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**FRONTLINE 4/21 VIRUS DOCUMENTARY | E-APPEAL 1 | Send: April 18 Weekend**

Subject Line: **Must-watch FRONTLINE coming up**

Dear [name],

As we reach another stay-at-home weekend, amidst some very tough days, I send wishes that you and your family are safe and well. I also write to let you know about the newest ***FRONTLINE*** documentary coming this Tuesday at 9pm. You won’t want to miss it.

With reporting that takes us from Washington State where the first large outbreak occurred in the U.S., to the response from Washington D.C., the ***FRONTLINE*** team has been there since day one, investigating the story behind the story alongside healthcare workers, scientists, experts, and policy makers.

In this first of a series of revealing documentaries on the coronavirus, you’ll once again have access to facts and truth, revealed in a deep, precise, and trusted way. Exactly what you expect.

This intensively responsive reporting, at a time when we need it most, has always been made possible by people like you. You provide the resources to ensure that ***FRONTLINE*** can be our eyes and ears inside every important development in our nation and the world.

And this is why, as you prepare to watch this essential show on Tuesday night, **I ask you to donate** to ensure that resources are in hand to continue this work through this crisis and beyond.

**[DONATE NOW BUTTON]**

As you await Tuesday’s broadcast, you can **watch the trailer here**.

Additionally, in an intimate and illuminating blog post, Miles O’Brien, the lead reporter for this documentary, shares what it’s like to report from the front lines. **Read his story here**.

And again, this exceptional level of journalism would not be possible without your support. **Please be generous today – and tune in for FRONTLINE this Tuesday**.

With thanks,

Name

Title

KEY LINKS:

**Miles O’Brien blog post:**

<https://www.pbs.org/wgbh/frontline/article/reporting-coronavirus-covid-19-washington-state-providence/>

**Frontline Trailer:**

<https://www.pbs.org/wgbh/frontline/film/coronavirus-pandemic/>

**FRONTLINE 4/21 VIRUS DOCUMENTARY | E-APPEAL 2 | Send: April 21 Weekend**

Subject Line: **Tonight on FRONTLINE**

Dear [Name],

The ***FRONTLINE*** team has moved mountains to bring its newest documentary, “***Coronavirus Pandemic***,” to the airwaves tonight at 9PM.

It will be exactly what you always expect from ***FRONTLINE*** – intense, powerful, revealing – and most of all truthful and informative.

As we live through times that have rocked us all to the core with concerns about our health and livelihoods… about our family, friends, and community… and about what happens when this is all over, **[STATION]** remains committed to being here by your side as we navigate this together.

This means that you’ll continue to see exceptional, timely reporting on ***PBS NewsHour*** every night. It means that all of our kids and teachers will be well-served with excellent learning resources while schools are closed. And it means that you’ll always have a place of refuge and intelligent entertainment with perennial favorites like ***MASTERPIECE***, ***Nature***, ***NOVA***, ***Great Performances***, and more.

**[STATION]** has served unfailingly for decades. You know you can count on it – in these times, perhaps more than you ever have.

And so, as you reflect on the value of **[STATION]** in your life, please consider **making a donation to support the vital service it brings to you** and everyone who lives here. Viewer donations provide the vast majority of funding for the work **[STATION]** does every day.

**[GIVE NOW]**

I hope you’ll receive great value from the ***FRONTLINE*** documentary tonight – and from all the shows you turn to on **[STATION]** these days. **We’re here for you. We always will be.**

Yours in partnership,

Name

Title