songbirds, Designs for the Environment, River Clean -Up, Prairie Fire, and Journey North. Additional work has been done on the following segments being done in concert with the program Newton's Apple: Wetlands, Deformed Frogs, & Ethanol. Field Logs for Deformed Frogs and Ethanol are also included with this report. The opportunity to co-produce segments with the Emmy-awarding winning national science series, Newton's Apple, and the TCPT program NewsNight Minnesota, provides numerous advantages for this project. Newton's Apple is an established program with a prime time slot and a loyal audience, as is NewsNight. Both are broadcast on all Public Television stations in Minnesota. In addition, the combined resources of this project and our co-producers will provide, at no additional cost to LCMR, finished segments of a much higher quality than possible if produced by the resources of this project alone.

There have been several personnel changes since the last report. Michael Watkins has replaced Ted Hinck as Fiscal Agent for this project and Richard Hudson has replaced Doug Bolin as Project Manager.

Only two segments remain to be taped-Electricity Production and Food Production. These are joint ventures with NewsNight Minnesota and will be completed shortly after the beginning of the new year. Another NewsNight co-production segment, Energy Independence, will begin the post-production process in January. Maury Glover was hired as host for the series after extensive auditions and work on taping his portions of the shows has begun.

In addition, certain segments of the show have been re-packaged as "fillers"-short segments for stations to use between programs and these fillers have been delivered to all of the MPTA stations.

- A. Determination Of Topics For Series: Series staff would, with Project Manager, compile a list of proposed Series topics (12-18) which will be reviewed by Project Advisory Board and TCPT-appointed Executive Producer.
- B. Videotaping of 12- 18 Segments: Videotaping of these segments will take place throughout Minnesota, focusing on new developments, trends and advancements.
- C. Editing Of 12-18 Segments Into 5 Half-Hour Episodes: Upon completion of and during principal field shooting, the editing of the series will take place.
- D. Airing and Distribution of Final Product: The broadcast of the final, edited series will serve as the presentation to the public of this funded project.
- E. Increase the use of developed environmental materials.

## Increase The Use Of Developed Environmental Materials

a) **Context Within The Project:** The selected topics will set the tone for the television series, not only in their importance to the state's environmental issues, but in their balanced "news" approach, relevance, interest, and

on-going topicality. Topics should not only engage the viewer, but ultimately spur the viewer to further increase his/her knowledge, education and involvement of the given environmental topic. All other activities will flow from this initial topic-selection process.

b) **Methods:** Topic selection will be made not only through the knowledge of the Producer, Project Manager and Executive Producer, but through additional extensive research of popular, legislative and corporate materials. Meetings and discussions with academics, environmental spokespersons, advisory board members, business leaders, conservationists, members of sportsmen's groups, etc. will also help in the construction of a potential topic list. An outside paid advisor may also be consulted. Honoraria, travel and refreshment expenses will be incurred when calling the advisory board together.

c) **Materials:** Office furniture, office supplies, computer. At this point, it is not anticipated that any of the office furniture items or office supplies will exceed \$1,500. The computer that is assigned to this project will be a KTCA-owned computer, leased back to the LCMR project at an appropriate rate. The computer will be leased by the project only during the time of the producer's involvement with this project, which is projected to be less than the 2-year period.

d) **Budget:** Total Biennial LCMR Budget: \$24,332.  
LCMR Balance: \$5,163

e) **Timeline:** The deliverables will be: a full list of the possible topics which will be covered during the videotape portion of this project. Prior to the submission of the topic list, it will have been discussed with the Director of LCMR.

	1/96	6/96	1/97	6/97
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**Product # 1**

Determination of topics for Series

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Deadline: February 15, 1996

f) **Work Program Update:** Jeff Nielsen and Shelli-Kae Foster have begun the process of selecting the advisory board. A questionnaire will be sent to each member and the board will meet in early January to begin making final topic selections.

The advisory board has been selected. They have met & compiled a list of topics. Final topics have been chosen and submitted to LCMR and shooting has begun on several of those topics. The advisory board will be reconvened once principal shooting is completed for further advice.

Principal shooting has been finished on several segments and a meeting of the Advisory Board is anticipated in the next month.

January 1, 1997-

The advisory board met at TCPT in October to review progress to date. They were shown several segments in various stages of completion and made helpful comments on possible changes. Several board members agreed to review future segments as they became available or suggested experts who would be willing to do so. A list of advisory board members is attached to this report.

