

Dear NBC,

Hello. This letter is a collaborative effort, written by Awake fans that take part of the /r/Awake sub-reddit on Reddit.com. Our dedicated /r/Awake contains 593 “Dreamers,” as we call ourselves. However, we believe that 591\3 is just the beginning. We are asking you to become dreamers as well, and dream with us, so that you too can see the potential that Awake really has, and why you should reconsider renewing Awake for a second season.

On behalf of all Awake fans we sincerely hope that you consider renewing Awake for a second season. We believe that the story is phenomenal, and if it is allowed to develop in future seasons, the fanbase will easily grow, as more and more people are consumed by the subconscious mystery that Detective Britten is facing. There aren't many shows on network television, or the airwaves in general for that matter, that can compete with Awake's quality. While the viewer rating may not essentially reflect the quality to you – we understand that NBC is a business and has to make decisions oftentimes based on numbers and statistics – the dedication of the show's fanbase should offer you a reason to reconsider the value of this show. We believe that, while cancelling the show might seem like the appropriate move given its performance, it would also alienate a large and dedicated demographic of your viewership who have taken to the show and look to NBC for a good drama, which is increasingly difficult to find nowadays. This show could also be exactly what people who need a quality and more engaging program would turn to should they discover it. This brings us to a small grievance: we feel that Awake hasn't been given a fair amount of advertising to alert these potential viewers, which we believe would drastically help increase its viewership. We also believe that the given time slot of Awake (Thursdays at 10/9c) is unfair for a new show, especially when you consider that you are placing a drama-based show after a lineup of comedies, where your viewers are typically looking for laughs rather than the more serious nature of Awake. You are putting it after such classics like Parks and Recreation, Community, 30 Rock, and The Office. It seems that Awake is destined to struggle in such a time slot when it is paired with such dissimilar shows. Furthermore, many of your most popular shows also had rough starts but were given a chance despite this and turned out to be wildly successful and popular. We feel that Awake can repeat this pattern of sleeper success shows and people would appreciate NBC for its willingness to give quality television a fighting chance, which many networks currently aren't willing to do; they prefer to play it safe and air clones of other successful shows. We believe a large part of NBC's current success stems from these types of decisions and its willingness and integrity to go against the grain to support a higher quality of television and to not axe a program solely based off its initial ratings.

As viewers of NBC for many years, we stand by the fact that Awake is among the best shows that have come out of the offices of NBC. If given more exposure, Awake could become massively popular – the concept of the show simply appeals to people. We strongly suggest you reconsider the time slot allotted to “Awake” as it is, once again, unfair for a new show.

Thanks,

Brendan Keeler
Daniel Mutchler
Taylor B.
Greg D.