****

**MID-MAY MISSION | E-APPEAL 1 | Send: Sunday, May 17**

Subject Line: **This week**

Dear [name],

Whether you binge watched ***World on Fire*** on **[STATION] Passport**, or you’re anticipating the dramatic season finale on TV tonight—everyone agrees this has been a stunning tale for us all to experience together right now—exactly the kind of classic storytelling you know [STATION] and ***MASTERPIECE*** delivers every time.

This week, I want to be sure you don’t miss two critically important documentaries.

Tuesday at 9pm, ***FRONTLINE*** will premier its second responsive documentary, which uncovers the story of the virus in Italy and the lessons we can learn from it. Then, Wednesday at 9pm, ***NOVA*** follows scientists as they race to understand and defeat the virus behind today’s threatening and deadly pandemic.

**[STATION**], ***NOVA*** and ***FRONTLINE*** are made exactly for times like this, when factual, truthful, insightful coverage from a trusted media source is of the utmost importance.

**Yet, the resources required to respond with these vital programs, in record time, are significant. Our commitment to service demands it. Your support makes it possible.**

**This is why I ask you to be a part of funding this incredibly important coverage now.**

**[I’M WITH YOU – HERE’S MY DONATION]**

As we move into another week, separated but together, I’m grateful that [STATION] is here to support everyone in our community through this time. And I’m so thankful for all who have stepped up to ensure that this exceptional level of service continues to exist for us all.

**Please be generous today – and tune in Tuesday and Wednesday for *NOVA* and *FRONTLINE***.

Thank you,

Name

Title

**MID-MAY MISSION | E-APPEAL 2 | Send: Thursday, May 21**

Subject Line: **NOVA & FRONTLINE streaming now**

Dear [Name],

If you tuned in to this week’s ***NOVA*** and ***FRONTLINE*** documentaries covering the coronavirus pandemic, then you know how much this vital reporting added to our understanding of what we face together.

If you didn’t have the chance to watch this important reporting on TV,

[non-members] it’s streaming for free on the **PBS App** now.

[members, not activated] it’s streaming on **[STATION] Passport**, your exclusive member benefit, which is easy to activate right now.

[members, activated] it’s ready for you to stream on **[STATION] Passport** now.

This incredibly powerful and revealing journalism takes real resources to accomplish. **It takes YOU.** This is why I ask you to do what you can today to **back the vital service that is [STATION]** with a generous donation of support.

**[DONATE NOW]**

Viewer donations provide the vast majority of funding for the work [STATION]does every day.

Especially now, [STATION] must be fully funded to support the community with trusted reporting, valuable learning resources for our kids, and a respite from our daily challenges with marvelous programs that illuminate and entertain.

Thank you for being here for [STATION] and our entire community as we navigate this together.

**We’re here for you. We always will be.**

With appreciation,

Name

Title