June 30, 1997-A meeting of the advisory board was convened to show the completed series at the KTCA studios just prior to the premiere of the series on KTCI-TV. Also invited were people who had participated in the filming of the series, either as behind the scenes experts or as on camera subjects or as on camera experts, and the people who participated in the production of the series. Again, reaction was overwhelmingly positive.

**B. Title Of Objective: Videotaping Of 12-18 Segments**

1) **Activity:** Videotape 12- 18 segments for eventual playback during series broadcast. Each segment will be between 3 - 15 minutes in length.

a) **Context Within The Project:** The videotaping of the field pieces, along with their eventual editing, will represent the beginning of the "lion's share" of the work involved in this environmental Series. Up to 12 to 18 individual field pieces will be shot, although during this objective, only six will have been completed. All program footage — segments, introduction and good-byes — will be videotaped in field.

b) **Methods:** A videographer and, on occasion, an audio field technician will accompany the Producer to pre-selected environmental sites. Video pieces will be shot on broadcast-quality videotape. The videographer will use a

state-of-the-art chip camera. The Producer will then log the raw field tapes. Logging is the written detailing of what appears on the videotapes. Producers use these logs for decision-making during editing sessions (see Objective C below). These logs give those who have not viewed the videotape a written record of exactly what was shot, as well as an indication of what the final edited segment may look like. These logs will stand as the deliverable for this objective.

c) **Materials:** No equipment need be purchased for videotaping this program. A camera and field unit — comprised of a van, lighting kit, field microphones, etc. — will be charged against this project — at current TCPT Video Services Departmental rates. The Producer will purchase broadcast-quality videotapes. Approximately 50-30:00 Betas will be purchased. If more are necessary, the Producer will simply recycle the acquired stock.

d) **Budget:** Total Biennial LCMR Budget: \$93,978  
LCMR Balance: \$4,890

e) **Timeline:** Deliverables: The "logging" details of 12-18 in-field shoots. Along with these logs, the initial topic description will also be turned in, for corroboration of topic/logging documentation.

	1/96	6/96	1/97	6/97
<b>Product # 2</b>				
Logging details of 4 -6 field shoots			➤	
Deadline: June 30, 1997				
<b>Product # 3</b>	1/96	6/96	1/97	6/97
Logging details of 4 -6 field shoots			➤➤➤	
Deadline: September 1, 1996				
<b>Product # 4</b>	1/96	6/96	1/97	6/97
Logging details of 4 -6 field shoots			➤➤➤	
Deadline: January 1, 1997				

f) **Work Program Update:** The co-operative venture with the KTCA-TV program Newton's Apple is proceeding, with the following topics currently selected as Newton's segments: Wetlands, Deformed Frogs and Ethanol. In addition, we have recently entered into a similar co-operative venture with the KTCA-TV program NewsNight Minnesota.

Topics being produced in this venture include Wetlands Restoration, Urban Planning and Electricity Production and Consumption.

The result of these joint ventures may will result in being able to film more topics than originally planned. We are contributing only the cost of an average LCMR segment to the co-productions with Newton's Apple and NewsNight. A typical Newton's Apple segment costs 4 to 5 times more than our average segment cost. A NewsNight segment may cost two to three times that of an average segment. Because the staffs of Newton's Apple & NewsNight Minnesota work on these co-productions (and because the co-productions are on topics chosen from the list compiled by the Advisory Board), it allows the LCMR project staff to prepare segments on additional topics at no additional cost.

Newton's Apple has proposed to co-produce two additional stories with this project. Again, these would be from the topic areas selected by the Advisory Board.

January 1, 1997-

The field logs for all segments shot so far are included with this report.

June 30, 1997-The co-operative venture with Newton's Apple caused more spending than originally budgeted in the areas of personnel, facilities and outside services but these overages were compensated for by the reduced need for spending in the areas of local travel & office supplies.. The net result is that we were able to film more segments than originally planned for less money.

