

FINAL REPORT

NR

FEB 18 2002

| | |
|----------|---|
| FILED | ✓ |
| CLERK | ✓ |
| RECEIVED | ✓ |
| STAMP | ✓ |
| YR | ✓ |
| DATE | ✓ |

1999 Project Abstract

for the Period Ending June 30, 2001

TITLE: *Uncommon Ground: An Educational Television Series (Phase I)*

PROJECT MANAGER: Barbara Coffin

ORGANIZATION: Institute for Sustainable Natural Resources
College of Natural Resources, University of Minnesota

ADDRESS: 250 NRAB, 2003 Upper Buford Circle, St. Paul, MN 55108

FUND: Minnesota Environment and Natural Resources Trust Fund

Legal Citation: ML 1999, [Chap.231], Sec.[16], Subd.11(A)

APPROPRIATION AMOUNT: \$400,000

Uncommon Ground is a 4-part video series that chronicles the vast changes in Minnesota's landscape over the last 200 years. The series traces the history of the land from its post-glacial beginnings to the present, describing the dramatic alterations that its prairies, forests, rivers and wildlife have undergone. *Uncommon Ground* gives context to the landscape's current condition — its health, use and long-term sustainability — as it informs debate on crucial matters of conservation and natural resource management. Viewers will gain a deeper understanding of the powerful role the land has played in shaping Minnesota's economy and its communities and how we, in turn, have shaped the land!

Uncommon Ground, a \$1.6 million dollar project, is sponsored by public and private sources. The LCMR grant for the *Uncommon Ground* project provided lead funding for Phase I of this four-year project. Private dollars totalling \$400,000 were successfully secured to match these LCMR funds. Completed videos of Episodes I and II of the 4-part video series (Phase I) are completed and available for review.

Phase II, the final phase of the project, began in the fall of 2001 and ends in the fall of 2003. In the same manner as Phase I, public and private matching funds are being sought for a total of \$800,000. As of January 2002, the project has secured public and private dollars totalling \$345,000, has received a \$200,000 challenge grant from the McKnight Foundation and needs a total of \$255,000 to complete project funding. In this final phase of the project, Episodes III and IV will be produced, companion educational outreach materials will be developed, and the entire series will be broadcast statewide.

Uncommon Ground will be aired on Twin Cities Public Television and other public television stations across Minnesota in 2003. The series' major usefulness, however, will lie in the years that follow. *Uncommon Ground* will be viewed and used by a wide and varied audience that includes the general public, decision-makers, natural resource professionals, middle school students, higher education students in public policy, natural resource and conservation biology program staff, and individuals and institutions involved with local and regional land-use issues.

Date of Report: July 1, 2001
LCMR Final Work Program Report

I. PROJECT TITLE: *Uncommon Ground: An Educational Television Series (Phase I)*

Project Manager: Barbara Coffin
Affiliation: Institute for Sustainable Natural Resources
College of Natural Resources, University of Minnesota
Mailing Address: 250 NRAB, 2003 Upper Buford Circle, St. Paul, MN 55108
Tel. Number: 612/624-4986; **E-Mail:** bcoffin@forestry.umn.edu; **Fax:** 612/624-8701

Total Biennial Project Budget:

| | |
|------------------------------|-------------------|
| \$LCMR | \$400,000 |
| <u>-\$LCMR spent:</u> | <u>\$ 400,000</u> |
| = \$LCMR Balance: | \$00 |

A. Legal Citation: ML 1999, [Chap.231], Sec.[16], Subd.11(A)

Appropriation Language: \$200,000 the first year and \$200,000 the second year are from the trust fund to the University of Minnesota for matching funding to produce a televised series of natural landscapes chronicling two centuries of change in Minnesota

B. Match: Matching funds totaling \$422,382 have been raised from the following sources.
(McKnight Fdn. \$250,000; Schott Fdn. \$10,000; General Mills Fdn. \$5,000;
Individuals: W. Dayton; Suzanne Johnson; E. Dayton totaling \$57,100; CNR–
UofMN \$60,000; MN PCA \$28,500; In-Kind Twin Cities Public Television \$21,000.)

