

Executive Communication

Response to customer concern about the sponsorship of a PBS program.

Dear NAME:

Thank you for thinking of COMPANY and taking time to express your concern. Please accept our sincere apologies for the delay in responding.

At COMPANY, we're committed to conducting business in a manner that reflects the diversity of our customers and communities. A diverse workforce is essential to bringing together the right mix of expertise and talent to provide superior financial solutions to clients from all walks of life. As a relationship-driven business, all of us at COMPANY strive to understand, appreciate and watch out for our clients, certainly with respect for all religious faiths and lifestyles.

In this spirit, COMPANY helps people and communities achieve economic self-sufficiency primarily through strategic philanthropic investment in financial education and workforce development programs. These efforts help to transform and sustain communities and, at their highest level, are about elevating civic spirit by fostering inclusive environments in which individuals of diverse backgrounds are welcomed and encouraged to realize their full potential.

In this context, PBS plays a profound role in strengthening our communities by providing distinctive, thought-provoking programs and services that enlighten, inspire, educate and entertain. PBS programming brings life to the stories of everyday men and women, boys and girls, and powerfully portrays what's real, what's important, what's uncomfortable and what we need to learn. There's just no substitute for the kind of economic, educational and social vitality public broadcasting nurtures.

Again, thank you for your interest in COMPANY. We appreciate opportunities to connect and communicate with customers and prospects. Our advocacy and outreach efforts continue, with a genuine interest in making a difference in our communities and customers' lives.

NAME

Title, COMPANY