**C. Title of Objective: Editing of 12- 18 Segments, half-hour series (between 3 -5).**

1) **Activity:** Edit 12 -18 Segments onto master playback reel. These individual Segments will ultimately be used within the compilation of the Series.

a) **Context Within The Budget:** Editing will constitute the final step in the process of creating the Series. The editing involves, however, several steps, as detailed below, in "Methods."

b) **Methods:** Each segment — or topic — must be edited prior to the final show assembly, so that it is simply rolled into the final master tapes as one more component. Once ready, the Producers will oversee the creation of the master show reel within available in-house edit suites. Each master show will be comprised of a set open, the edited field segments, graphics and transitional vignettes, along with host-introduced transitions.

c) **Materials:** No additional equipment need be purchased to accomplish the editing of this program. TCPT-owned equipment will be heavily used and charged against this project at time-of Video Services Departmental rates. Examples of equipment which will be used: digital editing systems, Beta SP machines, Grass Valley editing systems, electronic graphics and digital video effects.

d) **Budget:** Total Biennial LCMR Budget: \$43,000  
LCMR Balance: \$0.00

e) **Timeline:** Deliverables: The beginning compilation of a master playback videotape reel. This reel can be viewed at TCPT studios in St. Paul and will contain the initial 3 - 4 edited segments. A written documentation of this will be delivered in the form of an Edit Decision List, indicating the completion of 3 - 4 segments. Along with these EDLs, the initial topic description will also be turned in.

1/96	6/96	1/97	6/97
<b>Product # 5</b>			
Edit 3-4(5) segments onto master playback reel			
Deadline: January, 1997			

1/96	6/96	1/97	6/97
<b>Product # 6</b>			
Edit 3-4(5) segments onto master playback reel			
Deadline: February, 1997			

1/96	6/96	1/97	6/97
<b>Product # 7</b>			
Edit final 6-8 (10) segments onto master playback reel			
Deadline: March, 1997			

f) **Work Program Update:**  
January, 1997-This activity will commence in mid-January, 1997.

**2. Activity: Assemblage of final show reels.**

a) **Context Within The Budget:** This activity will indicate the finalization of this portion of the project. All edited segments, along with a show open, transitions and electronic graphics, will be assembled into a final, airable program, in-field transitions inclusive.

b) **Methods:** Once ready, the Executive Producer will oversee the creation — or assembly — of the master show reel. Each master show will be comprised of a set open, the edited field segments, electronic graphics and transitional vignettes, along with host-introduced transitions.

c) **Materials:** No additional equipment need be purchased to accomplish the editing of this program. TCPT equipment will be heavily used and charged against this project, such as AVID digital editing systems, Beta SP machines, Grass Valley 141 editing systems, Dubner Halo graphics and DPM 700 3-D Digital Effects.

d) Budget: Total Biennial LCMR Budget: \$24,620  
LCMR Balance: \$ 15

e) **Timeline:** The deliverable is the final airable series. The Series may be viewed at TCPT studios in St. Paul and will have 3 to 4 field Segments per program. A written documentation of this will be delivered in the form of an Edit Decision List (EDL), indicating the total completion of between 3 - 4 programs. Along with these EDLs, the initial topic descriptions will also be turned in.

1/96      6/96    1/97      6/97

**Product # 8**

**Assemblage of final show reels**

**Deadline: March, 1997**

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f) Work Program Update:

January 1, 1997- It is anticipated at this time that the completed series will be aired by all Minnesota Public television stations in March or April of 1997.

#### **D. Title Of Objective/Outcome: Airing And Distribution Of Final Product**

1) **Activity:** TCPT, via KTCA Channel 2 or KTCI-Channel 17, along with — possibly — other Minnesota Public Television Association Stations, will broadcast the up-to 4-5 30:00 mastered half-hour programs. TCPT will make the Series available to other MPTA stations and will use reasonable efforts to encourage the stations to broadcast the Series.

a) **Context Within The Project:** The airing of the environmental episodes represents the “delivery” of the product to the general public. The Series will increase the knowledge and interest of viewers in matters of Minnesota’s important environmental issues. It is TCPT’s intention to distribute the videotapes of the Series to educators and/or educational institutions at cost, subject to the terms of an agreement yet to be executed between TCPT and LCMR.

o) **Methods:** The 3-4 5 episodes will be played back on air via TCPT’s broadcast center.

c) **Materials:** No additional equipment or materials need be purchased for this aspect of the project. A monetary charge will be placed against this project, however, for broadcast and satellite expenses. These costs will be charged against the project at time-of broadcast at Video Services Departmental rates.

d) Budget: Total Biennial LCMR Budget: \$1,370  
LCMR Balance: \$ 7

e) **Timeline:** Deliverable will be the final, airable program broadcast over Twin Cities Public Television station, KTCA Channel 2 or KTCI Channel 17.

