

**[ENTER DATE]**

Dear **[ENTER STATION MANAGER NAME HERE. To locate your station manager, visit [www.pbs.org/stationfinder](http://www.pbs.org/stationfinder)]:**

Did you know that less than half of the 6-8 million animals that enter U.S. shelters each year are adopted? Pet overpopulation is a serious problem that has been estimated to cost taxpayers two billion dollars per year. Local shelters struggle to care for the homeless animals generated by our area, and I want to make sure that other citizens in our community are aware of this crisis so that we can help solve this problem.

I know that you are committed to making quality programming available to your viewers, and I hope that you will agree that pet overpopulation is an important issue that needs to be addressed in our community. Your station has the unique ability to reach out directly to people in our area. That's why I'm asking you to air a compelling new documentary that PBS is making available to your station. Called *Best Friend Forgotten*, this documentary can profoundly affect the animals and citizens in the surrounding communities.

**I am writing to encourage you to air *Best Friend Forgotten* during the last week of October during prime viewing hours so that all of your viewers may see it!** Your station has the chance to make an impact—I urge you on behalf of the people and pets in **[ENTER YOUR CITY, STATE]** to take advantage of this opportunity to educate and motivate your viewers.

If you can add *Best Friend Forgotten* to your line up the last week of October, it will help kick off National Animal Shelter Appreciation Week, which is sponsored by The Humane Society of the United States during the first week of November each year. This week is an effort to recognize the indispensable role that animal shelters play in maintaining the safety and health of their communities.

This film can help explain the realities of pet overpopulation in a powerful way. *Best Friend Forgotten* explores this crisis and provides viewers with an inside look at the real pressures that face animal shelters on a daily basis. *Best Friend Forgotten* will educate citizens and move them to action.

Thank you for your consideration!

Sincerely,

**[ENTER YOUR NAME AND CONTACT INFORMATION]**