II. and III: FINAL PROJECT SUMMARY

Uncommon Ground is a 4-part video series that chronicles the vast changes in Minnesota's landscape over the last 200 years. The series traces the history of the land from its post-glacial beginnings to the present, describing the dramatic alterations that its prairies, forests, rivers and wildlife have undergone. *Uncommon Ground* gives context to the landscape's current condition — its health, use and long-term sustainability — as it informs debate on crucial matters of conservation and natural resource management. Viewers will gain a deeper understanding of the powerful role the land has played in shaping Minnesota's economy and its communities and how we, in turn, have shaped the land!

Uncommon Ground, a \$1.6 million dollar project, is sponsored by public and private sources. The LCMR grant for the *Uncommon Ground* project provided lead funding for Phase I of this four-year project. Private dollars totalling \$400,000 were successfully secured to match these LCMR funds. Completed videos of Episodes I and II of the 4-part video series (Phase I) are completed and available for review.

Phase II, the final phase of the project, began in the fall of 2001 and ends in the fall of 2003. In the same manner as Phase I, public and private matching funds are being sought for a total of \$800,000. As of January 2002, the project has secured public and private dollars totalling \$345,000, has received a \$200,000 challenge grant from the McKnight Foundation and needs a total of \$255,000 to complete project funding. In this final phase of the project, Episodes III and IV will be produced, companion educational outreach materials will be developed, and the entire series will be broadcast statewide.

Uncommon Ground will be aired on Twin Cities Public Television and other public television stations across Minnesota in 2003. The series' major usefulness, however, will lie in the years that follow. *Uncommon Ground* will be viewed and used by a wide and varied audience that includes the general public, decision-makers, natural resource professionals, middle school students, higher education students in public policy, natural resource and conservation biology program staff, and individuals and institutions involved with local and regional land-use issues.

IV. OUTLINE OF PROJECT RESULTS:

Result 1: Pre-production. The project manager (executive producer) and consultants completed strategic planning for the series. This phase that began in FY 1998 included budget planning, organization of a production team, and the development of general story outlines for each of the five films.

Completion Date: December 31, 1999.

Approved Budget 1/31/00

| | |
|----------------|-----------------|
| LCMR Budget: | \$59,502 |
| LCMR \$ Spent: | <u>\$59,502</u> |
| Balance: | \$00,000 |

Result 2: Production and Post-production. The production team worked with the executive producer and team of researchers/writers to design and produce a rough-cut of Parts I and II of the 4-part film series. Production costs included writing scripts, photo/image research, aerial fly-overs, ground filming, personal interviews, and the creation of computer-simulated images of landscape changes. Post-production included the editing of Parts I and II into rough-cuts ready for final work by the composer, audio specialist and on-line editor. The final work to complete professional, broadcast-ready versions of the first two parts of *Uncommon Ground* will be completed with private matching dollars that are part of Phase I funding (\$400,000-LCMR; \$400,000 matching funds).

Completion Date: June 30, 2001.

Approved Budget 1/31/00

| | |
|----------------|------------------|
| LCMR Budget: | \$323,398 |
| LCMR \$ Spent: | <u>\$323,398</u> |
| Balance: | \$00,000 |

Result 3: Educational Outreach. Research for a companion teacher's guide, targeted at middle school level, was completed concurrently with research conducted for development of

feature stories of the video series. The final layout and coding of educational outreach materials to the films will be completed in Phase II of this project when all four parts of the four-part film series have been developed.

Approved Budget 1/31/00

LCMR Budget: \$17,100

LCMR \$ Spent: \$17,100

Balance: \$00,000

V. DISSEMINATION: Programs will be disseminated through a variety of venues. Programs will air in 2003 on Twin Cities Public Television (TPT). Edited segments of the films tailored to classroom use will be developed along with study guides to be disseminated to middle schools in association with the Minnesota History Center's *Northern Lights* education outreach program. Video segments and a study guide will be crafted to meet state graduation standards and will contain a performance package to enable teachers to assess student performance. In addition, a website will be developed (if funding is available). Both broadcast and classroom versions of these films will be made available to a broad audience of natural resource professionals, college students, policymakers, and interested citizens through University Continuing Education and Extension's statewide outlets.

