

A guide to Jewish television: prospects and possibilities

Findings of the JPR Working Party

It is hoped that the dos and don'ts detailed in these guidelines will assist decision makers, potential investors, creative talent, other minority ethnic groups and interested parties in the TV industry and media, to find a foothold in this area.

The **Institute for Jewish Policy Research (JPR)** is an independent think-tank which informs and influences policy, opinion and decision-making on social, political and cultural issues affecting Jewish life.

JPR's Programme on Culture explores the role cultural encounters play in forming Jewish identity and representing Jews and Judaism to the wider world. The programme also assesses the influence of Jewish culture on the lives of all sections of the Jewish population. Such information will assist the artistic community to reach their audiences.

Acknowledgements

JPR is grateful to Alef Network, Hellenic TV, Jewish Television Network, JTV, Shalom TV and Tara Television for permission to reproduce the material in the appendices.

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1 Introduction

The JPR Working Party on Television was predicated on the belief that there is a case for seriously considering television as a catalyst for reinvigorating contemporary Jewish culture.

It was established to examine the possibilities for Jewish programming and content following two seminars (May 1997 and February 1998) and the publication by JPR of Roger Silverstone's policy paper *Jewish television: prospects and possibilities* (March 1998).

It met five times during 1998-9 to explore this new field. This paper, which details the findings and conclusions of the Working Party, will hopefully act as a guide in this field and move forward the intellectual exercise involved in creating a Jewish presence on television.

2 Aims of the Working Party

The Working Party aimed to explore ideas and sought to define possibilities for the content and tone of programmes applicable to and appropriate for Jewish television. It considered the following questions:

- What programme material is presently available and what needs to be created?
- Who are the target audiences for the various types of programming and to what extent is content determined by the possible audience?
- What are the costs of creating new material for the various programme genres (e.g. drama, sport)?

It did not consider the specifics of financial or technical issues (e.g. platform) involved in establishing a Jewish television channel.

3 Models of ethnic minority channels

In the process of considering a Jewish presence on television, the Working Party examined a range of models of existing or aspiring ethnic minority television channels.

While these channels provided a number of different working models, the case of a UK Jewish television presence was seen to differ in a number of ways. Of foremost importance is the language of broadcast of minority channels. Hellenic TV—like the Asian Zee Network, Chinese Network or Middle East Broadcasting Centre—broadcasts to a UK-based audience in languages

other than English. In many ways these channels have a captive audience of people with other native languages. Most Diaspora Jewish populations speak in the home the language of their country of residence, and for this reason there is no barrier to accessing national television or any need for an alternative and additional native-language channel. A UK Jewish television presence would be expected to be predominantly an English-language presence for there is no longer an appreciable audience of Hebrew and Yiddish speakers in the community. On the one hand, this makes the channel accessible to a wider audience; on the other it makes the competition for viewers tougher. In this technological age the possibility for a global television channel is available via multi-language channel tracks.

Due to their aim, ethos, target audience and programming, five channels were of particular relevance to the Working Party. A selection of material from the following channels has been reproduced in its original unedited form in the Appendices.

Tara Television (Ireland)

Tara Television was of interest to the Working Party as it fashions itself foremost as an entertainment channel as opposed to an Irish minority channel (a point reflected in its name). Included in Appendix 1 is a press release about the channel, a sample of programme choices and a summary of a piece of market research on attitudes towards Tara Television.

Hellenic TV (UK)

This is a London-based Greek-language television channel. It broadcasts many local interest programmes and is a good working model of a community channel. Its publicity leaflet and information on how to sponsor and advertise on the channel are reproduced as Appendix 2.

Jewish Television Network (JTN) (USA)

JTN provided the Working Party with a model of a Jewish television channel with a strong Jewish ethos. Appendix 3 includes details of the history of the channel, organizational mission and goals. Also included are an overview of its programmes and a more detailed programme brief (including information on audience projections, scheduling and sponsorship).

Shalom TV (France)

It is presently reorganizing its commercial structure and intends to re-launch in 1999. Appendix 4 contains details of the channel's characteristics and professional staff.

Alef Network (Argentina)

In its mission statement Alef Network states that it is 'not an ethnic channel nor a ghetto channel, it's an open channel to the community, the whole community'. More information on the channel's history and programming is included in Appendix 5.

4 Approaches

The Working Party considered a number of approaches to the challenge of creating a Jewish presence on television, internationally, globally or locally:

- A subscription- and/or advertising-based channel.
- A dedicated Jewish mixed sponsorship channel.
- A dedicated Jewish subsidized channel.
- A sponsored channel.
- Bought 'Jewish air time' on an existing channel.
- A partnership/shared facility with other ethnic TV channels.
- Jewish production houses from which the content would be disseminated on 'Jewish air time' or to the mainstream.

