A close up of a sign

Description automatically generated

**RESPONSIVE, TIMELY E-APPEAL EXAMPLE**

**Subject Line:** [STATION] and FRONTLINE are here for you

Dear [First name],

No doubt you’re just as concerned about your family and friends as we all are here at [station]. Life is anything but normal these days.

This is exactly the reason why, from Seattle, Washington to Cremona, Italy, the ***FRONTLINE*** team is stationed globally, working intensively, to make sure you have access to the full depth of information about this life-altering pandemic.

Powerful and insightful video and audio is being shared **here** daily. Yesterday I was amazed and appreciative for Sacha Achilli’s heartfelt reporting from her homeland in Italy. As Americans, we have so much to learn from this.

At the same time, the ***FRONTLINE*** team is working at full speed to produce a documentary on the government’s response to the outbreak, coming soon. We will all need to watch this.

There is little doubt that continuing to report so diligently in these times is testament to the incredible value of this irreplaceable service. This crucial work takes real funding. From added children’s resources while our kids are out of school to vital daily reporting from PBS NewsHour, these times demand that we all do our part.

As the ***FRONTLINE*** team says, “*We answer to no one but you*.”

Please be the answer for the future of this vital reporting and information you’re counting on right now. **PLEASE SUPPORT [STATION] RIGHT NOW**.

**[DONATE BUTTON]**

Your continued partnership is essential for the work that lies ahead.

With deep appreciation,

Name

Title