

## **2016 Project Abstract**

For the Period Ending June 30, 2018

**PROJECT TITLE:** New Prairie Sportsman Statewide Broadcast Video Project

**PROJECT MANAGER:** Cindy Dorn

**AFFILIATION:** Pioneer Public Television

**MAILING ADDRESS:** One Pioneer Drive

**CITY/STATE/ZIP:** Granite Falls, MN 56241

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**E-MAIL:** cdorn@pioneer.org

**WEBSITE:** prairiesportsman.org

**FUNDING SOURCE:** Environment and Natural Resources Trust Fund

**LEGAL CITATION:** M.L. 2016, Chp. 186, Sec. 2, Subd. 05d

**APPROPRIATION AMOUNT:** \$300,000

**AMOUNT SPENT:** \$275,575

**AMOUNT REMAINING:** \$24,425

### **Overall Project Outcome and Results**

Prairie Sportsman celebrates our love of the outdoors and connecting to Minnesota's vast resources of lakes, rivers, trails and grasslands. As Pioneer Public Television's most popular production, the show had been on hiatus for five years until the Minnesota Environment and Natural Resources Trust Fund enabled Pioneer to produce 26 new episodes for the 2017-18 seasons.

Prairie Sportsman increased its focus on natural resource protections needed to preserve access to outdoor recreation and widened its appeal to a diverse, statewide audience. As a result, all six Minnesota Public Television Association members aired the 2018 season. This project has provided engaging environmental science education, increased awareness of environmental issues and provided ways for individuals, communities and organizations to restore and protect natural resources.

The 26 episodes including two live town hall broadcasts, 24 environmental science and conservation segments and 26 aquatic invasive species minutes, along with sports, recreation, outdoor lifestyle and audience Q&A segments.

Conservation segments featured topics such as strip tilling to reduce soil erosion, conducting burns to restore natural habitats, genetically diversifying purebred bison herds, evaluating beaver impacts on trout streams, using bioreactors to remove nitrates from farm drainage water, growing camelina and other cover crops, controlling buckthorn with goats, restoring prairie chicken and sandhill crane populations and tagging Monarchs for research. Every episode also included a video short on preventing the spread of aquatic invasive species with a "clean, drain, dry" message.

The Prairie Sportsman website, blog and social media have significantly increased the program's reach. For example, a Mallard research segment uploaded to Facebook reached over 53,000 people with 114 shares; a Monarch tagging segment reached 11,734 with 83 shares. Through

broadcast television and digital media, Prairie Sportsman invested ENRTF funds in content that inspires Minnesotans to connect with the outdoors and protect precious natural resources.

### **Project Results Use and Dissemination**

Prairie Sportsman has achieved statewide appeal and is now aired on all Minnesota Public Television stations, including KSMQ Austin, Lakeland Public TV Bemidji and Brainerd, WDSE Duluth, Prairie Public TV Fargo and TPT MN as well as Pioneer Public TV. Episodes are also widely viewed online at [prairiesportsman.org](http://prairiesportsman.org), [video.pioneer.org](http://video.pioneer.org) and Facebook.

In addition, each episode's three 6 to 12 minute video features and AIS video shorts are segmented and individually branded to stand alone. They are offered to all who participated in the segment to use for their own public outreach and education purposes. For example, the Riverside History & Nature Learning Center in New Ulm is showing a segment on Riverside at the center; Pheasants Forever chapters have aired pheasant hunting and habitat research segments at banquets; a segment on Fort Ridgely Equestrian Center endurance riders aired at the Horse Expo; SWCD Aquatic Invasive Species Task Forces are using segments for public education and outreach.

The segments are also promoted heavily on social media, with demonstrated results. Prairie Sportsman's digital space has had phenomenal growth, highlighted by a segment on Mallard tagging and research that was uploaded to Facebook and organically reached over 53,000 people with 613 reactions, comments and shares and a total watch time of 11,000 minutes. This was more than six months after the segment's air date of February 18, 2018, demonstrating how social media can extend the life and reach of "evergreen" Prairie Sportsman programs and increase the effectiveness of ENRTF funding in bringing educational videos to a statewide audience.

Facebook has been the most successful social media platform for marketing Prairie Sportsman and increased in likes by nearly 70 percent from January to August 2018. Snapchat and Instagram follow in popularity with Twitter being the least important in expanding Prairie Sportsman's audience.



## Environment and Natural Resources Trust Fund (ENRTF) M.L. 2016 Work Plan Final Report

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**Date of Report:** August 30, 2018

**Final Report**

**Date of Work Plan Approval:** June 7, 2016

**Project Completion Date:** June 30, 2018

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**PROJECT TITLE:** New Prairie Sportsman Statewide Broadcast Video Project

**Project Manager:** Cindy Dorn

**Organization:** Pioneer Public Television

**Mailing Address:** One Pioneer Drive

**City/State/Zip Code:** Granite Falls, MN 56241

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

**Email Address:** cdorn@pioneer.org

**Web Address:** www.pioneer.org

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**Location:** Statewide

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<b>Total ENRTF Project Budget:</b>	<b>ENRTF Appropriation:</b>	<b>\$300,000</b>
	<b>Amount Spent:</b>	<b>\$275,575</b>
	<b>Balance:</b>	<b>\$24,425</b>

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**Legal Citation:** M.L. 2016, Chp. 186, Sec. 2, Subd. 05d

**Appropriation Language:**

\$300,000 the second year is from the trust fund to the commissioner of natural resources for an agreement with Pioneer Public Television to provide outreach on outdoor recreation, conservation, and natural resource issues, including water quality, wildlife habitat, and invasive species, through a series of interrelated public forums, educational and training videos, and statewide broadcast television programs. This appropriation is available until June 30, 2019, by which time the project must be completed and final products delivered.

## **I. PROJECT TITLE: The New Prairie Sportsman Statewide Broadcast Video Project**

### **II. PROJECT STATEMENT:**

The overall goal of this project is to increase education and awareness of environmental issues confronting Minnesota's natural resources in a way that advances public understanding and effective action. This project will engage the statewide community and strengthen relationships to generate action-based, locally led activities that will slow the advance of invasive species, improve water quality in agricultural areas and encourage safe outdoor experiences for youth and families.

Through public media based civic engagement, this project will increase knowledge, bridge urban/rural divides and cultivate a conservation ethic.

Pioneer Public Television proposes to produce for statewide broadcast: two town hall meetings and 24 pre-produced programs, each featuring two to three topical videos about natural resource issues of critical importance and opportunities to connect with the outdoors. The audience will be engaged during and after each program through the Prairie Sportsman social media outlets and a new blog. Throughout the program, the audience will be encouraged to submit questions through email, Facebook, Twitter and by phone. Experts will respond to select questions during an on-air Q&A and other responses will be posted on our blog.

The two town hall meetings will bookend the first and final episodes of the first season. A seasoned host will facilitate the meetings where panels of experts will answer questions posed by audience members, both in-house and through digital media, about natural resource issues.