The above approaches are not mutually exclusive and in reality may not be so clearly delineated. All are dependent on the availability of resources, particularly capital, to meet start-up costs.

5 Findings

The findings of the Working Party, listed below, are not specific recommendations and the Working Party did not seek to create solutions or to explore commercial viability.

There was general agreement that it is feasible and opportune to consider the creation of a Jewish presence on television at this time, but the fact that Jewish television has been so long in coming, both in the UK and elsewhere, indicates that there are particular problems associated with it. Not least are the issues involved in creating minority TV for a variegated, sophisticated but small population.

The Working Party was divided into 'dreamers' and 'pragmatists' but there was general agreement that unless there were to be an injection of massive resources into the field, there is no single solution or prescription for Jewish television. However, some members of the Working Party felt that there was a need to create a feasible practical vehicle, such as a digital Jewish television channel, as soon as possible (see Appendix 6 on the UK initiative, JTV). Others expressed reservations on a number of grounds. A key concern was that failure would be both detrimental to community morale and likely to prevent future alternative initiatives.

It is hoped that the dos and don'ts detailed in the guidelines below will assist decision makers, potential investors, creative talent, other minority ethnic groups and interested parties in the TV industry and media, to find a foothold in this area.

Objectives of our ideal Jewish television presence

- To be led and directed professionally.
- To reflect, express and enhance Jewish culture as an active and creative force within society.
- To convey ideas and issues that have relevance to reviving various levels of Jewish culture.
- To celebrate Jewish culture at the same time as educating audiences—a mixture of entertainment and information.
- To reach the maximum audience possible.
- To identify, and provide a forum for, new and future Jewish talent.
- To provide information and educational resources—e.g. Teletext and videos for schools.
- To create positive feelings about being Jewish.
- To stimulate involvement in Jewish activities

and to counteract apathy.

- To create an environment where Jewish issues can be discussed comfortably and openly.
- To act as an educational tool for the young, perplexed or ignorant.
- To make Jewish life transparent and accessible to all.
- To provide a platform for expression for all segments of the Jewish population.

Type of television presence

The Working Party agreed that an ideal Jewish channel is global. There are arguments for a global, rather than a UK-specific, channel:

- Jewish culture is transnational and the channel should reflect this reality.
- More programme material becomes available.
- Audience potential is greater.
- Production costs would be lower.
- To gain revenue Jewish television could broadcast several hours of its own material on other channels.
- With Jewish communities in many different parts of the world the channel could reflect and draw on the various approaches to Jewish life that exist. This provides programme makers with a plethora of themes and ideas to create more diverse and educational programmes.
- If different values and attitudes are represented the channel becomes inclusive and may encourage viewers to feel comfortable about being Jewish and bringing Jewish subjects to the fore.
- Jewish talent has a worldwide presence and global Jewish television could draw on the talents of Jews in any country.

In terms of practicable possibilities for a Jewish presence on UK television, a 'mixed economy' model seems the most feasible and desirable approach:

- The Working Party recognizes that TV is a medium which can be controlled by viewers: audiences can pick and choose, switch on and off.
- A traditional terrestrial channel does not appear to be viable because of audience limitations and cost structures.
- A Jewish TV presence needs to be distinguished from the myriad of other offerings available with the advent of digital TV.

However, there are arguments against subsidized television:

- Few non-commercial Jewish media ventures have survived and most are in a precarious financial position.
- Political influences have to be considered. Relying on sponsors could destroy the appeal of the channel, limiting its creative potential and its range of programmes.
- A subsidized channel's objective is simply to transmit material as soon as it can. It has a missionary flavour.
- If the channel relies on subscription, the content may take on the colouring of the initial subscribers and their definitions of what is Jewish.

Content

Content should be defined in terms of coherent schedules and not just individual programmes. It should take into account the widest range of categories including comedy, drama, debate, documentary, education, film, 'soaps' and sport. The drive for ratings is only one component of professional success.

- It is not necessary to aim to keep all of the audience all of the time, but to ensure that there can be a wide enough range of programmes to appeal to all the different members of the audience. This means that no particular section of the population is targeted when determining all the content.
- Counter-programming (i.e. not competing for peak-time audiences) could be a viable strategy.
- While there is a shortage of Jewish teachers/educators, the channel could be used as a medium for teaching in schools.
- There is a potential for adult education.

It is essential that new and original material be created for any Jewish TV as a specific audience will be targeted. New material needs to be created to utilize the wealth of Jewish talent and ensure quality and originality.

- Well resourced production houses would form an ideal model.
- High-level worldwide Jewish talent will only be tapped into if there is an opportunity to attract successful programme makers.
- Creating new material means that the channel can invent its own character. If material is bought from other channels, it needs to fit the channel's remit and tone; this raises questions

about who defines the channel's identity. Specific channel identity must be developed by management and approved by the board, who give outline direction.