VI. CONTEXT

A. Significance: As ecosystems continue to deteriorate and species to decline in the face of expanding human population and market demands, land-use issues have become increasingly fractious and polarized, making the forging of a common vision for wise decisions ever more formidable. At the same time, wise charting of any future course requires knowing where we've been. Presenting Minnesota's human history from the point of view of the landscapes which so shaped it, puts the spotlight on a dimension of the state's history that typically gets treated only in the dry language of scientific technical literature. At the same time, an epic story -- familiar in its many parts -- becomes cast in an entirely different light. No popular work now exists in film or video that attempts to provide this kind of information. This series can be useful in many ways: as history for upcoming generations, as a consciousness-raising tool for citizens working on local land-use issues, and as entertainment.

B. Time: The current LCMR appropriation request and matching private funds has successfully financed production of the first two parts of a 4-part film series. Funding for the final two-parts of the film series has also been sought from public and private sources. A substantial grant towards Phase II was approved for LCMR funding biennium 02-03 but was line-itemed vetoed by Governor Ventura on June 29, 2001. Matching funds already secured for Phase II continue to fund the project, however, because of this unexpected change in public funding support a new plan-of-action must be developed for full funding of Phase II.

C. Budget Context: The results of many LCMR projects funded over the last 30 years has provided information critical to the successful production of this series. For instance, John Tester's book, *Minnesota's Natural Heritage*, the Minnesota County Biological Survey, and the Tri-County Leech Lake Watershed Project.

1. FINAL BUDGET (8/01):

| Personnel | 1/31/01 | 8/01 |
|---|------------------|------------------|
| Executive Producer and Researchers/Writers | \$125,647 | \$120,000 |
| Contract Personnel: | | |
| Independent Film Producer, TPT, and Special Topic Researchers/Services | \$259,353 | \$275,956 |
| Other | | |
| Educational Outreach | \$ 10,000 | \$10,000 |
| Administrative Expenses | \$-5,000 | \$4,044 |
| Equipment/Acquisition/Development | none | none |
| TOTAL | \$400,000 | \$400,000 |

2. Attachment A (budget details)

VII COOPERATION:

TPT Public Television: The film series is co-produced by the UofMN and TPT. Co-executive producers Barbara Coffin (UofMN) and Bill Hanley (TPT), lead research writer Lansing Shepard and producer John Whitehead are responsible for research, development, and production of the series. The University and the independent producer will have main responsibility for “content” and creative control over the execution of the content—i.e. the choice of interview subjects, narrator, on-camera-presenter, the overall “look”, pacing and music. As the co-producer and presenting station, TPT will have primary responsibility for administering production and broadcasting, providing technical staff and facilities, and promotion and distribution to a statewide audience (TPT will be contracted by the U of MN to perform their portion of the co-production duties).

Advisors/Consultants: A broad group of individuals representing a diversity of Minnesotans, areas of expertise, and institutions (short-term contracts or per diem expenses).

(No cost partners)

UofMN Extension Service: County extension agents (92 statewide) will make the film series available to citizen groups with particular focus on the UofMN Regional Sustainable Partnerships, FRC’s landscape assessment teams, & other local planning initiatives.

Minnesota Historical Society: MHS and UG staff will coordinate the development of teacher’s guides for the film series and the *NEW* edition of *Northern Lights* (the Society’s Minnesota history curriculum). MHS Press is a potential long-term distributor.

Science Museum of Minnesota: SMM and UG staff will coordinate content on river-related topics so that excerpts or animation from the film series have potential to augment the SMM *River* exhibit. SMM, through their educational catalogue, is a potential long-term distributor.

Bell Museum of Natural History: Bell Museum staff and UG staff will coordinate on content and animation development. Excerpts of the film will be used in future Minnesota natural history exhibits and public outreach events.

VIII LOCATION: While our operations base will be in St. Paul, we will be filming in all regions of the state.