

# TECHNICAL QUALITY

When shooting flowers and landscapes that are breathtaking to see in real-life, the production team of **Prairie Yard and Garden** knows the importance of high quality gear and production techniques are to the success of the series. From using digital video in the field to state-of-the-art non-linear editing systems in the edit suite, PY&G's technical quality is of the highest broadcast standards.

**It all starts in the field.** The goal of Prairie Yard and Garden is to capture the beauty and essence of the landscape and the diverse color of blooms and foliage and bring the garden into the living rooms of viewers. To accomplish this, PY&G is deeply rooted in digital gear, using Panasonic DVC-PRO digital video cameras with Canon lenses, digital wireless boom microphones and lavs, and Gitzo tripods for smooth, flowing shots so true and realistic, one can almost smell the roses.



Prairie Yard and Garden is truly a content-based program. To insure the information is accurate and easy-to-follow, PY&G's **post production team** edits on Media 100 non-



linear editing systems. Narration is recorded on DAT audio tape and all programs are mastered on DVC-PRO videotape. Beta-SP and DVC-PRO are available for distribution to all broadcast stations carrying the series.

We can't talk about our technical quality without mentioning our award-winning production team. The professionals at the Media Services Department of the University of Minnesota, Morris have many years of experience in public television programming including long-form documentary, marketing, training and education programs and projects. They keep up-to-date on the latest technical and production techniques to insure the Prairie Yard and Garden series remains a high-quality product for your broadcast station.



The true stars of Prairie Yard and Garden are the wide diversity of guests and varieties of flowers and plants shown each week. The gear we use only illustrates the beauty we see in real life. Prairie Yard and Garden's high standards will surely complement your already successfully broadcast lineup. Take a few minutes and watch the enclosed complementary episode to see for yourself the quality of the Prairie Yard and Garden series.

**ACQUISITION FORMAT**  
DVC-PRO

**CAMERAS**  
PANASONIC AJ-D400

**MASTER FORMAT**  
DVC-PRO

**DISTRIBUTION FORMAT**  
DVC-PRO  
BETA-SP

**POST PRODUCTION**  
MEDIA100 XS NON-LINEAR  
EDITING SYSTEM ON  
POWER MACINTOSH G4  
FEATURING MEDEA' ARRAYS



**ANNUAL PROGRAM COUNT**  
13

**RUNNING TIME**  
28:30

**VIDEOTAPE SALES AVAILABLE**  
VHS FORMAT

**COMPANION WEBSITE**  
[WWW.MRS.UMN.EDU/PYG](http://WWW.MRS.UMN.EDU/PYG)

**STREAMING VIDEO FORMAT**  
REAL PLAYER

**COPYRIGHT HOLDER**  
UNIVERSITY OF MINNESOTA  
MORRIS

# ABOUT MEDIA SERVICES

**Media Services is a full-service media production facility** on the campus of University of Minnesota, Morris, producing media materials and programs in broadcast television, world wide web and digital imaging. On campus, Media Services assists students and faculty with classroom projects, research and documentary work, university marketing and recruitment campaigns, and fundraising projects. Media Services features an all-digital television production facility available to all UMM faculty, staff and students.



**Academic Challenge • 2002**

## LOCATION

**35 HUMANITIES-FINE ARTS  
UNIVERSITY OF MN, MORRIS  
600 EAST 4TH STREET  
MORRIS, MN 56267  
(800) 726-3122  
(320) 589-6150**

## FAX

**(320) 589-6166**

## WEBSITE

**WWW.MRS.UMN.EDU/MEDIA**

## EMAIL

**MEDIA@MRS.UMN.EDU**

## SERVICES AVAILABLE

**TELEVISION PRODUCTION  
DIGITAL IMAGING  
WEB DEVELOPMENT  
INTERACTIVE TELEVISION  
EQUIPMENT DISTRIBUTION  
TRAINING**