- Co-producing programmes and establishing partnerships with Israeli and other ethnic channels is an option.
- Original programming should be sold to other channels.
- There should be an effective repeats policy.
- The creation of a library of programmes for educational and commercial uses should be considered.

Audience

- The choice of name for the channel will be influential in attracting or alienating the audience.
- Audiences do not necessarily know what they like until they have seen it. Creative ideas come from programme makers rather than focus groups.
- A viewer will find different attributes of the channel attractive at different times.
- The target audience needs to be defined in order to determine the overall image and ethos of the channel.
- We need to be aware of sensitivities: stereotyping can alienate audiences within a limited market.
- The audience should not be targeted via any intermediaries: each viewer should be seen as independent of any community institution.
- The audience is expected to be predominantly Jewish: there is a diverse and demanding Jewish population.
- A Jewish channel should target each and every Jew, affiliated or otherwise, be inclusive and not assume in its overall programming a certain level of knowledge or religious observance.
- Israeli nationals abroad need to be considered as members of the audience.
- Although the *haredim* (ultra-Orthodox) do not usually have TVs at home, they should not be ignored.
- Programmes should be made with a Jewish audience in mind but should be accessible to a wider public.
- The aspects of Jewish culture which would attract a wider public need to be emphasised.

6 The way forward

During the meetings of the Working Party it became apparent that there was still room for more research—both theoretical and applied—to explore the practicalities of Jewish television. Yet, it was also necessary to place this research in a wider media context since there were still many fundamental questions about the role television can and will play in contemporary media culture and, more specifically, among Jews.

Two specific suggestions for the way forward arose during the meetings of the Working Party.

The first suggestion was for JPR to initiate a seminar, or series of seminars, on minority television in the UK and/or Europe. It is envisaged that these seminars would be a forum for ethnic and cultural minorities to share their experiences with and within the media. The seminars should take place in 'neutral space' and would be an important step towards coalition building between communities and the start of an informal network of media professionals in the minority sector.

The second suggestion is the possibility of establishing a JPR fellowship in Jewish media and culture.

The brief of the JPR fellow should include all or parts of the following research agenda:

Content of Jewish television

- creating an archive of Jewish TV content (JTN has begun this process)
- exploration of the phenomenon of internationalization of TV content and its relationship to global Jewish TV
- educational opportunities

Audiences

- study of media use in Jewish populations
- research among professionals using professional judgement as a benchmark
- quantitative and qualitative market research (with a UK/Europe/world wide scope)

Jewish culture (with a UK/Europe/worldwide scope)

- the media in Jewish cultural history
- Jewish and Israeli attitudes towards the visual image, particularly the question as to why it is such a weak and underdeveloped field
- the balance of local vs. global media across Jewish communities

Economics

- feasibility studies and business plans
- financial consequences of a changing technology, for example the digital environment

Technology

- platforms
- regulatory issues

TARA

FROM IRELAND FOR BRITAIN • IT COMES ACROSS BRILLIANTLY

TARA Television The Forum 74 - 80 Camden Street London NW10EG
Telephone 0171 383 3330 Fax 0171 383 3450

THE BEST OF IRELAND COMES TO BRITAIN ... WITH TARA TELEVISION

TARA Television is the award winning entertainment channel from Ireland – for Britain.

The channel takes the majority of its high quality programming from RTE, Ireland's national broadcaster - and offers a varied and colourful menu guaranteed to appeal to British audiences across the board.

Launched just two years ago, TARA Television enjoys the backing of the American owned UIH (United International Holdings) cable television group and RTB (which holds a 20% stake).

TARA Television is currently available on cable in selected franchise areas and nationwide on digital satellite as part of Sky's basic package. TARA is in discussion with a number of the leading cable TV companies to extend distribution around the U.K.

Recent industry figures show a 16.7 per cent increase in viewing figures in those homes able to receive TARA. From a virtual standing start six months ago, viewer reach amongst men now stands at 9.74 per cent, higher than more well known names like NBC and Channel One.

TARA is one of the few channels offering a real alternative to the high quality output of terrestrial TV. Unlike many other cable or satellite channels, TARA doesn't offer a tired diet of "golden oldies", re-runs or American material, but transmits brand new live and current programmes, made with serious production budgets.

Prime time evening shows offer compulsive viewing - typically including up-to-the-minute sport, celebrity chat shows, cutting edge documentaries and news, music events and original dramas and soaps. Afternoon shows focus on such lifestyle issues as cookery, game shows and gardening.

Alongside the success of Irish products such as Father Ted, Riverdance, Boyzone, Guinness and Irish theme pubs, TARA is fuelling the current consumer vogue for all things Irish. The company has exclusive rights to screen the star-studded Late Late Show (the world's longest running chat show, hosted by Gay Byrne) and provides regular coverage of homegrown rock and pop stars like The Corrs and B*Witched.