The production schedule for the topical videos will involve recording and editing the pre-produced video segments in the summer/fall of 2016 and then airing the first season of 13 episodes in 2017. The second year of the project will follow the same schedule: recording and editing the pre-produced video segments in the summer/fall of 2017 and airing the second season of 13 episodes in 2018.

The town hall meetings will feature a pre-produced introductory video; the first episode's segment will overview 2017 episodes to come and the final town hall meeting will summarize all the topics presented during the season. Each of the remaining episodes will feature up to three pre-produced video segments. Emails, social media and telephone questions relating to the topic covered in the segment will be referred to experts for online or broadcast responses. Additionally, Prairie Sportsman social media spaces will provide outlets for overflow conversations and facilitate connections between audience members and educators. These outlets will address unanswered questions from the Prairie Sportsman community in the form of guest blog posts from in-field specialists, live Twitter Chats (#FriendsInTheField) and Facebook posts.

A digital content producer will use the latest social media technologies to disseminate and promote more than 50 topical videos online. Twitter, Facebook, Snapchat, Pinterest, YouTube and other platforms will be used to generate viewer comments, questions and ideas for future episodes. This social media component will create an interactive and loyal audience for the program and extend the reach of the 26 episodes.

To develop and research segment topics, conduct interviews and respond to viewer and online questions, this project will work with the University of Minnesota Southwest, Central and Northwest Regional Sustainable Development Partnerships (RSDP), Minnesota Department of Natural Resources (DNR), Minnesota Pollution Control Agency (MPCA), and Minnesota Department of Agriculture (MDA) as well as outdoor sports and environmental groups.

This project endeavors to more widely disseminate the kind of scholarship and communication expertise exhibited by the DNR's *Minnesota Conservation Volunteer* magazine through broadcast television and engaging online video segments. Through face-to-face town meetings and live call-in question and answer sessions, this project will also strive to bridge divides often caused by misunderstanding, miscommunication and difference between urban and rural worldviews. As a rural Minnesota based communications platform, Pioneer Public Television is uniquely suited to serve as a trusted third party convener of all stakeholders be they urban, rural, farmers, landowners, sportsmen, environmentalists, public agency staff, university faculty and the general public. Pioneer Public TV is an award winning rural public television station known for its nonpartisan objectivity.

### **III. PROJECT STATUS UPDATES:**

#### **Amendment Request Jan 9, 2017 Explanation and Rationale**

We are proposing to clarify language surrounding the number of programs that will be produced and the number of "live" call-in programs we will produce for this project. In the television business, a season typically consists of 13 episodes. When we originally wrote the proposal, our intent was to begin and end the season with a live town hall meeting, with 11 episodes in between, for a total of 26 programs for the two year grant period. The new language clarifies this.

A second change is to amend the words "live" and "call-in" used in the original work plan. We are seeking to clarify that the four town hall meetings will be live. The other 11 episodes will be pre-recorded, but through social media we will be interacting with the audience in a live forum through email questions, Facebook posts and tweets in real time as the pre-recorded episodes are broadcast statewide, but not over the phone. We decided to change the live call-in feature when we consulted with other television stations in the Minnesota Public Television network, which will be airing the program but at different times and seasons from Pioneer Public TV. By not having a live call-in feature, the program is more "evergreen" and thus more likely to be used by other stations in the Minnesota Public Television broadcast system. Also, to respond to questions, we can engage experts who may not be able to participate in a live broadcast on a Sunday evening in Appleton, Minn. and who will be available beyond the half hour of program air time each week.

Finally, we made changes in language regarding the exact nature of our social media presence and increased the number of topical videos that we will be producing, broadcasting and disseminating online to at least 50 segments over the course of the two years (at least 25 per season). Originally we had said we would produce 26 of these topical videos (13 per season).

None of these proposed amendments or clarifications impact the budget.

#### **Amendment Approved: [01/20/2017]**

#### **Executive Summary of Activities to date:**

We have hired a producer, a videographer, a social media specialist and a program host and have created an approved outline of topics to be covered in the first thirteen episodes of the program. The production team has been gathering footage and interviews for the 2017 program series and has begun to edit and assemble topical videos that will air the first season. We have assembled an advisory committee. and management of our social accounts (Facebook, Twitter, Snapchat and Instagram) is ongoing. Our first live Town Hall kickoff event is being publicized and we have raised \$32,500 in corporate sponsorships in non ENRTF matching funds for the project. We also have created a blog for the program in advance of the first broadcast at 7 p.m. on January 29, 2017

#### **Amendment Request June 27, 2017 Explanation and Rationale**

We are proposing a budget revision for the second year of the project, which will reallocate \$16,500 of the grant funds that were to be dedicated to a full-time digital media specialist and \$400 for facilitating the final two town hall meetings, and expand the role of the *Prairie Sportsman* contracted host, Bret Amundson, whose title will change to “Host and Associate Producer.” Bret will assume all social media responsibilities and assist with filming and editing episode segments.

The remaining funds (\$32,675 as of May 30, 2017) for the second year of the project will be reallocated to a .75 FTE Web and Production Assistant who will manage the *Prairie Sportsman* website, online video segment uploads, transcripts and other *Prairie Sportsman* production responsibilities. Pioneer will fund the remaining .25 FTE of this full-time position for general organization web development assistance.

A second change is to replace the second year’s two town hall meetings with pre-produced “evergreen” episodes. This change will significantly increase *Prairie Sportsman*’s appeal to Minnesota Public Television Association member stations, as it will enable Pioneer Public TV to offer a full 13-episode series of half-hour programs. Through social media, email and our blog, we can more effectively interact with our audience than we can with a limited forum for receiving and responding to questions during a live broadcast. We can also engage more experts who are not able to participate in a live broadcast on a Sunday evening. The two one-hour town hall broadcasts, produced in the first year of the project, have not been included in the *Prairie Sportsman* offer to MPTA stations for rebroadcast, as stations’ schedules require that all programs in a series be of the same length to occupy a weekly time slot. In addition, the town hall meetings addressed current natural resource management regulations and issues that are timely and far less suitable for rebroadcast than an evergreen production. For the long-term, *Prairie Sportsman* will reach a much broader statewide audience, and as an evergreen series, it will have wider appeal and will be rebroadcast for years to come.

Other language changes are clarifications of the project’s description, including changing the number of video segments produced from 26 to 50, which was approved with the January 9 amendment. These language changes do not impact the project’s intent or outcomes.