1/96      6/96    1/97      6/97

**Product # 9**

**Airing and Distribution of Final Product**

**Deadline: June 30, 1997**

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f) Work Program Update:

At this time, it is planned for the series to be broadcast over Channel 17. We have been assured by the Programming Department of TCPT that the series will be broadcast over Channel 2 if it is of sufficient quality. The segments from this series will also be packaged as individual program fillers, which can be used throughout the broadcast day between programs, on Channels 2 and 17.

The Co-production segments (with Newton’s Apple and NewsNight Minnesota) will definitely be broadcast over Channel 2 in time slots that are significantly better than what will be allotted to a new series. The Newton’s Apple segments will be re-packaged as “Bites”-filler to be used between programs broadcast on both Channel 2 and Channel 17 at all times of the day. These will credit and make reference to the LCMR. At the present time, it will not be

possible to use the Newton's Apple segments within the E Connection series (due to conflicts with the performer's union and additional fees required that would extend beyond the length of this contract), Although the Newton's Apple segments will not be available for home video sale, they will be available to educators , schools and libraries throughout the state.

The co-produced Newton's Apple segments would be cleared for in-school use.

They would be distributed through the Newton's Apple outreach system. The Newton's Apple co-produced segments will also be available to Minnesota schools on the same basis as the rest of the LCMR programs.

Segments co-produced with Newton's Apple would be restricted to use beyond the Newton's Apple broadcast and in-school viewing. (Examples of such uses are home video sales, international distribution, or re-packaging the stories into other programs). Such use would require the payment of additional fees to the Newton's Apple hosts, which would continue to come due beyond the end date of our contract with LCMR. In the event that TCPT realizes revenue from home video sales, international distribution or re-packaging of the co-produced segments, LCMR will receive a pro-rata share (equivalent to the percentage of LCMR's contribution to the total cost of the segment). TCPT agrees to make an accounting of such revenues annually.

There are no such restrictions on stories from NewsNight Minnesota, making the re-packaging of these stories very easy.

#### **E. Title Of Objective/Outcome: Increase The Use Of Developed Environmental Materials**

1) **Activity:** The hired facilitator will develop a master list of up to 75 video titles, which will be made available to Seeking Environmental Education Knowledge (SEEK), which would include these titles in their database. The hired facilitator will also develop outreach materials to facilitate the use of the 12 - 16 KTCA produced video segments in the classroom. These materials will be made available to state primary- and secondary-school educators.

a) **Context Within The Project:** The facilitator must be creative in approach to finding relevant, timely videos available on Minnesota's environmental issues. He/she must also be fully aware of the most appropriate means to contact potential video suppliers. The facilitator will not only select appropriate environmental videos, but also determine for which age-groups these videos are suitable, as well as which curricula. This information will be forwarded to SEEK for inclusion in their project. The facilitator will create outreach materials to aide the educators in using the produced environmental video segments in the classroom. These materials will make the video segments more accessible for use through out the school year.

b) **Methods:** The facilitator will, through phone calls, letters and discussions on-line, work with SEEK to build the master clearinghouse directory. The facilitator will also take great advantage of the fact that TCPT, already has a vast, growing library of videotape materials pertaining to the environment. These potential segments and topics have appeared in both national and state-wide programs (i.e. Newton's Apple, NewsNight Minnesota, Only in Minnesota, KTCA Reports, etc.). The outreach materials will provide sample outlines for use within a class, as well as tips on further discussion topics. The materials may be made available in print, on-line or on disc.

c) **Budget:** Total Biennial LCMR Budget: \$56,430  
LCMR Balance: \$ 5,790

d) **Timeline:** The deliverable is a list of at least 75 videos which will be made available to state educators. These titles will be part of the Environmental Directory. Educators can contact SEEK for this list and then contact the producer/distributor for the actual video.

1/96      6/96    1/97      6/97

#### **Product #10**

**Provide abstract information to SEEK on up to 75 video titles    >>>**

**Deadline: June 30, 1996**

1/96      6/96    1/97      6/97

#### **Product #11**

**Create Outreach Materials for the 12- 1618 segments produced    >>>>>>>**

**Deadline: June 30, 1997**

f) **Work Program Update:** A listing of all relevant segments from seasons 9-13 of the KTCA-TV program Newton's Apple has been submitted. Also, a SEEK training video has been shot, teaching people how to make

effective use of SEEK resources. This video is in the process of being edited. A field log of the shoot has been attached to this report.