Note to editors:

United International Holdings Inc. was formed in 1989 to develop, acquire and manage multi-channel television, programming and telephony operations. Together with its strategic and financial partners, UIH has ownership interests in, and provides management services to, multi-channel television and telephony operating and development systems in 24 countries.

TARA TELEVISION PICK OF THE PROGRAMMING

The Late Late Show

Consistently rated the number one show in Ireland, the outspoken Gay Byrne chats with top Hollywood stars and courts controversy by continually challenging the establishment.

Leading Hollywood

A new series on superstar Irish actors, starting with Pierce Brosnan, exploring their careers and personal lives.

Planet Rock Profiles

Music and 'rockumentary' series with top acts performing and talking about their lives in the music business.

2TV

Broadcast live and simultaneous with Ireland's national 2FM radio station, Dave Fanning presents his two hour review of the entertainment world including top five video charts and the hit radio 2FM dance review with Micky Mac. Meanwhile, roving reporter Bianca Luykx drops in with the latest pop gossip plus one or two other surprises. Recent guest appearances and interviews have included Boyzone, Louise, Robbie Williams, Dannii Minogue, Mark Green and The Hothouse Flowers.

Glenroe

This hugely popular soap is like an Irish equivalent of Emmerdale and over the last ten years has regularly been one of the top five rated shows in Ireland.

Fair City

As gritty and controversial as Eastenders, this soap is set in Carrigstown, a fictional suburb on Dublin's North Side. Recent controversial story lines have featured the subjects of under-age sex and drug abuse.

Natural Selection

Fascinating and stunningly filmed wildlife documentary series.

Know Your Sport

Panellists compete in this fast and furious sports based quiz.

Sport

TARA Television has live coverage of the top 35 major horse racing meetings of the year, including meetings at The Curragh, Leopardstown and Galway. TARA has coverage of the 1998 GAA Football and Hurling Championships as well as classic GAA matches in 'TARA Sports Classics'. Other sporting coverage includes football, snooker and motor sport.

News

TARA Television shows RTE's 6 o'clock and 9 o'clock news live.

TARA MARKET research OVERVIEW

Cable Tel Viewing & Awareness Survey

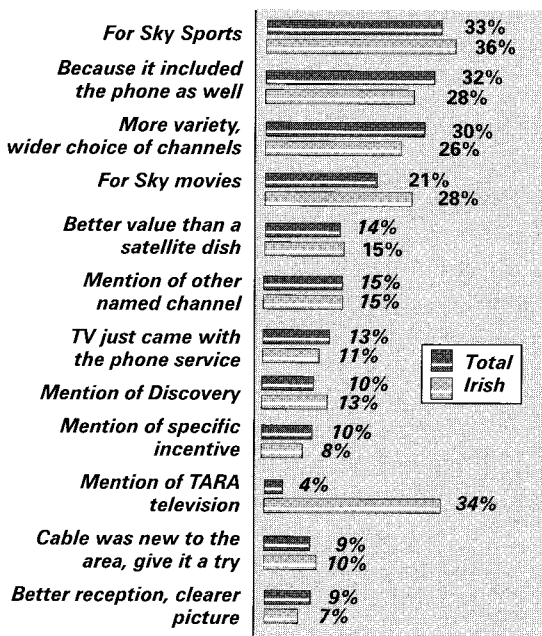
Background

The research was carried out by Continental Research to assess the value that CableTel customers placed on TARA Television. The change had only been available in the particular franchise area surveyed for eight months.

The survey, based on a design originating from CableTel, directly compared TARA Television to other channels in the line-up and examined viewing frequency and viewing behaviour to the channel.

Graph 1:

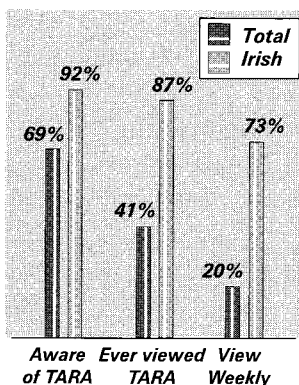
Main reasons for subscribing to cable television



Graph 2:

Awareness and viewing levels of TARA Television

- 69% or over two-thirds of adults in all CableTel households claimed to be aware of the channel.
- 41% of all respondents said they had viewed.
- 20% claimed to view the channel on a weekly basis.
- 92% of Irish households were aware of TARA.
- 87% had viewed the channel.
- 73% viewed on a weekly basis.