#### **Amendment Approved: [07/07/2017]**

#### **Project Status as of July 1, 2017**

We have accomplished all of our planned activities for the first year of the project, created a following for the show and expanded our network of advisors and partners for the next season. We successfully produced and broadcast 11 episodes and two town hall meetings. The program was shown on Pioneer Public TV to our extensive viewing area in western Minnesota, on KMSQ in the Austin and Rochester area, and in the Twin Cities, northern, central Minnesota on satellite TV. We have secured a commitment from Lakeland Public Broadcasting in Bemidji to air the series this fall. WDSE in Duluth and TPT Minnesota Channel have also expressed interest, and we will be following up with those stations in July. We launched the *Prairie Sportsman* web page and garnered more than 4,000 page views since last October. We now have 124 followers on Twitter and made close to 10,000 impressions in the past seven months when we first started the account. More than 38,000 minutes of our videos have been viewed on our Facebook page. We are making plans to increase our use of Snapchat for the next year. Recently we sent a Survey Monkey to our advisory group and network of viewers and asked for their feedback on this past season of shows by July 7. To date, the vast majority of respondents have rated the episodes as “very good” and an average of 82% of respondents per episode evaluated reported they learned something new and of value after each segment they watched.

We are requesting to shift some of the workload for year two of our project. Because of personnel changes at Pioneer Public TV, we would like to promote Amanda Anderson, who was hired as the Digital Media Specialist for this project, to be the Communications Coordinator for Pioneer Public TV overall. She no longer would be

paid by ENRTF funds. The social media work Amanda has been doing for *Prairie Sportsman* will be given to our host Bret Amundson who is very adept at communications and is connected to an extensive network of outdoor enthusiasts and natural resource manager. His social media contributions this past season helped boost our numbers significantly. With the remaining funds from Amanda's position, we plan to hire a new .75 FTE web and production assistant for this upcoming season of 13 programs

### **Project Status as of February 28, 2018**

Since the broadcast of the 2017 season of *Prairie Sportsman*, with 13 new episodes that aired through May 21, 2017, the project staff has been preparing for the 2018 season. Dylan Curfman, web and production assistant, was hired in August 2017 and quickly took on multiple responsibilities for managing and upgrading online content for the program as well as assisting with videography and editing. His camera talents have significantly added to the program's quality. Dan Balluff, editor and videographer, left his position in October 2017 for another video production opportunity. We quickly moved to post his position and interviewed three candidates, including Dylan Curfman who was hired and started his new position as *Prairie Sportsman* editor and videographer on November 20, 2017. We then posted the web and production assistant position and interviewed three candidates but as of the end of 2017, we have not yet filled the position with a qualified person who is a good fit for this position. Web development and production are two separate skill sets and we did not have any candidates who could perform both responsibilities. We reposted the position as a production assistant position only and received one application. We also reconsidered a previous applicant for the web and production assistant position, as this person's skills were in the production arena. In February, we interviewed Max Grabow initially on February 14 and did a second interview on February 21. He was offered and accepted the position February 26 and his start date is tentatively March 26.

The Production Assistant position will be dedicated full-time to *Prairie Sportsman* instead of .75FTE with .25 for general Pioneer web development assistance. Because the web and production work are separate skill sets and we were unable to fill this position for more than three months, we have a backlog of production assistance work, which we need 100 percent of this position's time to complete. The change will not impact or require any changes to the budget.

### **Project Status as of July 1, 2018**

Since late March, all *Prairie Sportsman* team members have been in place, including the full-time staff positions of producer, editor/videographer and production assistant and contracted host/associate producer position. In addition, we contracted with voice artist Lisa Cownie of Mankato to add a female narrator to one segment of each episode. In 2018, this talented team completed 13 new episodes; each with three segments that required extensive information gathering, interviews, filming, writing, narrating and editing. *Prairie Sportsman* continued to widen and diversify its audience with more segments on women and minority outdoor enthusiasts and by featuring nontraditional outdoor sports such as fat biking and great gray owl watching.

### **Overall Project Outcomes and Results:**

*Prairie Sportsman* celebrates our love of the outdoors and connecting to Minnesota's vast resources of lakes, rivers, trails and grasslands. As Pioneer Public Television's most popular production, the show had been on hiatus for five years until the Minnesota Environment and Natural Resources Trust Fund enabled Pioneer to produce 26 new episodes for the 2017-18 seasons.

*Prairie Sportsman* increased its focus on natural resource protections needed to preserve access to outdoor recreation and widened its appeal to a diverse, statewide audience. As a result, all six Minnesota Public Television Association members aired the 2018 season. This project has provided engaging environmental science education, increased awareness of environmental issues and provided ways for individuals, communities and organizations to restore and protect natural resources.

The 26 episodes including two live town hall broadcasts, 24 environmental science and conservation segments and 26 aquatic invasive species minutes, along with sports, recreation, outdoor lifestyle and audience Q&A segments.

Conservation segments featured topics such as strip tilling to reduce soil erosion, conducting burns to restore natural habitats, genetically diversifying purebred bison herds, evaluating beaver impacts on trout streams, using bioreactors to remove nitrates from farm drainage water, growing camelina and other cover crops, controlling buckthorn with goats, restoring prairie chicken and sandhill crane populations and tagging Monarchs for research. Every episode also included a video short on preventing the spread of aquatic invasive species with a “clean, drain, dry” message.

The Prairie Sportsman website, blog and social media have significantly increased the program’s reach. For example, a Mallard research segment uploaded to Facebook reached over 53,000 people with 114 shares; a Monarch tagging segment reached 11,734 with 83 shares. Through broadcast television and digital media, Prairie Sportsman invested ENRTF funds in content that inspires Minnesotans to connect with the outdoors and protect precious natural resources.

#### **IV. PROJECT ACTIVITIES AND OUTCOMES:**

##### **ACTIVITY 1: Video and Broadcast Program Development:**

Produce 50 six to ten minute topical videos for broadcast and web distribution.

Produce and broadcast 26 thirty-minute episodes and offer to share them with the stations of the Minnesota Public Television Association (MPTA)

**Description:** Working in collaboration with DNR, MPCA, U of M, MDA and various subject matter experts, Pioneer will create 50 professionally produced engaging videos that address a wide range of topics critical to public understanding and engagement relating to the environment and natural resources.

Pioneer Public Television will then expand upon the pre-produced topical videos by using them as part of a live call-in program to be broadcast on Pioneer’s HD Channel and offered for broadcast to the stations of the MPTA. A host will be hired to facilitate the show. Guest experts will be assembled for each live broadcast. The program host will solicit comments about the topic covered in the pre-produced video and present the guests with questions submitted by the viewers. Pioneer has a track record of producing programs that are then offered to other public television stations in Minnesota. While we cannot guarantee that these stations will choose to air the program, every effort will be made to involve the other stations in the production of *Prairie Sportsman*.

An advisory committee of representatives from the above named agencies and nonprofit interest groups will be established to help identify the topics for the educational and training based videos and the live broadcast programs.