January 1, 1997-The process of creating Teacher's guides for all of the E-Connection segments has begun and should be completed in time for the anticipated air date of March, 1997 of the series. These guides will be provided, through SEEK and other agencies, to teachers in Minnesota who request them. In addition workshops (to be conducted by the Outreach Coordinator,) have been offered to each of the MPTA stations to alert teachers in the outstate areas about the series and to show methods of using the series, the accompanying curriculum materials and the SEEK database in classrooms.. In addition, the Outreach Coordinator will attend science and teacher's conventions during the spring to conduct workshops and to alert educators interested in environmental education to the upcoming series , its accompanying educational materials and the series' potential use in the classroom.

June 30, 1997-A complete report and timeline of outreach activities is appended to this document.

2) **Activity:** The hired facilitator will publicize the Environmental Education Directory and the 12 - 18 video segments with outreach materials . The publicity campaign's scope will not exceed the

a) **Context Within The Project:** The publicity of the environmental directory and video segments with outreach materials.

a) **Methods:** An informational flyer will be sent to each school system and — perhaps — to each district's science/environmental educators. TCPT will also explore the opportunity of listing video material information via on-line services.

b) **Materials:** Printed flyers, mailing/shipping costs.

c) **Budget:** Total Biennial LCMR Budget: \$6,270  
LCMR Balance: \$ 0.00

d) **Timeline:** Deliverables are: (1) A list of school districts and/or educators who have received mailed information regarding the Environmental Education Directory and video segments with outreach materials. (2) The written flyer mailed to school districts and/or state educators. (3) A hard copy of the full listing of videos, with their appropriate grade-level and curricula suggestions.

## **Product # 12**

### **Publicize a master environmental library and video segments with outreach materials**

1/96	6/96	1/97	6/97
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**Deadline: June 30, 1997**

f) Work Program Update:

Editing and final assembly of the SEEK training video tape is completed. The results have been shown to a number of people for comments and will be shown to the Advisory Board at its upcoming meeting.

June 30, 1997-A complete report and timeline of outreach activities is appended to this document.

## **VI. EVALUATION:**

Primary means of evaluating the success of these objectives:

### **1) Viewership**

How many state residents is the Series made available to? Television is one of the broadest media available, with 96 percent of state households owning at least one television set, making the series accessible to an unusually large percentage of the state population. Measurement of success will depend somewhat on how many potential cumulative viewers there are with each given broadcast.

### **2) Viewer Response**



Measurement of viewer impact will be measured not only in viewer levels (sheer numbers), but in viewer response as well. TCPT has a viewer services department which responds to, records and transcribes all viewer comments which arise from our broadcast schedule. This feedback allows producers and programmers to gain an immediate sense of the impact of a given program upon the responding viewers.

### **3) Number Of Broadcasts By Station/Area**

TCPT will offer the environmental series to all Minnesota Public Television Association stations (although the other stations' broadcast of the series cannot be guaranteed by TCPT). These other Minnesota-based public television stations are located in Appleton, Austin, Bemidji, Duluth and Fargo/Moorhead. These stations will be offered unlimited play of the series. A measurement of success will depend upon the number of airings these Greater Minnesota stations give the series.

### **4) Environmental Directory/Outreach Materials Information Requests**

How many educators/residents seek information for environmental videos via the Internet? If properly publicized, it is hoped that the environmental educational video on-line services will become a regular source of information for state educators and residents. Success can be evaluated by usage of on-line services as well as contact between educators and distributors/producers.

## **VII. CONTEXT WITHIN FIELD:**

Although this project does not aspire to unearthing new information or developing research, it does intend to impart a greater understanding and knowledge of Minnesota's environmental issues to this state's residents. Part of TCPT's mission is to lead the way with its commitment to Minnesota issues, education and outreach. This project is a perfect fit within TCPT's stated mission. Increasing the comprehension and interest of state residents in environmental issues — a topic of intense immediacy to all inhabitants — will not only be this project's mission, but its measurement of success as well. There is no greater way of readily communicating information to as large an audience as television can. TCPT is well-known within the environmental video community. *Newton's Apple* the nationally renowned science-based PBS program, is produced at TCPT. This program often tackles environmental and ecological issues, with the recent production of segments entitled "Garbage," "Paper Recycling," "School Nature Area Projects," "Glass Recycling," etc. TCPT also produces the state-wide programs *NewsNight Minnesota* and *Almanac*, both of which will often tackle state environmental issues within the context of their broader programs. It is hoped that these TCPT units will not only assist this LCMR project with topic selection, tips and story ideas, but that appropriate LCMR program segments will perhaps be aired on these state-wide and nation-wide programs.