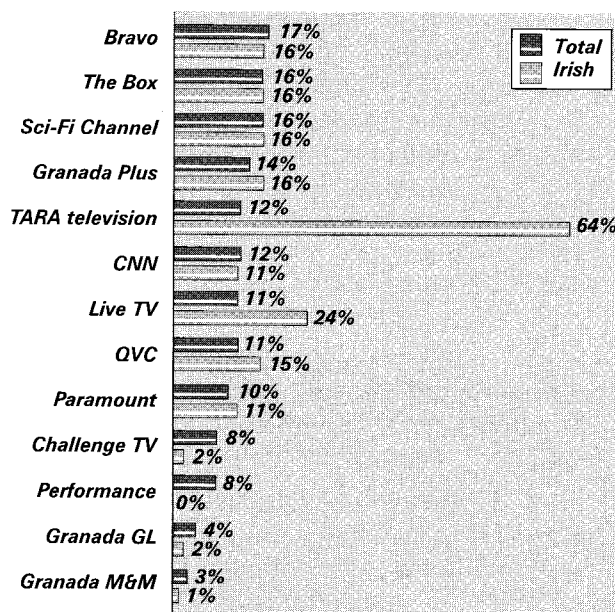
Methodology

- A random sample of 300 of CableTel's subscribers were selected from the Hertfordshire and Bedfordshire franchise.
- The telephone survey was conducted from Continental Research's telephone centre between 28 January and 1 February 1998.
- The sample was restricted to subscribers able to view TARA Television ie Family or Popular Package subscribers (regardless of whether they had ever viewed).
- Sub-groups of Irish respondents were oversampled to enable comparison. The data was then weighted to reflect the natural incidence of Irish households in the region and the proportion of family and Popular Package subscribers.

Graph 3:

% Saying 'very interested' in continuing to receive each channel

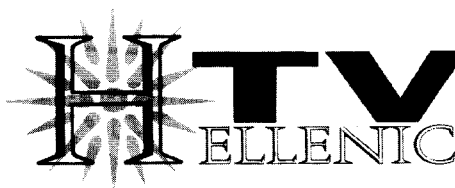
- 12% of all respondents expressed a high level of interest in the channel.
- 64% of Irish respondents were very interested.



Key Findings

75% of all respondents who had viewed the channel agreed that it was 'important that CableTel offer TARA Television as part of a broad range of TV services', 95% of Irish respondents agreed with this statement.

Appendix 2



YOUR LOCAL CHANNEL

A Brief History

Hellenic TV is a local Greek Language Television Channel based in Haringey. It all started in 1982 when Cable Television was first introduced in the UK.

Hellenic TV was born out of a dream to provide a Television Channel for the Greek Community in London. It took eight years of hard work before it became reality.

Hellenic TV was the first non English speaking Channel in the U.K which was granted a broadcasting license by the I.B.A. (now I.T.C.). It started broadcasting in December 1990 in the Cable London PLC area.

Hellenic TV's first local productions impressed even the most experienced pioneers of Cable TV. In the words of Tony Curry of the I.T.C.: "Never before was so much produced by so very few people for so few".

Broadcasting for three hours only when it first started, Hellenic TV was connected to just over 13 homes in Camden which was the first area to receive Hellenic TV. In just over a year, Hellenic TV had over one thousand subscribers.

As Cable London spread in areas such as Haringey, Hackney, Highbury & Islington and Enfield, Hellenic Subscribers continued to increase steadily.

Present arrangements with two more major Cable Companies, namely Videotron and Westminster Cable enable Hellenic TV to broadcast programmes to most areas in London and it is anticipated that with the continuous expansion of Cable network, Hellenic TV will soon cover the whole of London.

Hellenic TV's broadcasting hours also increased to 17 hours with direct transmissions of the daily programmes of ETI and RIK and an evening programme of local productions, concerts and feature films.

Hellenic TV's productions are born within the Greek community and are aimed at the Greek community in London. It reports and presents events objectively allowing talents to be exposed, views and opinions to be expressed.



broadcasting Area

- Hellenic TV'S main broadcasting area is the one covered by the franchise of Cable London i.e. Haringey, Camden, Enfield, Hackney, Highbury & Islington, with a 17 hours daily programme. But Hellenic TV's broadcastng does not stop there.
- It also has a 7 hour daily programme with the Westminster Cable which covers Central London. This is currently broadcasted through open circuit to all Westminster Subscribers.
- Through videotron Hellenic TV covers areas such as Harrow, Barnet, Ealing, Wandsworth, Lambeth & Greenwich with a weekly 3 hour programme which is broadcasted on Saturdays and Sundays, again through an open circuit.

What's On



Hellenic TV, with a direct link from Greece and Cyprus, broadcasts a variety of informative cultural and entertaining programmes such as discussions and live interviews, the News, basketball & football matches which keep you up-to-date with what happens in Greece and Cyprus.

Hellenic TV's local productions cover local events, discussions, lectures and exhibitions which take place within the Greek Community of London.

When major events such as the Olympic Games, National day Celebrations or any unexpected events take place either in Greece or Cyprus, Hellenic TV relays these on a live broadcasting, changing the scheduled programmes.

