

Working River
(approx. length—10:00)

Fade in

1. Early morning sequence of port activity (pace gradually picks up).
Nat/SOT—under throughout (full as appropriate)
Music—full/under (as appropriate)

2. GFX—lively animated title: Five translucent CG titles in various fonts slide in from different screen directions over a series of river images; the final title (“Working River”) is the largest and stays in position:

Father of Waters

Ol’ Man River

Mighty Missisip

Big Muddy

Working River: The Importance of the Mississippi River to Saint Paul

3. Beautiful river sequence.
The Mississippi River is part of our history, part of our heritage, part of us. From a trickle out of Lake Itasca in northern Minnesota, the gathering river flows surely toward the Gulf of Mexico more than 24-hundred miles to the south. There are many Mississippi Rivers—the one that feeds our most fertile agricultural areas. It collects the tremendous flow of lesser rivers and streams, the river that drains an enormous

- portion of the continent, the river that floods.
4. Wildlife sequence. There is also the river that is one of the world’s great flyways, the one that sustains wildlife, the one over which uncounted millions of migratory birds take wing each season.
5. Recreation sequence. There is the river where we find solace from the city, where we touch something eternal...the river that refreshes our bodies, our minds, our souls.
6. Working river sequence. And there is the river upon which we transport commercial goods of all kinds, the working river, the one inexorably linked to agriculture, representing fully one-quarter of Minnesota’s economy. Without its cheap and efficient transportation, farmers in the richest land on earth could not compete on international markets. With it, we help feed the world.
7. Gerald Tumbleson on camera; insert CG title:

Gerald Tumbleson
Pres., MN Corn Growers Assn. *Gerald Tumbleson—on camera (14:15:44-14:15:50—:06):*
“We increase production...becomes very important.”
8. Loading grain. *Tumbleson—VO (14:16:01-14:16:11— :10):*
“So what we have to do...balance of trade.”

Narrator—VO:
Sixty percent of all the grain raised in the Upper Midwest is exported—and almost all of it moves on the Mississippi River on its way to world markets. But the traffic moves both ways. Coming upriver are such commodities as fertilizers, cement, sand, and

- salt. And there's one very simple reason for the commerce: River transportation is the cheapest way to move bulk cargo.
9. GFX—cost comparison for moving one ton of grain with one gallon of fuel by truck, rail, and barge. (Reference source as Iowa Department of Transportation.)
- Using one gallon of fuel, you can move one ton of grain 60 miles by truck...200 miles by rail...and *over 500 miles* by water.
10. GFX—comparison of cargo capacity. (Reference source as Iowa Department of Transportation.)
- Each barge you see on the river carries the same as 58 trucks, the same as 15 jumbo rail hoppers. Since barges move in groups known as a “tow,” the total cargo capacity of the typical tow equals 225 rail cars... nearly *900 hundred* trucks.
11. Jerry Fruin on camera; insert CG title:

Jerry Fruin, Ph.D.
University of Minnesota Economist
- Jerry Fruin—on camera (15:17:45-15:17:54—:09):*
“Water transportation...mode of transportation.”
12. Barge activity.
- Jerry Fruin—VO (15:18:20-15:18:45—:25):*
“If you have water...clear advantage.”
- Narrator—VO:*
Moving goods by water rather than truck or rail also reduces air pollution...traffic congestion...wear and tear on highways. But that alone misses the point, for what sets us apart from all other exporting nations in the world is our intermodal transportation system—*all* modes of transportation, intimately linked with one another. Just four states in the Upper Mississippi River Basin—Minnesota, Wisconsin, Iowa, and Illinois—produce nearly half of all the corn and soybeans grown in America. These four states in the heartland—far distant from

- major ports—depend on cost-effective river transport to get their grain to the world’s markets.
13. Lee Nelson on camera; insert CG title:

Lee Nelson
Upper River Services
- Lee Nelson—on camera (15:07:23-15:07:33—:10):*
“Our farmers...several pickup trucks.”
14. Barge activity.
- Lee Nelson—VO (15:07:35-15:07:38—:03):*
“At this point...into a rail car.”
- (15:07:41-15:07:47—:06):*
“And...to the water’s edge.”
- Narrator—VO:*
Stand at a point along the river in downtown St. Paul—six percent of America’s entire grain exports will pass by you during a season. The wheat in just one barge is enough to bake *two and a quarter million* loaves of bread!
- Mike Strand—VO (13:05:40-13:05:47—:07):*
“We estimate...and the Twin Cities.”
15. Mike Strand on camera; insert CG title:

Mike Strand, Vice Pres.
Saint Paul Port Authority
- Mike Strand—on camera (13:12:05-13:12:22— :17):*
“This is like a liquid internet...to the world.”
16. GFX—comparison of total cargo carried on river and by rail; annual grain cargo by river is 160 miles by river, 738 miles by rail. (Reference U.S. Army Corps of Engineers.)
- Narrator:*
Tied together in one gigantic tow, the barges that transport grain down river in a single year would extend 160 miles. A train to carry that same yearly cargo would stretch for a distance five times longer—farther by

some 200 miles than from here to St. Louis!

17. Barge activity.

Mike Strand—VO (13:09:58-13:10:14—:16):

“One of the things we forget... environmentally sound.”

Lee Nelson—VO (15:14:25-15:14:46—:21):

“I think we have a...exist here.”

Narrator—VO:

Commercial shipping on the Mississippi River increases by about one percent a year because of a simple calculus: the world’s population is growing, its income is increasing—and so is its demand for more and better food. Farmers here in the American heartland—more than anywhere else—feed nearly six billion people today...and within little more than a decade, they’ll have to find room at the table for a billion more. Can we do it? Can we increase agricultural production enough to feed that many more people? American farmers are confident the answer is yes, so long as the barges continue to move up and down this mighty river with their cargoes. The river is more vital than ever if we are to compete in the international markets and feed a hungry world..

18. Barge activity.

“The great Mississippi”—wrote Mark Twain—“the majestic, the magnificent, rolling its mile-wide tide along, shining in the sun.”

19. More barge activity.

Majestic...yes. Magnificent...certainly. And vital to the well-being of America’s heartland—indeed, the people of the world...absolutely.

20. Barge activity; then insert CG title and credits:

The great Mississippi, Father of Waters. Ol' Man River, the Big Muddy. *Working River*.

Working River: The Importance of the Mississippi River to Saint Paul

Executive Producer—Mike Strand,
Saint Paul Port Authority

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Green Light Consulting

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Jerry Fruin, Ph.D., University of
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Gerald Tumbleson, Minnesota Corn
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Saint Paul

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Saint Paul

Fade out