Likewise, the video clearinghouse of titles will allow state educators the opportunity to "one-stop" shop. By having this resource available to state educators in a "user-friendly" manner — and by publicizing this service properly — environmental education of Minnesota's school-age children can only be enhanced. The combination of in-school, cross-curricula environmental education with at-home (via broadcast television programming) environmental education will allow the next generation of residents to

be fully fluent within and sensitive to environmental issues. At this time, TCPT is aware of other video-clearinghouse endeavors and KTCA will work with them.

## **VIII. BUDGET CONTEXT:**

Items upon which moneys are being spent by TCPT on activities in this project for:

- a) The 2-year period ending June 30, 1997 include the following:
  - 1) Preparation of work program, defining of project by Project Manager;
  - 2) Consultant fees
  - 3) Telephone calls, informational faxes, postage
- b) The 2-year period beginning July 1, 1995

It is intended at this point that all expenses incurred by TCPT will be covered by the LCMR grant. No matching or in-kind grants are intended at this time.

## **IX. DISSEMINATION:**

The final presentation of this project will occur when TCPT begins broadcasting the environmental Series. The presentation of a listing of educational videos may possibly occur via available on-line services. Hard copies of the directory will — at cost — be made available to state educators and/or state educational institutions.

## **X. TIME:**

Depending upon viewer response, it is conceivable that Channel 2 or Channel 17 will continue to air the environmental series beyond July 1, 1997. This extended airing is also contingent upon additional funding sources, either state or corporate.

For the clearinghouse directory, updates and/or deletions will take place only with additional funding for a full-time or part-time facilitator.

## **XI. COOPERATION:**

### **Assumed amount of time Project Manager will be spending on this project, by objective:**

- Objective A "Determination of topics for public television series." 8 hours
- Objective B "Videotaping of 12 -18 series' segments" 16 hours
- Objective C "Editing of 12 -16 videotape segments, half-hour series (between 3 -5)." 16 hours
- Objective D "Airing and Distribution of Final Product" 5 hours
- Objective E "Increase the use of developed environmental materials" 5 hours

### **Assumed amount of time outside paid consultant will be spending on this project, by objective:**

- Objective A "Determination of topics for public television series." up to 80 hours
- Objective B "Videotaping of 12 -18 series' segments" up to 160 hours
- Objective C "Editing of 12 -18 videotape segments, half-hour series (between 3 - 5)." up to 160 hours
- Objective D "Airing and Distribution of Final Product" up to 6 hours
- Objective E "Increase the use of developed environmental materials: up to 400 hours

### **Assumed amount of time Series Producer will be spending on this project, by objective:**

- Objective A "Determination of topics for public television series." up to 400 hours
- Objective B "Videotaping of 12 -18 series' segments" up to 660 hours
- Objective C "Editing of 12 - 18 videotape segments, half-hour series (between 3 - 5)." up to 660 hours
- Objective D "Airing and Distribution of Final Product" up to 40 hours
- Objective E "Increase the use of developed environmental materials" up to 40 hours

### **Assumed amount of time advisory board members will be spending on this project, by objective, per person:**

- Objective A "Determination of topics for public television series." up to 6 hours
- Objective B "Videotaping of 12 -18 series' segments" up to 1 hour
- Objective C "Editing of 12 - 18 videotape segments, half-hour series (between 3 - 5)." up to 1 hour
- Objective D "Airing and Distribution of Final Product" up to 1 hour
- Objective E "Publicize a master clearinghouse directory" up to 1 hour
- Increase the use of developed environmental materials up to 1 hour

**XII. REPORTING REQUIREMENTS:** Semiannual six-month work program update reports will be submitted not later than January 1, 1996, July 1, 1996, January 1, 1997, and a final six-month work program update and final report by June 30, 1997.