- 01.50-11.30 Live Link with ETI (Greek National TV Network)
News every hour
Children's Programmes
TV serials
Sports
Discussions
Documentaries
- 17.30-21.10 Live Link with RIK (Cyprus Broadcasting Corporation)
News
Music
Sports
TV serials
Documentaries
- 21.10-01.30 Hellenic TV's night programme
Greek Feature films
Music shows
Last News from ET at 22.00 hours
Weekly Review
Community Programmes - Discussions, local events, children's programmes etc.



HELLENIC FOCUS

An all year round coverage of events organized by and within the Greek Community in London such as cultural and educational events, art exhibitions, open political discussions and many others. Hellenic Focus also meets with personalities from the political arenas of Greece and Cyprus as and when they visit the Greek Community in order to discuss important issues of common interest

MOTHERLAND'S SPEARS

Many of the established Organisations in the community aim to retain and enhance knowledge of the Greek Language, Christian Orthodox Religion as well as Tradition to the younger generations. This programme introduces the people behind the Organisations.

WEEKLY REVIEW

A weekly review in English of important events which took place in Greece, Cyprus and the Community in London are summed up every Saturday in this programme.

FOLLOWING ARTS

This programme invites Greek artists, writers, poets, actors and composers who live and work in London to talk about their work.

THE LATEST IN GREEK MUSIC

A programme which introduces new CD releases with Video Clips, straight from the record companies.

CHILDREN'S CORNER

A very popular programme in which children have the

opportunity to come and participate. Games, story telling, singing and dancing provide a unique opportunity and a strong incentive to improve their knowledge of the Greek Language.

TAKE THIS OPPORTUNITY

Hellenic TV invites young people with a talent in singing, music, dancing or writing to come along and present a sample of their work. Competitions are scheduled to take place once a year, giving that extra opportunity to the talented.

POETRY

A very popular programme in which we meet people from the Greek Community with the talent and the aptitude to write popular poems.

SPECIAL PROGRAMMES

Special seasonal programmes on Easter, Christmas and National Day Celebrations are also part and parcel of what Hellenic presents to its viewers.

OTHER PROGRAMMES

A variety of other programmes such as Greek cuisine, Greek dancing and many others give to all a complete picture of our culture and heritage.

ANY IDEAS OR ANY UNDISCOVERED TALENTS?

Yet there is room for additions and new ideas. If you are talented or have any novel ideas we are prepared to discuss them and make you part of Hellenic TV's strong team.

Do not hesitate but get in touch.

Hellenic TV, 50 Clarendon Road, NB ODJ

Tel: 0181 292 7037 Fax: 0181 292 7042



**SPONSORING
A PROGRAMME
ON
HELLENIC TV**

WHAT IT INVOLVES

Production of programmes is a costly business. Each programme involves several days of preparation, script writing, editing, art work and visual effects.

If you choose to associate your company's name with a programme then according to the I.T.C. Code of Sponsorship at the beginning and the end of the programme a trailer will state that "This programme comes to you in association with company "X". A trailer about the programme is also broadcast twice a day. This is a week prior to its broadcasting, announcing the date, time and the sponsor's name.

If you choose to sponsor a programme you will be contributing only a small amount towards the costs and your company will not be merely advertised, but promoted in a very special and effective way. There are no extra charges if the programme is repeated due to popular demand.

You might choose to sponsor Special Programmes such as Easter Special, Christmas Concerts, National Day Celebrations etc. or to take up a regular sponsorship of a specific programme from 13 weeks to a year. It is entirely up to you.

On our part we are prepared to discuss the details and put you in the picture.

Just get in touch!

**PRODUCTION
OF
ADVERTISEMENTS**

What it takes to produce an advertisement for Television

Firstly Hellenic TV's representative will discuss with you the requirements and the image of your company as you want it to be projected on Television. Then we move on to script writing and use art work, footage, voice overs, acting, visual effects and editing as the most common "tools" for producing an advertisement. The objective is not merely to produce an advertisement but to promote effectively your company.

Below are three types of advertisements which can be produced for you. The choice is yours.

Let Your Business Take Off With "TAKE 1"

This is the most popular type of advertisement.

The script which gives out information about your business can either take the form of a mini story or simply be a narration. What makes "TAKE 1" powerful and captivating is the filming, computer work and visual effects which can be used.

No other way of advertising can compare with this combination of vision and sound. Take this option to send your message to prospective clients. Promote your business and expand with "TAKE 1".

N.B. Advertisers have the option to use well known celebrities for acting out the script, or choose to have an especially composed jingle for their business. This would involve extra costs which can be agreed with the actors or music composers.

You Can Succeed Too With "TAKE 2"

Another effective method used for producing advertisements for television is montage by which a sequence of photographs, art work and vision effects are put together with a voice over giving all the details about your business, products or special offers you may have.

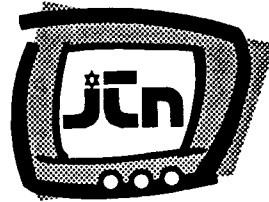
Choose your best and show it using Montage with "TAKE 2".

