

**PBS | SPRING 2020 | LAPSED | VIRUS-RESPONSIVE | ALL EFFORTS**

Dear [First name],

 We’re in very challenging times, requiring indispensable public services like **[STATION]** to deliver essential programs to the people and families of our community. We want you to know [STATION] will do exactly that. Our mission here is to *support* you.

In the months ahead, [STATION] will bring rich rewards to your home every day—gems like new seasons of ***Midsomer Murders***, ***Grantchester***, ***Endeavour***, ***Last Tango in Halifax***, and ***Finding Your Roots***... intimate profiles of ***Toni Morrison***, ***Mae West***, ***Helen Keller***, and ***Walter Winchell***... performances of ***Romeo & Juliet*** and ***Porgy & Bess***... and more.

 ***[Local show]*** and ***[local show]*** will continue to inspire you with a local focus. ***MASTERPIECE*** and ***Mystery!*** will enchant you with great storytelling. ***Antiques Roadshow***and***Finding Your Roots*** will bring history to life in unexpected ways.

***NOVA*** and ***Nature*** will fill you with awe and understanding. ***Great Performances***and***American Masters*** will thrill you. ***PBS NewsHour*** and ***FRONTLINE*** will keep you informed.

***Surely, staying accurately informed has never been so important!***

But being able to count on a calming refuge from a stressful day is just as vital—and [STATION] provides you with both essentials each day.

**Our commitment to supporting YOU is greater than ever.**

[STATION]’s programs are driven by our *public* mission to serve the people of this region, NOT by the needs of advertisers, shareholders, or ratings.

**With the budget-year deadline looming here at [STATION], I urge you to renew your membership now to continue to back this invaluable service.**

**Right now, support from everyone who is able to give is essential to ensure the programs and services you need from [STATION] will continue to thrive.**

***Together, we are stronger.*** Together, we rise to overcome the great challenges we face. Together, we do what matters. Together, we support each other. ***Together, we get through this***.

With great appreciation,

Name

Title

P.S. Access to trusted information and inspiring programs has *never* been so important. **Please renew your membership to [STATION] today. YOU make this service strong**.