Topics for these videos and programs include, but are not limited to: Invasive Species, Buffer Strips, Wetland Restoration, Creating Wildlife Habitat That Synergizes with Production Agriculture, How Rural Economic Development Can Benefit from Natural Resource Protection, Sustainable Lifestyles, Agricultural Clean Water Practices in Harmony with Recreation, Renewable Energy Benefiting Wildlife and the Economy, Outdoor Recreation & Hunting Safety, Youth Environmental Engagement, Eating Local Foods and Cooking Wild Game, Bird Watching, Family-based Outdoor Adventures on Public Lands, ATV Safety and Etiquette and other similar topics.



A full time producer/researcher and a full time videographer editor will be employed to produce these videos and programs over the course of 2 years.

**ENRTF Budget: \$222,600**

**Summary Budget Information for Activity 1:**

**Amount Spent as of 6-30-18 \$204,038**

**Balance: \$18,562**

**Activity Completion Date:**

<b>Outcome</b> Engage the statewide community and strengthen relationships to generate action based, locally led activities	<b>Completion Date</b>	<b>Budget</b>
<b>1.</b> 13 topical videos produced for Season 1	May 2017	\$52,000
<b>2.</b> 13 live broadcast shows produced for season 1	June 2017	\$65,800
<b>3.</b> 13 topical videos produced for Season 2	May 2018	\$52,000
<b>4.</b> 13 live broadcast shows produced for season 2	June 2018	\$65,800

**Activity Status as of January 1, 2017**

In October 2016 a survey was developed to gather input for the program that was sent out to more than 70 natural resource and outdoor sports and recreation enthusiasts, interest groups and experts from DNR, MPCA, U of M, MDA, USFWS and BWSR.

From this list, 19 individuals have agreed to serve in an Advisory Group for the program.

Based on feedback from this survey, a list of the first 13 episodes was developed and shared with the committee.

More than 60 individuals have been interviewed in the field for the pre-produced video segments, which are currently being edited for broadcast.

The program Host has been selected and has participated in some of the pre-recorded segments.

Minnesota Public Television Association stations have been invited to broadcast the program. So far two of the stations, Lakeland Public Television of Bemidji and Brainerd and KSMQ of Austin, have indicated that they will do so.

Panelists of guest experts have been lined up for the upcoming broadcasts.

**Activity Status as of July 1, 2017**

Initially, when we wrote this proposal in 2015, we envisioned that we would pre-produce 13 ten-minute videos each season, for a total of 26 for the duration of the project. We had planned to fill the rest of the episode with a live Q & A broadcast from our studio. But we realized after initiating the project that this format would shorten the longevity and reach of the show, so we decided to pre-produce the entire 28:46 minute length of the show. That is why we are nearly doubling the number of topical videos from 26 to 50. Every episode in the first season included an environmental science and natural resource management topic and an aquatic invasives species segment that informed viewers what they can do to stop the spread of AIS. Environmental science and natural resource segments includes the role of prescribed burns in restoring natural habitats, pheasant habitat research, wetland restoration, farming practices that promote water quality and wildlife habitat, bioreactor studies to remove nitrates from farm drainage water, students engaged in stream ecology and other environmental topics. Episodes also featured opportunities to engage in the outdoors such as equestrian endurance riding, kayaking, engaging youth in the outdoors and fly fishing as well as traditional hunting and fishing sports.

We did produce the two live town hall meeting as proposed in the first season, but we would like to replace them with two additional evergreen pre-produced episodes in the next season for reasons explained above. We

still may broadcast a town hall meeting, but we will produce it outside of the 13 episode season, at a time and place when it would be easier for policymakers, agency staff and our advisory group to attend.

The advisory group was assembled and their feedback was used to shape the first 11 episodes produced and they are currently weighing in on the themes and topics for the next 13 shows.

Bret Amundson has been hired as the program host. He was paid \$500 per episode and facilitated the town hall meetings. Bret also displayed his skill as a social media specialist, videographer and editor during the past season. For the next season we would raise his pay to \$1,800 per show and have him take over many of the tasks currently performed by digital media specialist Amanda Anderson, as well as increase his production assistance role. Anderson will move to another position within Pioneer. We would then hire a .75 FTE to perform the web page management, video transcribing and uploading and production assistant tasks that Anderson accomplished the first season.

### **Activity Status as of January 1, 2018**

After the last broadcast of the 2017 Prairie Sportsman new season on May 21, which ended with a town hall event, the series was offered to all Minnesota Public Television Association stations. KSMQ-TV in Austin, Minn. had already simulcast the 2017 series with Pioneer Public Television. The program offer included 11 half-hour evergreen programs. The two townhall episodes, because of their longer one-hour length and timely subject matter, was not included in the program offer as they complicated stations' ability to schedule the program in a weekly time slot.

As a result, Lakeland Public Television out of Bemidji and Brainerd aired the 2017 season in the fall. TPT Minnesota started airing it in November on Tuesdays and Thursday four times per day, which continues through their current schedule. All of these stations confirmed that they will also broadcast the 2018 series, and WDSE-TV in Duluth has tentatively confirmed they will air the new season. This has vastly expanded the audience reach of Prairie Sportsman.

The Prairie Sportsman Advisory Group was surveyed on the 2017 season and, on average, of those who watched an episode, 81% agreed they learned something new and of value. They also provided feedback and offered ideas on proposed segments for the 2018 season.

In early summer, the Prairie Sportsman project staff went to work producing the 2018 season soon after the 2017 season was complete. Per the approved amendment, Host Bret Amundson's role was expanded to include promoting the program on social media and playing a larger role in selecting topics for the 2018 season and filming and editing segments. Dylan Curfman was hired as web development and production assistant in August.

The team reviewed and rated proposed segment topics in the areas of sports and recreation, natural resource management and conservation, and special features. In addition to the Advisory Group, we received suggestions from natural resource managers, outdoor professionals, past guests, stakeholders and Pioneer staff and board members, and we reviewed Environment and Natural Resource Trust Fund projects for topic ideas.

The initial list of almost 50 topics was winnowed to 39, including 13 each in the categories of conservation, sports and recreation and special features. Every episode will feature one segment in each of the three categories. The topics were selected to represent a variety of conservation and outdoor recreation topics, representing all regions of Minnesota. The intent of Prairie Sportsman is to appeal to audiences outside Pioneer Public Television's normal viewing audience.

The 13 conservation segments being produced for the 2018 season include: Minnesota Zoo and DNR partnership to bring back purebred bison herds, native forbs and grasses for home landscapes, using goats to control buckthorn, tracking Mallard migration, certifying water quality farms, tagging Monarchs, looking at beaver impacts on brook trout streams, removing dams on the Minnesota River and Red River tributaries to improve fish migration and bring back sturgeon, planting camelina and other cover crops to protect soil in sugar beet fields, and restoring prairie chicken and sandhill crane populations.

Other outdoor segments include snowmobiling to the Northwest Angle, female sports groups, off-roading, birding in Sax-Zim Bog, fishing and cooking rough fish, bow-fishing for carp, rabbit hunting with raptors, hunting and fishing with Hmong families, Steelhead trout fly fishing, and hunting cranes, geese, sharp-tailed grouse and wild turkeys.