It Is Certainly Effective Even With "TAKE 3"

Advertising on television is certainly very effective. The simplest form a television advertisement can take is by using a single still photograph or art work with a voice over.

Messages and announcements of community events can now be advertised on television with "TAKE 3".

Appendix 3



Television *that matters.*

JEWISH TELEVISION NETWORK HISTORY

In 1981, representatives of Los Angeles' new cable television industry worked with a small group of independent, visionary Jewish leaders to bring a Jewish presence to local cable television. Similar initiatives were also undertaken in Chicago, Miami and Boston.

Unfortunately, these efforts did not receive the Jewish institutional or financial support necessary to succeed.

In 1989, Jewish Television Network (JTN) relaunched under new professional and lay leadership with an ambitious business and strategic plan to create the highest quality television and build a national Jewish television presence.

Committed philanthropists including Michael and Lowell Milken and Barbi and Larry Weinberg as well as a new group of dynamic media savvy Board members stepped forward to support JTN's new vision and innovative plans.

Over the next several years, JTN began creating and producing a slate of Jewish programming and systemically expanding its distribution and viewership. It also focused on building a larger more diverse funding base and Board of Directors.

The new Jewish Television Network has surpassed all of its ten year goals:

- JTN's income increased to 1.2 million dollars (16 times greater than in 1988).
- JTN's Board of Directors expanded to 35 members including members in New York and Miami (5 times greater than in 1988).
- JTN's distribution expanded beyond Los Angeles to include the New York TriState area and South Florida. JTN's programming reach grew to 37.5 million households covering over 60% of the Jewish homes in America. (12.5 times greater than in 1988).
- JTN's average weekly audience (Nielson ratings) reached 500,000 (14 times greater than in 1988).
- JTN's programming has won numerous awards and critical acclaim as well as receiving hundreds of e-mails, telephone calls and letters from viewers.

Jewish Television Network

ORGANIZATIONAL MISSION AND GOALS

MISSION: Jewish Television Network's mission is to create high quality, universal programming which reflects the richness and diversity of Jewish heritage, history and experience to people of all cultures and distribute it to the widest possible audience.

JTN PROGRAMMING GOALS

- Promote Jewish identity.
- Enrich Jewish life through an exposure to Jewish culture, the Jewish religion, opportunities for Jewish communal involvement, and Jewish socio-political issues in one's own home.
- Cultivate deeper intergroup understanding and harmony.
- Appeal to a broad audience including children, students, and adults of all ages and religious affiliations.
- Create connections and build a living bridge between the Jews in the Diaspora and Jews in the State of Israel.

JTN is committed to maintaining no political, religious, ethnic or institutional bias in its programming

JTN PROGRAMMING

New Jewish Cuisine: *New Jewish Cuisine* is the only Kosher Cooking show on television. Jeff Nathan, is the Master Chef of *Abigail's*, Manhattans top Kosher restaurant. Nathan brings each program his tremendous enthusiasm and humor to each program which features recipes, cooking tips, and holiday meal insights.

JTN celebrity Profiles: This in-depth celebrity interview program is hosted by writer/producer Saul Turteltaub (*Cosby, Kate and Allie*) and shot in one of America's leading delis. With good-natured charm and wit, Turteltaub speaks with some of Hollywood's best known actors, producers, directors and writers about their lives and careers over lox and a bagel.

Guests Include:	Rob Reiner	George Segal
	David Brenner	Jack Klugman
	Army Archerd	Estelle Getty
	Larry Miller	David Paymer
	Bob Sagat	Dr. Laura Schlesinger
	Norm Crosby	Norman Lear
	Howie Mandel	Martin Landau

Alef...Bet...Blast-Off!: This innovative children's series designed for young viewers and families, won a Parents' Choice Award and was nominated for a national Cable ACE Award. Each episode stars the intrepid time-travelling Jewish explorer, *Mitzvah Mouse*, as well as his lovable puppet cohorts David and Rachel Blastowitz. Together the characters learn lessons about values, holidays, and their own cultural identities.

Through the use of incredible animated puppets, original songs, humor, and celebrity guest stars such as Ed Asner, Elliot Gould, and Dom DeLuise, this dynamic series brings Judaism to life.

The 92nd Street Y Presents: Jewish Television Network's highly regarded cultural series. Each hour-long program links the Jewish community's most acclaimed cultural institute featuring music, dance, drama, and lectures from the acclaimed 92nd Street Y in New York. All episodes will reflect the richness and diversity of Jewish culture, traditions, and experience.

Dr. Dale's Life Issues: Hosted by author and psychologist, Dr. Dale Atkins, this is a unique talk show that blends psychology and Judaism together in confronting critical life and family issues.

