



Broadcasting Jerusalem to the World December 2007 / Tevet 5768

Now, two unique Jewish Israeli production teams are preparing two very different interactive television series that will bring the energy, the concerns and the special messages of Israel to the world.

"Live from Jerusalem...It's Tuesday Night!" Yes, the center of Jerusalem will be jumping on Tuesday evenings beginning on January 1, 2008, when an audience of 500 gathers in Heichal Shlomo to participate in the taping of the first Israel-based Jewish TV show to go worldwide with a live audience.

Bringing Jewish Jerusalem to the World

The light, the inspiration, the exhilaration, and the blessing of Jerusalem will be broadcast worldwide every week through the internet and cable television. Israel National Radio on-air personalities Jeremy Gimpel and Ari Abramowitz host this new variety talk show, produced in cooperation with Israel National TV. "We want to give audiences everywhere the opportunity to plug in to the heart and soul of Jerusalem every Tuesday night," Jeremy Gimpel said.

Like a traditional talk show, *Tuesday Night Live in Jerusalem* will feature its own band. "Ruach" will perform live Jewish music at the beginning and end of every show. He noted that the band is comprised of "musically and spiritually-talented people." Jeremy smiled, "The audience might even sing along!" That, I'd like to see.

Herein lies the difference between *Tuesday Night Live* and other talk shows. The goal isn't just entertainment. Its goals are to bring together a diverse group of Jews to share their thoughts and even have fun together; and especially, to electrify Jerusalem and the world with Torah excitement and positivity. "We're living in a difficult time", Jeremy said. "We hear about the corruption of the government, terror, Hamas, PLO, dividing Jerusalem, and more. A lot of people are downtrodden here. They say, 'What? We're going to demonstrate again?' 'We're hanging ribbons again?' We need to bring hope back to Jerusalem, to celebrate Israel, and light up Jerusalem with a Jewish feeling."

Through engaging Torah scholars, fascinating Jewish personalities and audience participation, *Tuesday Night Live* hopes to give viewers a close encounter with a Jewish Israel. "For many years, the world's only been hearing an Israeli voice emanating from Israel. We want to show the

authentic Jewish voice," Jeremy said.

The audience of tourists, new and veteran olim, students, young and old, will be encouraged to participate in the program. Sing along. Speak up. The members of the studio audience will have an opportunity to express their feelings about life in Israel, learning here, traveling here, etc. A special section of the audience will be set aside for separate seating.

Attending the show is free, and Jeremy hopes lots of tourists will pop by, and discover the truth about Jewish life in Israel.

Tuesday Night Live will first broadcast through Israel National Television. Jeremy hopes the show will be picked up by cable television stations through the United States.

To help in the production costs of this weekly endeavor, readers can contact , Jeremy@thelandofisrael.com. For more information, www.thelandofisrael.com, www.israelnationalradio.com.

12 Tribes

Following the tremendous success of their first joint production, *Home Game*, a documentary on the last days of Gush Katif, producer Avi Abelow and director Yaron Shane have formed a new company, 12 Tribe Films Foundation. 12 Tribe Films is a "For Impact" not-for-profit company to promote creative projects about the Jewish people and the land of Israel that connect, entertain and inspire.

Its projects will address religious, political, social and current events affecting Israel and the Jewish people. Its projects will focus on the underlying Jewish values and human experiences beneath the issues.

Home Game has been shown to audiences throughout the world. 12 Tribe's upcoming documentary *The Lost Buttons* may know even greater success. In production now, the film is following the journey of a teacher and the 18 girls from Efrat who began a project in their free time, collecting buttons in memory of the children who perished in the Holocaust, and end up with more than buttons - the personal stories of children and families lost in the flames of the Shoah.

In conjunction with Chutzpah Productions, 12 Tribes presents, *Qassam*, a powerful film about the experiences and struggles of the people of Sderot and their lives under constant kassam rocket fire.

12 Tribe's most ambitious production, however, will be *Civilization on Trial*, a television news magazine on global terrorism. 12 Tribe Films has engaged Rockford Productions to produce this 26-episode series with a one million dollar price tag.

Israel today is at the forefront of the world in the war against terrorism, explained 12 Tribe's founder CEO Avi Abelow.

"*Civilization on Trial* will feature policymakers, think-tank representatives, media watchdogs,

and various assorted experts discussing the topic of global terrorism" said Herb Bernstein, founder and president of Rockford Productions. "This television series fills a need to inform viewers around the world about the truth about Iran and global terrorism, inspire them to action and thereby encourage them to use their democratic power to change our world for the better".

"More importantly" said Bernstein, "the show will explore possible remedies to the world's inability to deal with the Iranian nuclear threat as well as propose solutions that may be taken by ordinary citizens against the Islamic terrorist threat."

The *Civilization on Trial* pilot is planned for filming during the first quarter of 2008.

International distribution of the series will be handled by motion picture industry veteran Carl Perkal. Among Perkal's many credits is his role as founder, producer and director of North American operations for *Jerusalem On-Line*, a weekly English-language public affairs TV program based in Israel.

Funding for all 12 Tribe productions comes from donations. Individuals and organizations can sponsor these production, or even become a member of the 12 Tribe organization with their donations.

To be an active partner in making a difference through media, contact Avi Abelow, avi@12tribefilms.org, www.12tribefilms.org .