The Power of Minnesota Documentary

First screened in August of 2018, *The Power of Minnesota*, a documentary that’s sparked enormous interest and community engagement around clean energy in Minnesota, is now available for online viewing.

“Watching it and discussing it with your community is an experience that shouldn’t be missed,” says Bruce Peterson, executive director of the Minnesota State Energy Center of Excellence. “If you can’t do that, I’d definitely watch it online.”

Minnesota’s clean energy sector has added more than 2,700 jobs since 2017 — growing more than 2.5 times faster than overall job growth in the state. With 40% of those jobs in Greater Minnesota, the clean energy gives more Minnesotans the power to bloom where they’re planted.

The documentary was produced in partnership by CERTs (Clean Energy Resource Teams) and Credo Nonfiction with support from the McKnight Foundation. The documentary gets its power not so much from statistics and science but from authentic storytelling about how clean energy is affecting Minnesotans lives and communities.

(continued)
“The community viewings have engaged more than 600 people in conversations about the film, what they learned and what surprised them,” said Dan Thiede, strategic communications and engagement director for the Clean Energy Resource Teams (CERTs). “Beyond those events we’ve reached thousands of Minnesotans on social media, and through broadcast on Pioneer Public Television, Lakeland PBS, and Prairie Public Broadcasting.”

The Minnesota State Energy Center of Excellence played a role

Given that Wind Technician is one of the fastest-growing jobs in the United States, the filmmakers wanted to talk to Minnesota students enrolled in Wind Technology programs.

“We knew Minnesota West had a premiere program,” says Thiede. “We started talking to Bruce Peterson and it became a very natural partnership,”

Peterson arranged for the team to film on campus and arranged shots of students up on the tower. He also coordinated interviews with Minnesota West instructor Gary Olson and student Nathaniel Hurst (pictured below). He also agreed to appear on camera himself.

Canby Minnesota, where both Minnesota West and the Minnesota State Energy Center of Excellence are headquartered, was a natural place for the film’s premiere. “I think a good percentage of the audience was also in it,” joked Peterson. “There’s a lot of enthusiasm here for wind energy.”