

CHESAPEAKE BAY WEEK.



2017 Program Offers



Maryland Public Television invites you to help foster regional public awareness and education about the Chesapeake Bay by participating in **Chesapeake Bay Week® 2017**. This special bay-themed week of programming, that spans the history, culture, science and current challenges of the bay — from cooking and arts, to environmental problems and politics — is the only such programming initiative in the Chesapeake Bay watershed. We believe you and your viewers will be pleasantly surprised by how our nation's waterways touch our lives and connect all of us to each other.

New offerings for 2017 include: ***The Chesapeake Bay Summit 2017*** – A live television event, scheduled for Tuesday, April 25, 2017 @ 8:00 pm EST, that will bring together experts on the Bay to discuss timely and important issues facing our waterways. Stations can either air the program live (by satellite) on both TV and radio, and/or record it for later airings. ***The Search for the U. S. S. Scorpion*** – Travel over river and underwater to follow clues and piece together the historical mystery of the lost flagship. ***Eatin' Oysters: Chesapeake Style*** – takes viewers around the Chesapeake region in search of who's eating oysters, where to find the best of them, and the best ways to eat them. ***Keeping the Potomac: The Politics of Water*** – the story of three River Keepers that patrol the Potomac and do everything they can to help protect it.

Committing airtime to sustain our environment offers public television a unique and exciting opportunity to exercise our educational muscle to spur public interest and activism. On Saturday, April 22, 2017, the nation will also celebrate Earth Day, so it is the perfect time to have your viewers participate in this important event. All the programs offered have rights extended to the end of this year, so MPT encourages your station to either participate during the same week (April 23 – 29, 2017) or create your own Environmental Week when your schedule permits.

To Acquire Programs: The enclosed catalog highlights all the 2017 offers with a web address on the cover to direct you to more information and program clips. The full programs will be fed to stations by satellite in late March/early April 2017. A detailed schedule with the days and times of the program feeds will follow in the coming weeks.

www.chesapeakebayweek.org

For more information:

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