Special features include Ojibwe wild rice harvesting, nature learning centers in New Ulm and Fergus Falls, outdoor art, wild game and fish cooking, equipment for outdoors enthusiasts with disabilities, breweries that support wildlife habitat and other topics.

### **Final Report Summary:**

The New Prairie Sportsman Statewide Broadcast Video Project produced 26 episodes that included two live town hall broadcasts, 24 environmental science and conservation segments and 26 video shorts on preventing the spread of aquatic invasive species. We also featured 48 sports, recreation, outdoor lifestyle, food and art segments. Our intent with each episode was to draw in viewers who love the outdoors by featuring sports men and women, youth and diverse communities enjoying traditional and nontraditional sports, and showcasing ways that public and private entities, landowners and individuals can restore and protect our soils, water, wildlife and natural habitats.

Environmental science segments focused on natural resource management practices such as conducting prescribed burns to restore natural habitats, restoring wetlands for wildlife and water quality, bringing back and genetically diversifying purebred bison herds through a Minnesota Zoo/DNR partnership, tracking Mallard migrations, looking at beaver impacts on brook trout streams, evaluating habitats most favorable to nesting hen pheasants and their broods and restoring prairie chicken and sandhill crane populations.

Advances in sustainable agriculture practices that were featured include strip till to reduce soil erosion, bioreactors to remove nitrates from farm drainage water, camelina and other cover crops grown to protect soil in sugar beet fields and Minnesota farmers modifying production practices to gain water quality certification.

Segments that illustrate what average citizens can do to protect our natural resources included growing native forbs and grasses in home landscapes, using goats to control buckthorn, volunteering to catch and tag Monarchs for research and engaging students in stream and river ecology. Every episode included a video short on preventing the spread of aquatic invasive species with a “clean, drain, dry” message at the end of each segment.

Sports and outdoor lifestyle segments went beyond traditional hunting and fishing sports and featured outdoor opportunities such as equestrian endurance riding, kayaking, fly fishing, fat biking, photographing great gray owls in the Sax-Zim Bog and fishing and cooking sheephead. We presented diversity in outdoor pursuits including female bow and rifle hunters, Hmong hunters and anglers bringing customs from the Old Country, White Earth Nation students ricing the traditional Ojibwe way, and teenage girls and boys competing in high school trap shooting teams.

In addition, each episode included a Q&A segment with viewer questions that had come in by email or social media and directed to experts in the field of inquiry. Brief responses were aired and viewers were directed to

the Prairie Sportsman blog where more detailed information was provided. The intent was to engage our audience in exploring issues where there is often misunderstanding, such as: Do prescribed burns hurt nesting wildlife? Why are woodlots removed? How are dam removals going to impact fishing? Why not stock WMAs with pheasant chicks? Answering questions like these can be one of the best ways to clear up misconceptions and provide important science-based information to the public.

Prairie Sportsman featured all regions of Minnesota, including the Twin Cities. Host Bret Amundson traveled across the state, from snowmobiling to the Northwest Angle, steelhead trout fishing on a North Shore stream, fat biking in Bloomington, fly fishing in Whitewater State Park and hunting pheasants in southwest Minnesota, then visiting a Hendricks brewery that donates some of its profits to habitat restoration.

The program rapidly grew in audience reach and popularity. The 2017 season was broadcast on three Greater Minnesota public television stations and TPT MN, and the 2018 season by all six Minnesota Public Television Association members. Corporate sponsors contributed \$67,000 to the project, which covered travel, equipment, transcripts, closed captioning, voice work, marketing and other production expenses.

To gather ideas and information for a wide range of topics, the Prairie Sportsman producer and host drew from a network of sports enthusiasts, outdoor and environmental organizations, public agencies, researchers, farmers, businesses and the general public. Some of the organizations Prairie Sportsman collaborated with on program content included the Minnesota Departments of Natural Resources, Agriculture and Pollution Control, Minnesota Zoo, University of Minnesota, Bemidji and Southwest State Universities, U.S. Fish and Wildlife Service, USDA, Lower Sioux Agency, White Earth Nation, environmental learning centers, Pheasants Forever, Ducks Unlimited, Minnesota Off-Road Cyclists, Prairie Off Roaders and multiple businesses and community organizations.

**ACTIVITY 2:** Convene stakeholders in two town hall style meetings to be broadcast with online interaction in 2017 and 2018.

**Description:**

The producer of the 50 topical videos will work with the Advisory Committee and colleagues to engage stakeholders from agriculture, outdoor sportsmen and women, environmental groups, state agencies and university faculty along with the general public (emphasizing the millennial generation) in the convening of two town hall style meetings at the University of Minnesota Morris.

Facilitators will be hired for each of the town hall meetings to ensure an engaging, dynamic live forum involving the live audience as well as via social media platforms during the broadcast.

Each town hall meeting will focus on a specific theme and a panel of guests from different perspectives will be asked to come and speak on that theme. The facilitator will interview the guests and then field questions and comments from the live audience as well as questions submitted by the viewing audience via phone, email, Facebook and twitter.

**Summary Budget Information for Activity 2:**

**ENRTF Budget: \$ 400**  
**Amount Spent: \$ 400**  
**Balance: \$0**

**Activity Completion Date:**

<b>Outcome</b>	<b>Completion Date</b>	<b>Budget</b>
Build trust, transparency and bridge divides while cultivating a conservation ethic		

1. Hire Facilitator for two Season 1 town hall meetings	June 2017	\$400
2. Hire Facilitator for two Season 2 town hall meetings	June 2018	0

**Activity Status as of January 1, 2017**

The first town hall event is planned for Sunday January 29, 2017 from 5:30 - 8 p.m. at the University of Minnesota Morris Black Box Theatre. We are aiming for an audience of 60 people who will engage in a live discussion along with questions submitted via Twitter, email and Facebook from the viewing audience. Bret Amundson has been hired as the meeting facilitator

**Activity Status as of July 1, 2017**

We successfully produced and broadcast two town hall meetings in January and May 2017 that were attended by more than 100 people for the two shows. As stated above, we do not want to do more of them as part of the broadcast season because it limits their longevity and appeal to other stations, as the length of all 13 episodes are not the same. As stated above, we are increasing the number of topical videos from 26 to 50 because we have replaced the live-call-in Q & A with more pre-produced video segments.

**Activity Status as of January 1, 2018**

We discontinued townhall broadcasts for the 2018 season to better fit the needs of Minnesota Public Television stations for an evergreen program series that will appeal to a statewide audience for years to come. However, we are continuing to engage our audience through our Prairie Sportsman blog, a weekly Q&A segment that features questions from viewers and responses from experts in the field of interest, and social media.

**Final Report Summary:**

The Prairie Sportsman project, as amended, produced two live town hall events broadcast from the University of Minnesota, Morris. We worked with our Advisory Committee, stakeholders and Pioneer Public TV staff to draw and engage a live audience who asked questions of a panel of natural resource professionals and outdoor sports enthusiasts. Viewers also called, emailed or tweeted questions.