## **XIII. REQUIRED ATTACHMENTS:**

LCMR APPROPRIATION REIMBURSEMENT FORM I  
LCMR APPROPRIATION REIMBURSEMENT FORM II  
1995 PROJECT ABSTRACT

## **XIV. OTHER ATTACHMENTS:**

E Connection Outreach Final Report  
E Connection Outreach Timeline Report

# LCMR APPROPRIATION REIMBURSEMENT SUMMARY FORM I

Minnesota Office of Environmental Assistance

Project Name: **Environmental Video Resource Directory  
and Public Television Series, M3-21**

Time Period the report **1/1/96-6/30/97**

Project Manager: **Elizabeth Carey**

OEA Contact: **Denise Stromme**

Project Fiscal Contact: **Michael Watkins**

Workplan Objectives, Activities and Products / Deliverables	LCMR Budget Amount	LCMR Amount Requested	LCMR Expenditures To Date	LCMR Amount Remaining
<b>Objective A:</b> <b>Determination Of Topics For Series</b>  A.1. The Producer and Project Manager will, through a variety of methods, compile a list of proposed Segment topics.	<b>\$24,332</b>			
Personnel Expenses Outside Services Videotape Stock Purchases Telephone Expenses Shipping Space Rental Equipment Purchase (Computer, printer, modem) Local Travel (Minnesota only) Printing Expenses (Business cards, stationery) Dues and Subscriptions Legal Fees (Program Title Search) Hiring Fees (Ad Placement) Office Supply Purchases Miscellaneous Cash contingency	\$10,202 \$1,950 \$434 \$390 \$30 \$3,262 \$3,345 \$585 \$325 \$60 \$500 \$818 \$1,660 \$30 \$741	\$10,689.73 \$1,936.74 \$435.60 \$7.84 \$15.22 \$4,314.24 \$0.00 \$37.25  \$733.48 \$242.68 \$741.00		
<b>SUBTOTAL</b>	<b>\$24,332</b>	<b>\$19,168.78</b>		

# LCMR APPROPRIATION REIMBURSEMENT SUMMARY FORM I

Minnesota Office of Environmental Assistance

Project Name: Environmental Video Resource Directory  
and Public Television Series, M3-21

Time Period the report 1/1/96-6/30/97

Project Manager: Elizabeth Carey

OEA Contact: Denise Stromme

Project Fiscal Contact: Michael Watkins

Workplan Objectives, Activities and Products / Deliverables	LCMR Budget Amount	LCMR Amount Requested	LCMR Expenditures To Date	LCMR Amount Remaining
<b>Objective B:</b>				
<b>Videotaping Of 12 -16 Segments</b>				
B.1. Videotape 12 - 16 segments for eventual playback . during series broadcast				
B.1.b A videographer and, on occasion, an audio field technician will accompany the Producer to pre-selected environmental sites. Video pieces will be shot on broadcast-quality videotape. The videographer will use a state-of-the-art chip camera. The Producer will then log the raw field tapes.				
Personnel Expenses (producer, field technicians)	\$49,603	\$54,867.01		
Facilities Expenses	\$3,400	\$3,669.74		
Outside Services	\$4,004	\$5,768.84		
Production Expenses (additional field lamps/gels)	\$286			
Tape Stock	\$2,614	\$2,437.46		
Telephone Expenses	\$1,074	\$178.76		
Shipping Expenses	\$132	\$89.69		
Outside Facilities	\$7,092	\$7,119.83		
Rental Equipment	\$1,984	\$1,880.09		
Local Travel	\$4,606	\$665.80		
Talent	\$9,225	\$7,350.00		
Research Services	\$216			
Office Supplies	\$3,718			
TC Parking	\$772			
Miscellaneous	\$73			
Outreach	\$2,288	\$2,169.43		
Cash Contingency	\$2,891	\$2,891.00		
<b>SUBTOTAL</b>	<b>\$93,978</b>	<b>\$89,087.65</b>		

