



October 16, 2017

Maurice Fitzpatrick
CEO, Creaney Films Ltd.
-via email-

Dear Maurice:

Thanks to you and your team for submitting your project, ***IN THE NAME OF PEACE: JOHN HUME IN AMERICA*** to American Public Television. We've screened your documentary, and believe that it is unique and historically important. This film, which shares the compelling story of statesman and peace-maker John Hume and his efforts toward ending the division in Northern Ireland, should be very well received by public television programmers. We feel that the film will provide the public television system with a story of reform and redemption that will prove to be appealing to a wide audience. We are looking forward to seeing a broadcast version for the US market, and would be very interested in offering that program to public television stations nationwide, especially knowing that your past work (which includes *The Boys of St. Columb's*) has consistently met high standards for editorial content, technical quality and production value.

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. To preserve the editorial integrity of your program, funders are not permitted to be involved in the editorial content or direction of the program. Please do keep us informed as to how your discussions are going, and let us know if there are any questions we can answer as to what benefits your funders can enjoy.

APT 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:

- With more than 3500 hours of programming available currently, APT identifies innovative programs and creative distribution techniques for producers. In four decades, we have established a tradition of providing public television stations with the choices that enable them to strengthen and customize their schedules.
- 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 sponsors, providing maximum carriage potential and covering virtually every market in the country (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 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 and funding considerations. We very much look forward to reviewing an updated version of your film, and want you to know we are supportive of your efforts. If we can be of any assistance or answer any questions for you or your sponsors, please don't hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Hilary Finkel Buxton', written in a cursive style.

Hilary Finkel Buxton
Director, Exchange Programming

cc: Chris Funkhouser, Vice President, Exchange Programming and Multicast Services
Teya Ryan, President and CEO, Georgia Public Broadcasting