Host Bret Amundson skillfully facilitated the town hall broadcast and directed questions from the audience, while also relaying his own knowledge and experience. The experts responded to a wide range of questions and concerns such as senior and handicapped accessibility in waterfowl hunting areas, walleye fishing in Mille Lacs, cutting down vacant wood lots, extending goose hunting season, burning verses grazing wildlife areas, river dam removal and wolves' impact on deer populations. Sports enthusiasts on the panels also answered questions about their sports, such as equestrian endurance riding and high school trap shooting teams. Participants in the town-hall broadcasts had an opportunity to network at a reception before each broadcast. The spring town hall event also featured exhibits by wildlife photographer John White, decoy artist Curt Soine and multi-media artist Gary Wahl.

**ACTIVITY 3:**

**Description:** Digitally promote all project material produced.

**Description:** A full time online interactive media producer will be hired to disseminate and promote the content created in the 50 topical episodes and the four town hall meetings using the latest social media technologies- and administer conversations happening online before, during and after episodes air.

Twitter, Facebook, Snapchat, Pinterest, YouTube and other platforms will be used to generate viewer interaction, questions and ideas for future episodes. Videos will be posted to the Internet and the comments generated by them will be monitored and shared.

Questions about the topics being discussed will be gathered from social media content and used to make the episodes interactive and up to date. The new blog will act as a space for continued conversation featuring additive posts written by outdoor recreation, conservation, and natural resource specialists, local artists and the Prairie Sportsman interactive media producer.

This social media component will create an interactive and loyal audience for the program and extend the reach of the 26 episodes.

**Summary Budget Information for Activity 3:**

**ENRTF Budget: \$77,000**  
**Amount Spent \$71,138**  
**Balance: \$5,862**

**Activity Completion Date:**

<b>Outcome</b>	<b>Completion Date</b>	<b>Budget</b>
Increased awareness and engagement of the general public, particularly millennials, digital viewers and those unfamiliar with public television		
1. Hire host and promote all project material produced for Season 1 via social media	May 2017	\$38,300
2. Engage host in promoting all project material produced for Season 2 via social media	May 2018	\$38,700

**Activity Status as of January 1, 2017:**

Program Host Bret Amundson has been hired; he has participated in some of the pre-recorded segments and made promotional videos for the series and practiced for the Town Hall meeting.

Social media specialist Amanda Anderson has been hired. To date she has updated the Prairie Sportsman website and has created and maintains the blog, Facebook, Instagram, Twitter and Snapchat accounts for the program. She has created flyers and pocket cards for distribution at booths and fairs. She has accompanied the videographer and producer on field shoots to gather images and information to create fresh and original content for social media posts promoting the coming season. Amanda has created an invitation to the Town Hall Kickoff event on Eventbrite and has issued a press release, which she disseminated on January 18 to news outlets throughout the region. Amanda is in regular email communication with advisory group members and guest experts who will be featured in the upcoming series.

**Activity Status as of July 1, 2017:**

The \$400 for facilitating two town hall meetings was moved from Activity 2 to Activity 3. We also changed the numbers listed in the outcome chart because they did not add up to the ENRTF budget for this activity.

All videos produced this past season have been uploaded to the web and will be shared and promoted as we continue to develop and collect new stories for the next season. As mentioned above, we are proposing to shift \$400 of remaining funds from Activity 2 and \$16,500 of the remaining funds allotted for Activity 3 to be used to contract with Bret Amundson to do much of the social media work and production/editing for the upcoming season.

If approved, we will hire a .75 FTE with the remaining funds (approximately \$29,000 with benefits) to perform Prairie Sportsman web, video uploading and production assistance tasks.

**Activity Status as of January 1, 2018:**

Prairie Sportsman's host, Bret Amundson, assumed responsibility for digital media after his role in the project was expanded. Each upcoming episode is promoted extensively on Facebook, Twitter, Instagram and Snapchat. In addition, Bret uses Snapchat to engage viewers in behind-the-scenes snippets before and after the show. The Prairie Sportsman blog is utilized to provide related news on outdoor topics and to provide more extensive responses to viewers questions than are shown on air.

**Final Report Summary:**

Prairie Sportsman's digital space has had phenomenal growth, highlighted by a segment on Mallard tagging and research that was uploaded to Facebook and organically reached over 53,000 people with 613 reactions, comments and shares and a total watch time of 11,000 minutes. This was more than six months after the segment's air date of February 18, 2018, demonstrating how social media can extend the life and reach of "evergreen" Prairie Sportsman programs and increase the effectiveness of ENRTF funding in bringing educational videos to a statewide audience.

Facebook has been the most successful social media platform for marketing Prairie Sportsman and increased in likes by nearly 70 percent from January to August 2018. Snapchat and Instagram follow in popularity with Twitter being the least important in expanding Prairie Sportsman's audience.

The stats exemplify Prairie Sportsman's increasing reach on social media platforms:

**FACEBOOK**

**Likes:**

December 2016: 231

April 2017: 764

January 2018: 1,212

August 2018: 2,046

**Top Posts:**

*"Do you hunt mallards in Minnesota?"* (Mallard duck GPS tracking; June 25, 2018)

Reach 53.1k; 14k unique viewers; 114 shares; 11k minutes watched

*"Looking to get a little mud on the tires"* (Appleton OHV Park; June 19, 2018)

Reach 13.6k; 50 shares; 3.5k minutes watched

*"The monarch butterfly migrates 3,000 miles"* (Monarch tagging; August 1, 2018)

Reach 11.7k; 83 shares; 2k minutes watched

*The New Season of Prairie Sportsman is here"* (Season kickoff; January 24, 2018)

Reach 10k

*"Snowmobiling Lake of the Woods"*

(Snowmobiling up to the Northwest Angle; May 23, 2018)

Reach 9.4k

*"Have you ever fished the Mississippi..."*  
(Smallmouth fishing on the river; July 19, 2018)  
Reach 8.5k

**Snapchat**

Snapscore: 2,890  
Friends: 384

**Instagram followers**

May 2017: 93  
August 2018: 210

**Top 2018 Posts:**

June 25: GPS Tracking Mallards  
33 likes; total reach 163

May 10: Wildlife Artist Nicole Larson  
50 likes; total reach 176

April 15: upcoming episode - pheasant hunting and Bank Brewery wildlife habitat support  
51 likes; total reach 236

**Twitter**

163 Followers

**V. DISSEMINATION:**

**Description:**

By its very design and nature, this project is a dissemination-based project. The goal is to use public media to increase education and awareness of environmental issues confronting Minnesota's natural resources in a way that advances public understanding and effective action. The stories and TV shows we create for this project will highlight how citizens are working with government agencies and researchers to address problems and create opportunities. This is the kind of information that people like to share and talk about with others.

