



**Great Lakes Now is Back in September 2012**  
**FREE Program Offer and Feed Dates Available**

Based on the success of the coverage of the Great Lakes Week conferences in 2011, Detroit Public Television and WVIZ/PBS ideastream® are joining forces to provide widespread public access to important discussions around the future of the Great Lakes, the United States' largest source of fresh water.

All coverage is branded "**Great Lakes Now**" to allow local station brand affiliation. Stations may participate in any combination of airing the full conference broadcast coverage, a 30-minute Nightly Summary program, and/or the Webcast coverage:

**FOR MAIN CHANNELS: Live Summary Program (30 minutes):**

- Tuesday, September 11: 6:30PM Live Feed
- Wednesday, September 12: 6:30PM Live Feed
- Thursday, September 13: 6:30PM Live Feed

**FOR SECONDARY CHANNELS: Live Programming Schedule - C-Span style anchored coverage for conference sessions and interviews with experts for secondary channels:**

- Monday, September 10: 1:00pm-5:00pm Live Feed
- Tuesday, September 11: 10:00am-4:00pm Live Feed
- Wednesday September 12: 8:00am-4:00pm Live Feed
- Thursday, September 12: 8:00am-2:00pm Live Feed

**FOR WEBSITES & SOCIAL MEDIA:**

- [GreatLakesNow.org](http://GreatLakesNow.org) will provide code for an embeddable web player that will offer:
- Live streaming of all live programming
- On-Demand access to all programming
- Special features and additional coverage not included on the live feed
- Live tweeting and updated Facebook information throughout the conference
- Turnkey messaging for station e-mail dispatch to key community interests in the environment, water and sewer infrastructure issues, and economic development.

**For more information, please see the attached Program Offer with Feed information, and the FAQ document with additional talent info, etc. Please report your carriage of the full broadcast, Nightly Summary Programs, and/or Webcasts to Lauren Smith at [lsmith@dptv.org](mailto:lsmith@dptv.org) or [248-305-3791](tel:248-305-3791).**

Water is a hot topic in relation to the environment, economic development, and our overall livelihood in North America and across the globe. Despite all the resources dedicated to the Great Lakes, there is a vital need to reach the general public with this information.

- 30 Million people live in the Great Lakes Basin
- 97% of people in the Great Lakes Basin believe the Great Lakes are important to their lives

- But only 4% say they have a personal responsibility to protect the Great Lakes. Public media is uniquely positioned to bridge this disconnect by building awareness in our communities. “We see *Great Lakes Now* helping more people connect the issues with their roles in solving them, and offering an opportunity to commit to engaging local stakeholders,” says Rich Homberg, President & General Manager, Detroit Public Television.

#### **PARTICIPATING STATIONS IN 2011**

- Buffalo (WNED)
- Central Michigan Public Television:
  - Flint, Mt Pleasant, Saginaw (WCMU/WCMZ)
  - Traverse City, Cadillac, Manistee (WCMV/WCMW)
  - Alpena (WCML)
- Chicago (WTTW)
- Cleveland (WVIZ & Western Reserve Public Media)
- CTV, Windsor, Canada
- Detroit Public Television
- Duluth MN (WDSE)
- East Lansing (WKAR)
- Grand Rapids & Kalamazoo (WGVU/WGVK)
- HoustonPBS
- Illinois Public Media, Urbana/Springfield (WILL)
- Indianapolis (WFYI)
- Lakeland Public Television (KAWE/KAWB)
- Miami (WPBT)
- Milwaukee Public Television
- Minneapolis/St Paul (Twin Cities Public Television)
- New York City (Thirteen/WNET)
- Phoenix/Tempe (KAET)
- Pioneer Public Television (KWCM)
- Prairie Public Television (North Dakota)
- Rochester MN (KSMQ)
- St Louis (KETC)
- Toledo (WGTE)

We hope to include you and your station in the coverage of *Great Lakes Now* 2012!  
Best,

Lauren Smith  
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