## Prairie Yard & Garden

UMM's Media Services Department owns an impressive record of broadcast programs and non-broadcast media projects on its resume. Most notably is **Prairie Yard and Garden**, a highly successful horticulture series broadcast on public television. Media Services has produced over 300 episodes during 15 seasons on Pioneer Public Television, and consistently ranks in the top five most preferred programs on PPTV's annual Viewer Preference Poll. **Minnesota: Rivers and Fields** is a thirteen part documentary series covering over 10,000 years of history of the Minnesota River basin produced by Media Services in 1999-2000. The series received numerous accolades from many groups, advocates and press, including the Minneapolis Star-Tribune. The documentary was broadcast on public television stations in Appleton, Bemidji, Duluth and the Twin Cities.



## **ACADEMIC CHALLENGE 2002**

Many of Media Services projects are for the University of Minnesota Morris. Media Services just completed another successful season of **Academic Challenge**, a scholarly-based competition for area high school teams. This 20-team invitational event is broadcast on Pioneer Public Television each spring.

However, not all of Media Services high-quality work is seen on broadcast television. The majority of projects are for specialized audiences and is delivered on videotape or via the web. Clients such as the **Minnesota Extension Service** use Media Services for marketing and training projects to be used within the organization. Recently, a project promoting the implementation of bagging apples for pest-free fruit was recognized nationally when it received 'finalist' honors among nationwide extension educators. Not too bad for a program on bugs!



# WHAT OTHERS HAVE SAID



**Roger Boleman**  
Executive Producer

**"From the very beginning, I have felt the primary goal of Prairie Yard and Garden was to bring relevant gardening information to the home gardener and I believe that we have continued to successfully do that."**



**Sue Gooch**  
Minnesota Master Gardener  
and series host

**"Prairie Yard and Garden likes to have a wide variety of guests that come from a variety of sources. We use Extension agents, master gardeners, nursery professionals and we use garden enthusiasts – people who really have a love for a particular subject of gardening. I think that is one of the unique characteristics of Prairie Yard and Garden, is to use this diverse group of people."**

**"Prairie Yard and Garden is undoubtedly the best garden program for the Upper Midwest that I have seen. The content is relevant for home gardeners with science-based information delivered in a straightforward and meaningful way."**

**Peter Olin**

Professor and Director  
University of Minnesota Landscape Arboretum

**"A wonderful source of credible, science-based information for our region presented in a delightfully friendly style by Minnesota's leading experts."**

**Cynthia L. Ash, Ph.D.**

Director of Scientific Services  
Certified Professional Plant Pathologist  
The American Phytopathological Society

**"Local specialists share their expertise in a wide range of topics on gardening and horticulture. The information is high quality, and yet easy to understand and apply to your own garden. Gardeners in Minnesota are lucky to have this resource."**

**Mary Meyer, Ph.D.**

Associate Professor & Extension Horticulturist  
Department of Horticultural Science  
Minnesota Landscape Arboretum

**"One of the unique things about Prairie Yard and Garden is that it's a regional, statewide-type yard and garden program that ... experts talk about plants that are growing in zones two to four. It's not like the national, syndicated programs that have to deal with the whole country and deal with zones 7 and 8, plants that will never survive in this area. So that's what makes Prairie Yard and Garden a unique entity."**

**Larry Zilliox**

Douglas County Extension Educator  
Minnesota Extension Service  
Alexandria, Minnesota

**"Well I think that Prairie Yard and Garden when talking about our top performers, educates those viewers on what they should grow in west central Minnesota."**

**Steve Poppe**

Horticultural Research Coordinator  
West Central Research and Outreach Center  
University of Minnesota

**"The program from the standpoint of a nurseryman, it pertains to the things that deal with the nursery plants and what we are using in an area and where you find plants and how it relates to each one of us in the nursery trade. Because it [PY&G] isn't something that is from some far away place, but it's something that is local what we're dealing with."**

**Ken Anderson**

Anderson's Country Lane Nursery  
Farwell, Minnesota