We are bringing the platform and resources of a rural based public television station to accomplish this goal. Our broadcast signal reaches more than 3 million households in parts of 5 states. We issue press releases to more than 300 local newspapers and radio stations on a regular basis. We make daily posts to social media and we have the know-how to generate tens of thousands of online video views. The videos we post to our web site live on for years and often appear first in google searches about that topic because of our expertise in search engine optimization.

The town hall meetings planned for this project are also designed to create a "word of mouth epidemic" about the series and to generate widespread public interest in the content and the discussions that the program will foster. Pioneer Public TV has been doing this kind of civic engagement through broadcast television for more than 30 years and we are more excited than ever to be able to use our communications and dissemination assets in this way.

Most of the information relating to this dissemination effort will be able to be found on the [Pioneer.org](http://Pioneer.org) web site.



**Status as of January 1, 2017:**

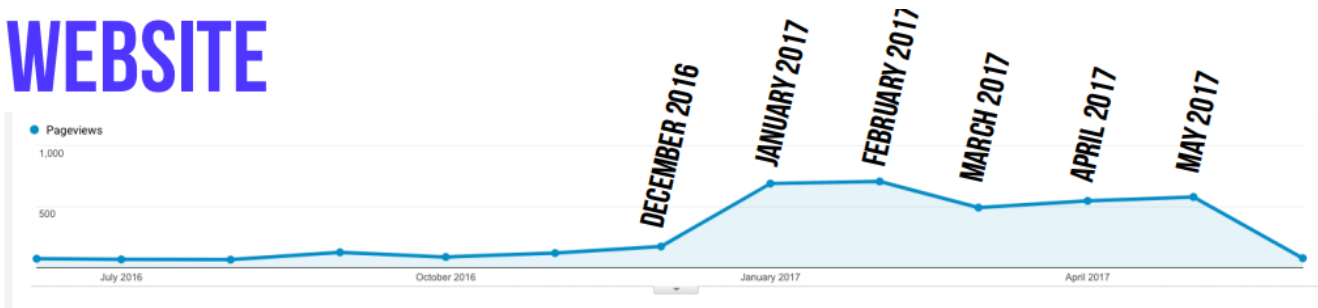
Social media specialist Amanda Anderson has been hired. To date she has updated the Prairie Sportsman website and has created and maintains the blog, Facebook, Instagram, Twitter and Snapchat accounts for the program. She has created flyers and pocket cards for distribution at booths and fairs. She has accompanied the videographer and producer on field shoots to gather images and information to create fresh and original content for social media posts promoting the coming season. Amanda has created an invitation to the Town Hall Kickoff on Eventbrite and has issued a press release which she disseminated on January 18 to news outlets throughout the region. Amanda is in regular email communication with advisory group members and guest experts who will be featured in the upcoming series.

**Status as of July 1, 2017:**

Everything included in the January status update continues. We have had a very successful breakout year with Amanda Anderson and Bret Amundson teaming up to promote and disseminate the show. We have received much positive feedback, which will grow as the first 13 shows have been produced, are available online and are being rebroadcast by Pioneer and other MPTA stations.

Here are some stats:

# WEBSITE



# TWITTER

## THEN - NOV. 2016

26 TWEETS, 245 PROFILE VISITS, 11 FOLLOWERS, 1,731 IMPRESSIONS, 5 MENTIONS

## NOW - MAY 2017

75 TWEETS, 234 PROFILE VIEWS, 124 FOLLOWERS, 9,451 IMPRESSIONS, 10 MENTIONS

# FACEBOOK

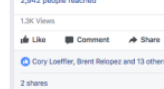
LIKES:  
DEC 2016 - 231  
APRIL 1, 2017 - 764

## VIDEO VIEWS SINCE DECEMBER 2016



## ONLINE EXCLUSIVES:

### GOOSE HUNT IMOVIES



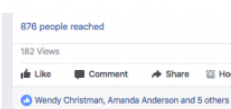
### CHARLES HANSON



### CORY LOEFFLER INTERVIEW



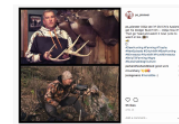
### CURT SOINE SNAP STORY



# INSTAGRAM

71 POSTS, 93 FOLLOWERS, 165 FOLLOWING

## TOP POST:



## TOP #PICTURETHEPRAIRIE (ORIGINAL):



**Status as of January 1, 2018:**

Prairie Sportsman’s reach has extended far beyond our own viewing area. The program is now aired on most Minnesota Public Television stations and episodes are being widely viewed through our website and Facebook. All stations carrying the 2017 series have also committed to airing the 2018 season, and WDSE-TV in Duluth also intends to air the program this year. This is the first time a Pioneer series has been carried by all of these MPTA stations, which is a testament to the program’s widespread appeal.

To accommodate this statewide viewership, Prairie Sportsman now has its own url: prairiesportsman.org so the audience outside Pioneer’s viewing area can go directly to the program’s page, rather than through Pioneer Public TV’s url.

**Final Report Summary:**

Prairie Sportsman has achieved statewide appeal and the 2018 season was aired on all Minnesota Public Television stations, including KSMQ Austin, Lakeland Public TV Bemidji and Brainerd, WDSE Duluth, Prairie Public TV Fargo and TPT MN as well as Pioneer Public TV. Episodes are also widely viewed online at prairiesportsman.org, video.pioneer.org and Facebook.

In addition, each episode’s three 6 to 12 minute video features were segmented and individually branded to stand alone. They were offered to all who participated in the segment to use for their own public outreach and education purposes. For example, the Riverside History & Nature Learning Center in New Ulm is showing a segment on Riverside at the center; Pheasants Forever chapters have aired pheasant hunting and habitat research segments at banquets; a segment on Fort Ridgely Equestrian Center endurance riders aired at the Horse Expo; SWCD Aquatic Invasive Species Task Forces are using segments for public education and outreach. The segments are also promoted heavily on social media, with demonstrated results as reported under Activity 3.