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Workplan Objectives, Activities and Products / Deliverables	LCMR Budget Amount	LCMR Amount Requested	LCMR Expenditures To Date	LCMR Amount Remaining
<b>Objective C:</b> <b>Editing of 12 -16 Segments into half-hour programs.</b> <b>(between 3 -6)</b>	\$67,620			
<p>C.1 Edit 12 -16 Segments onto master playback reel. These individual Segments will ultimately be used within the compilation of the Series.</p> <p>C.1.b Each master show will be comprised of a set open, the edited field segments, graphics and transitional vignettes, along with host-introduced transitions.</p> <p>C.2.e. The deliverable is the final airable series. The Series may be viewed at TCPT studios in St. Paul and will have 3 to 4 field Segments per program. A written documentation of this will be delivered in the form of an Edit Decision List (EDL), indicating the total completion of between 3 - 4 programs.</p> <p>Along with the EDLs, the initial topic descriptions will also be turned in.</p>				
<p>Personnel (Producer, Associate Producer, Engineers)</p> <p>Facilities Expenses</p> <p>Outside Services</p>	<p>\$36,040</p> <p>\$13,602</p> <p>\$3,430</p>	<p>\$37,746.22</p> <p>\$15,795.37</p> <p>\$1,773.96</p>		
<p>Production Expenses</p> <p>Tape Stock</p> <p>Telephone</p> <p>Shipping</p> <p>Outside Facilities</p> <p>Rental Equipment</p> <p>Local Travel</p> <p>Talent</p> <p>Office Supplies</p> <p>Photography</p> <p>Telecenter Parking</p> <p>Miscellaneous</p> <p>Outreach</p> <p>Cash Contingency</p>	<p>\$100</p> <p>\$1,288</p> <p>\$376</p> <p>\$80</p> <p>\$375</p> <p>\$1,000</p> <p>\$1,448</p> <p>\$3,330</p> <p>\$200</p> <p>\$500</p> <p>\$370</p> <p>\$50</p> <p>\$2,555</p> <p>\$2,876</p>	<p>\$100.00</p> <p>\$348.88</p> <p>\$4.28</p> <p>\$58.38</p> <p>\$375.00</p> <p>\$1,000.00</p> <p>\$1,448.00</p> <p>\$3,320.00</p> <p>\$500.00</p> <p>\$2,258.60</p> <p>\$2,876.00</p>		
SUB-TOTAL	\$67,620	\$67,604.69		

# LCMR APPROPRIATION REIMBURSEMENT SUMMARY FORM I

Minnesota Office of Environmental Assistance

Project Name: **Environmental Video Resource Directory  
and Public Television Series, M3-21**

Time Period the report covers: **1/1/96-6/30/97**

Project Manager: **Elizabeth Carey**

OEA Contact: **Denise Stromme**

Project Fiscal Contact: **Michael Watkins**

Workplan Objectives, Activities and Products / Deliverables	LCMR Budget Amount	LCMR Amount Requested	LCMR Expenditures To Date	LCMR Amount Remaining
<b>Objective D:</b> <b>Airing And Distribution Of Final Product</b>  D.1. TCPT, via KTCA Channel 2 or KTCI-Channel 17, will broadcast the up-to 6 30:00 mastered half-hour programs.  TCPT will make the Series available to other MPTA stations and will use reasonable efforts to encourage the stations to broadcast the Series.	<b>\$1,370</b>			
Personnel	\$660	\$1,030.92		
Facilities Expenses	\$240			
Tape Stock	\$345	258.79		
Telephone	\$75	\$9.45		
Shipping	\$50	\$63.64		
<b>SUB-TOTAL</b>	<b>\$1,370</b>	<b>1362.80</b>		

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Time Period the report covers: 1/1/96-6/30/97

Project Manager: Elizabeth Carey

OEA Contact: Denise Stromme

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Workplan Objectives, Activities and Products / Deliverables	LCMR Budget Amount	LCMR Amount Requested	LCMR Expenditures To Date	LCMR Amount Remaining
<p><b>Objective E:</b></p> <p>E.1 The hired facilitator will develop a master list of up to 75 video titles, which will be made available to Seeking Environmental Education Knowledge (SEEK), which would include these titles in their database.</p> <p>The facilitator will not only select appropriate environmental videos, but also determine for which age-groups these videos are suitable, as well as which curricula. This information will be forwarded to SEEK for inclusion in their project. .</p>				
Personnel	\$38,125	\$40,054.04		
Facilities Expenses	\$4,160	\$3,587.01		
Tape Stock	\$612	\$591.69		
Graphics	\$238	\$921.60		
Research	\$878	410.85		
Telephone	\$1,755	\$126.18		
Shipping	\$1,170	\$547.72		
Outside Facilities	\$3,062	\$2,000.00		
Rental Equipment (COMPUTERS)	\$3,120	\$3,120.01		
Local Travel	\$502	\$438.50		
Advertising	\$2,600	\$1,538.82		
Printing	\$325	\$315.36		
Hiring	\$455			
Research Services	\$650			
Office Supplies	\$2,275	\$484.86		
Cash Contingency	\$2,773	\$2,773.00		
<b>SUB-TOTAL</b>	<b>\$62,700</b>	<b>\$56,909.64</b>		