



April 11, 2017

Keith Famie
Visionalist Entertainment
28345 Beck Road
Wixom, MI 48393

Dear Keith,

The world is waiting for the definitive documentary series on Alzheimer's disease. As you so aptly describe, there are few more important pursuits than understanding this affliction that affects millions in this country and worldwide.

And as vast and encompassing as Alzheimer's is on a massive scale, its greatest impact is the effect it has on patients and their families – the highly personal stories of those who suffer with the disease as well as those who become caregivers to loved ones, slowly slipping into a cruel and difficult state of unrecognizability.

As I've said, there can be no better use of our documentary programming, than to explain, explore and decode Alzheimer's disease in a television and digital format that can track the advancement in care and prevention, while also revealing the latest coping strategies to patients and families alike.

Detroit PBS is committed to covering issues in the public interest, including those surrounding the challenges of medical research and the science of patient care. Public Television viewers would greatly benefit from a research-based docu-series as you are proposing. .

We are pleased to include it in our broadcast plans and work on a partnership for national distribution. I look forward to speaking with you again soon. In the meantime, I wish you the best of luck in finding production funding for your work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Fred'.

Fred Nahhat
Senior VP, Production
Detroit Public TV