American Public Television
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May 11, 2012

Russ Hodge
Cynthia Scott-Johnson
3 Roads Communications
One West Second Street
Frederick, MD 21701

Dear Russ and Cynthia:

Based on the descriptive materials and sample footage reel that you provided for ***Rescue in the Philippines: Refuge from the Holocaust***, American Public Television (APT) is interested in offering the program to public television stations nationwide. We feel the concept has national appeal and will be well-received by public television station program directors.

Rescue in the Philippines: Refuge from the Holocaust will recount the relatively unknown story of how a small, eclectic and influential group of businessmen, politicians and military leaders living in the Philippines took action during one of history's darkest eras to provide sanctuary to Jews being persecuted in Europe by the Nazi regime. This is an important facet of World War II history and speaks to the inspiring ability of humans to coalesce around a common goal and make a profound difference. There is a large and enthusiastic audience for historical documentaries and we expect that this tale of intrigue and integrity will appeal to viewers that avidly consume this programming.

As you know, public television programs in the United States are generally funded by corporate/for-profit entities, government agencies or non-profit foundations. Because public broadcasting is non-commercial, funders enjoy a sponsorship credit at the beginning and end of each episode in an uncluttered environment. If you are successful in finding a sponsor, their on-air credit will need to comply with public television funding regulations. To preserve the editorial integrity of your documentary, sponsors are not permitted to be involved in the editorial content or direction of the program. Please keep us informed regarding how your discussions with potential funders are going and let us know if there are any questions we can answer as to what benefits they can enjoy.

American Public Television is a major programming source and distribution system for U.S. public television stations. Distribution through the APT Exchange service would be ideal for a program such as this. Here are the facts about Exchange:

- APT Exchange markets and distributes approximately 150 new titles each year, providing stations with roughly 900 hours of original programming.

- Exchange is the largest source of free programming available to U.S. public television stations.

- Exchange is one of the most effective marketing platforms for underwriters, providing maximum carriage potential and covering virtually every market in the country (more than 350 stations).

In addition, American Public Television offers a national feed schedule, a service which distributes programs for stations to use when creating their local lineups. APT Exchange promotes its programs to stations nationally via our website, listings in our program catalog, highlights in our monthly newsletter and press materials for TV listings services.

Distribution of any program by American Public Television is subject to our final approval, based on an evaluation of content, funding considerations, production values and technical standards. We look forward to ***Rescue in the Philippines: Refuge from the Holocaust*** and want you to know we are supportive of your efforts. If I can be of any assistance or answer any questions for you, please do not hesitate to call.

Sincerely,

Christopher Funkhouser
Vice President, Exchange Programming and Multicast Services

cc: Judy Barlow, Vice President Business Development
Tom Davison, Director Business Development