American Public Television

July 26, 2013

Russ Hodge
President and CEO
3 Roads Communications
One West Second Street
Frederick, MD 21701

Dear Russ:

We are pleased to hear that you're planning to update the documentary ***For the Love of Their Brother***, which American Public Television (APT) distributed to public television stations nationwide from September 2005 – August 2012. This is an inspirational program about Steven Siller, a fallen firefighter on 9/11/01, who lives on through the dedication and love of his siblings in the form of an annual road race in his memory. We think an expanded one-hour version in HD, with new interviews (including with Mr. Siller's widow), would be of interest to stations and their viewers and appropriate for 9/11 commemorative scheduling.

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.

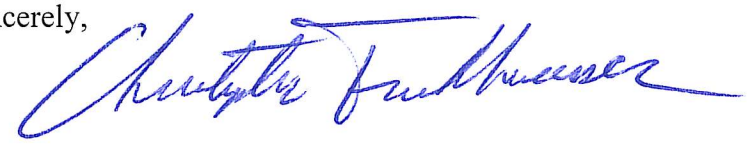
- Exchange is the largest source of free programming available to U.S. public television stations.

- 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).

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, as well as providing all the tools stations need to promote our programs locally.

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 seeing the new version of ***For the Love of Their Brother*** 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