

Great Lakes Now: Key Information

What It Is: For the first time in history, the four leading government and private organizations overseeing management of the Great Lakes are meeting in Detroit simultaneously. Detroit Public Television is providing unprecedented public access to those discussions.



Participating Conference Organizations:

- The International Joint Commission and the IJC Science Advisory Board
- The Great Lakes Restoration Initiative (U.S. EPA) and the U.S. Areas of Concern Program
- The Great Lakes Commission
- Healing Our Waters /Great Lakes Coalition (115 member organizations)
- The Environmental Ministry of the Canadian government

Live Programming Schedule (EST)

C-Span style coverage of conference sessions, interviews with experts and scientists.

- Wednesday, October 12: 12N-6PM
- Thursday, October 13: 8:30AM-5PM
- Friday, October 14: 8AM-4PM
- A nightly half-hour recap on Wednesday, Thursday, and Friday.

Coverage Highlights:

- Great Lakes Town Hall: Wednesday afternoon, with live online audience participation (Special Hashtag: #askGLW)
- Keynote address by former Vice President Al Gore (Thursday afternoon)
- Workshops from the Great Lakes Commission, the Areas of Concern, and the Healing Our Waters-Great Lakes Coalition annual meetings.

Web Streaming:

The content is free and may be freely embedded on any website. For embed codes, please visit www.GreatLakesNow.org or <http://bit.ly/GreatLakesNow>. Or you can link directly to the player at <http://bit.ly/greatlakesplayer> or use this QR code.



As the conference takes place, sessions will be recorded and posted online in a separate “on-demand” video player, which may also be freely shared and embedded on any website.

Website: www.GreatLakesNow.org

Facebook: Great Lakes Now

Twitter: @greatlakesnow #greatlakes

Lead Talent: Christy McDonald



Christy McDonald has been working with Detroit Public Television throughout 2011, serving as moderator of a series of community conversations promoting voter engagement and serving as the principal anchor of DPTV's coverage of the Mackinac Policy Conference in June.

An Emmy Award winning journalist, McDonald was an anchor and reporter for WXYZ-TV in Detroit from 2000 through 2010. She specialized in breaking news, politics and in-depth coverage. She has anchored continuous election night coverage and focused on interviews with politicians and newsmakers.

Distribution:

Great Lakes Now coverage of Great Lakes Week will be carried by public television stations and media outlets throughout the U.S. and Canada, making it available locally in such markets as:

- | | |
|---|-----------------|
| New York | Houston |
| Chicago | All of Michigan |
| Cleveland | Indianapolis |
| Minneapolis-St. Paul and all of Minnesota | Toronto |
| Milwaukee | Windsor |
| Toledo | St. Louis |
| Phoenix | |

For more information about the conferences of Great Lakes Week:

Great Lakes Now FTP Site: <http://bit.ly/GreatLakesNow>

All press materials, graphics, embed codes, additional information, and satellite information will be posted here as they become available.

Great Lakes Restoration Initiative (US EPA): *Central Clearinghouse for Great Lakes Week*

<http://www.glri.us/glweek.html>

Great Lakes Commission: Annual Meeting

<http://www.glc.org/meeting/>

Healing Our Waters: Great Lakes Restoration Conference (7th Annual)

<http://conference.healthylakes.org/>

The International Joint Commission: "H2O Now"

<http://meeting.ijc.org/>

Areas of Concern Annual Meeting

<http://www.glc.org/rap/aocconference11.html>

Funders:

The Fred A. and Barbara M. Erb Family Foundation
The International Joint Commission
The U.S. EPA