**VI. PROJECT BUDGET SUMMARY:**

**A. ENRTF Budget Overview:**

Budget Category	\$ Amount	Explanation
Personnel:	\$270,100	1 Producer/Researcher – 1 FTE each year for 2 years; 1 Assistant Videographer and Editor -- 1 FTE each year for 2 years; 1 Online Interactive Media Producer -- 1 FTE each year for 1 years; 1 FTE Production Assistant for 1 year
Professional/Technical/Service Contracts:	\$29,900	1 Town Hall Meeting Facilitator --2 meetings @ \$200 per meeting; 1 Weekly On Air Host -- 13 broadcasts @ \$500 per show. 2nd year 13 broadcasts @ \$1800 per show with added production and social media responsibilities. 1 Web and Production Assistant 2nd year 1 FTE
<b>TOTAL ENRTF BUDGET:</b>	<b>\$ 300,000</b>	

*Add or remove rows as needed*

**Explanation of Use of Classified Staff:** N/A

**Explanation of Capital Expenditures Greater Than \$5,000:** N/A

**Number of Full-time Equivalents (FTE) Directly Funded with this ENRTF Appropriation:** 3 FTE per year

**Number of Full-time Equivalents (FTE) Estimated to Be Funded through Contracts with this ENRTF Appropriation:** 1.25% FTE

**B. Other Funds:**

Source of Funds	\$ Amount Proposed	\$ Amount Spent	Use of Other Funds
<b>Non-state</b>			
Corporate Support (cash)	\$65,625	\$67,000	These funds will be used to pay for travel costs, equipment and supplies, mobile studio and publication/printing costs.
<b>In-kind services</b>	\$125,000	\$130,337	.25 FTE for Project Manager Moore, .25 FTE for Executive Producer Bakken, studio space, editing bay, cameras and utilities
<b>TOTAL OTHER FUNDS:</b>	<b>\$190,625</b>	<b>\$197,337</b>	

**VII. PROJECT STRATEGY:**

**A. Project Partners:** We reached out to several different citizen organizations and government agencies and asked them to serve on an advisory committee to create this new program and provide ongoing information and advice. All of these organizations are considered partners but none received ENRTF appropriation, including:

Minnesota Department of Natural Resources staff

Minnesota Pollution Control Agency staff

Minnesota Department of Agriculture staff

U of M extension and research staff

Soil and Water Conservation District staff

USDA regional staff

U.S. Fish and Wildlife Service staff

And staff and board members from non-governmental organizations:

Pheasants Forever, Ducks Unlimited, Minnesota River Congress and multiple other outdoor and sporting organizations, environmental learning centers, community organizations and businesses.

**B. Project Impact and Long-term Strategy:**

This project addressed the long-term need for effective communication about scientific findings and regulations that affect the recreation-loving public and served as a public media platform dedicated to environmental education. Episodes presented the real lives and experiences of average Minnesotans and positive interactions with the work of scientists and natural resource managers. It spoke to hunter/farmer/environmentalist,

urban/rural and other divides at the intersection of agriculture, water quality, wildlife habitat and public land management.

The project heightened awareness by producing two live interactive broadcasts, audience Q&As and educational and engaging “evergreen” video segments. It also increased the effectiveness of the distribution of information from government agencies through online and social media platforms. Prairie Sportsman helped forge a Minnesota outdoor identity and foster a deeply-rooted community and culture of sustainability.

New episodes for Prairies Sportsman had not been produced since 2010. Funding from the ENRTF enabled Pioneer Public TV to bring back the program to address Minnesota’s changing nature of outdoor recreation, and explain new scientific information that is being used by state agencies to manage natural resources. The intent was to foster interaction between the public, agency officials and scientists to foster a culture of trust and understanding and produce programs that appeal to women, younger generations and outdoor hikers, bikers and other outdoor recreationists as well as hunters and anglers.

ENRTF funding helped attract \$67,000 in underwriting funds that increased investment in the programs’ quality. Going forward, non-government sponsorship funds will help ensure the long-term sustainability, quality and expansion of Prairie Sportsman content.

**C. Funding History:** N/A -- This is a new project and a new request.

<b>Funding Source</b> The most recent funding source was from private sources 6 years prior to this request	<b>M.L. 2008</b> or <b>FY09</b>	<b>M.L. 2009</b> or <b>FY10</b>	<b>M.L. 2010</b> or <b>FY11</b>	<b>M.L. 2011</b> or <b>FY12-13</b>	<b>M.L. 2013</b> or <b>FY14</b>
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**VIII. ACQUISITION/RESTORATION LIST: N/A**

**IX. VISUAL ELEMENT or MAP(S): (see page 10)**

**X. ACQUISITION/RESTORATION REQUIREMENTS WORKSHEET: N/A**

**XI. RESEARCH ADDENDUM: N/A**

**XII. REPORTING REQUIREMENTS:**

Periodic work plan status update reports will be submitted no later than January 1, 2017, July 1, 2017, and January 1, 2018. A final report and associated products will be submitted between June 30 and August 15, 2018.

Environment and Natural Resources Trust Fund

M.L. 2016 Project Budget Final Report

Project Title: New Prairie Sportsman Statewide Broadcast Video Project

Legal Citation: M.L. 2016. Chp. 186. Sec. 2. Subd. 05d

Project Manager: Cindv Dorn

Organization: Pioneer Public TV

M.L. 2016 ENRTF Appropriation: \$300,000

Project Length and Completion Date: 2 years June 30, 2018

Date of Report: August 30, 2018



ENVIRONMENT AND NATURAL RESOURCES TRUST FUND BUDGET	Activity 1 Budget	Amount Spent	Activity 1 Balance	Revised Budget approved	Amount Spent	Activity 2 Balance	Revised Budget approved	Amount Spent	Activity 3 Balance	TOTAL BUDGET	TOTAL SPENT	TOTAL BALANCE	
<b>BUDGET ITEM</b>	<b>400</b>												
	<i>Produce 26 six to ten minute topical videos for broadcast and web distribution.</i>												
	<i>Produce and broadcast 26 thirty minute programs and offer to share them with the stations of the Minnesota Public Television Association (MPTA)</i>												
				<i>Convene stakeholders in four town hall style meetings to be broadcast with online interaction in 2017</i>									
							<i>Promote all project material produced via social media</i>						
<b>Personnel (Wages and Benefits)</b>		\$222,600	\$204,038	\$18,562	\$0	\$0	\$0	\$47,100	\$41,238	\$5,862	\$269,700	\$245,275	\$24,425
1 Producer/Researcher \$63,600 (72.8 % salary, 27.2% benefits) 1 FTE each year for 2 years		\$127,200	\$129,189	-\$1,989									
1 Assistant Videographer and Editor \$47,700 (72.8 % salary, 27.2% benefits) 1 FTE each year for 2 years		\$95,400	\$74,849	\$20,551									
1 Online Interactive Media Producer \$63,600 (72.8 % salary, 27.2% benefits) 1 FTE first year for 9 months; 1 FTE Production Assistant second year								\$47,100	\$41,238	\$5,862			
<b>Professional/Technical/Service Contracts</b>													
Meeting Facilitator: 2 town hall meetings at \$200 per meeting					\$400	\$400	\$0				\$400	\$400	\$0
Weekly On-Air Host 13 shows @ \$500 per show; 2nd year Host and Associate								\$29,900	\$29,900	\$0	\$29,900	\$29,900	\$0
<b>COLUMN TOTAL</b>		<b>\$222,600</b>	<b>\$204,038</b>	<b>\$18,562</b>	<b>\$400</b>	<b>\$400</b>	<b>\$0</b>	<b>\$77,000</b>	<b>\$71,138</b>	<b>\$5,862</b>	<b>\$300,000</b>	<b>\$275,575</b>	<b>\$24,425</b>