Styled after an informal, family-room chat, this program creates an invaluable forum for families to approach important life-issues from a Jewish perspective with both depth and understanding. Episodes have included: Becoming a Couple, Aging Well, Divorce - Keeping the Children Whole, Living with a Chronically Ill Spouse, Raising a Child with Special Needs, and Adoption.

JTN News: This weekly news program delivers national and international news from correspondents in Los Angeles, New York, Washington DC, Israel, and around the world. When combined with satellite feeds from WTN world news, *JTN News* provides a clear, unbiased, and global perspective to news that matters to the American Jewish community. Seasoned national reporter, Terry Orman, anchors.

Beyond the Headlines: This "cross-fire" type of program, features a provocative and diverse panel of experts. Together, they debate current political and social Jewish issues in an open-minded and often heated forum.

Jewish World View: This hard-hitting, one-on-one interview program features dialogues with national and international leaders and focuses on issues of concerns to the American Jewish community. Previous guests have included: the late Israeli Prime Minister Yitzhak Rabin (z'1), Israeli Prime Minister Benjamin Netanyahu, US Vice President Al Gore, former US Vice President Dan Quayle, former Israeli Prime Minister Shimon Peres, former US Secretary of State George Schultz, and former US Secretary of State Henry Kissinger.

Twenty 2 Forty: This hip, dynamic magazine program is geared towards a Generation X crowd. National entertainment reporter Jodi Ross hosts this acclaimed series which features interviews, comedy, music and contemporary vignettes. Segments have included appearances by: the cast of *Seinfeld*, Fran Drescher, Kenny G. Jackie Mason, Sandra Bernhard and NBA Coach Larry Brown.

JTN Celebrity Profiles

Program Description: This in-depth celebrity interview program is hosted by writer/producer Saul Turteltaub (*Cosby, Kate and Allie*). With good-natured charm and wit, Turteltaub speaks with some of Hollywood's best known actors, producers, directors and writers about their lives and careers.

Guests Include:

Rob Reiner	George Segal
David Brenner	Jack Klugman
Army Archerd	Estelle Getty
Larry Miller	David Paymer
Bob Sagat	Dr. Laura Schiessinger
Norm Crosby	Norman Lear
Howie Mandel	Martin Landau

Audience Projections: JTN Celebrity Profiles averages a household rating of approximately 1-2 in all of its media markets. Tens of thousands more will watch each week on basic cable in the Los Angeles media market that is not metered by Nielsen or Arbitron ratings. These are based upon ratings generated by JTN programs currently in the marketplace.

Scheduling/Format: Weekly/30 minute program

<u>Affiliate/Chnl.</u>	<u>Type</u>	<u>Media Market (Rank)</u>	<u>Airtime</u>
WLIW/21	PBS	New York Tri-State (1)	Sundays at 4:30 PM (Fringe)
WXEL/42	PBS	West Palm Beach - Ft. Pierce FL (44)	Sundays at 5:00 PM (Fringe)
Century/76	Cable	Los Angeles (2)	Tuesdays at 7:00 PM (Prime Access)
MediaOne/39	Cable	Los Angeles (2)	Tuesdays at 6:00 PM (Prime Access)
TCI/15	Cable	Los Angeles (2)	Tuesdays at 7:00 PM (Prime Access)
Time-Warner/39	Cable	Los Angeles (2)	Tuesdays at 7:00 PM (Prime Access)

Sponsorship Benefits: Aligning your company with this celebrity interview series gives you:

- 15-second spots prior to and following each program wherever JTN Celebrity Profiles airs. This program is cleared in almost all of JTN's 13 million homes and reaches more than half of the US Jewish population. Nearly 10 million of these households are reached on PBS affiliates.
- Any new media markets penetrated by JTN will be included at no cost to the corporate sponsor.
- Placement in the JTN Celebrity Profiles area of JTN's web site linking directly back to your home page. This site is hosted by Virtual Jerusalem, which attracts more than 2 million hits per month. In addition to being the major link to Virtual Jerusalem's celebrity pages, JTN's site is expected to attract approximately 25,000 hits per month.
- Inclusion at all appropriate JTN events during the time of sponsorship.
- Inclusion in all national and local press and publicity materials for this series.

La télévision
juive européenne
diffusée par câble
et par satellite



1. GENERAL SITUATION

There exists to date no European Community television channel and only a few strictly local experiments in the United States.

The Jewish European Community, by its population, its social and cultural level, its interest in certain subjects such as Philosophy or Politics and in particular the situation and fate of the State of Israel, is receptive to the creation of new means of information.

The impact of the broadcasting of « Shalom Channel » during six weeks in 1998, confirms the community's enthusiasm, even though the broadcasting was limited to a small number of people and implemented experimentally.

The former project having encountered difficulties due to the failing of one of its key partners, a new group of investors undertook the challenge, and has made its objective the launching of the new Channel, first semester 1999.

The object of this synthesis is to define the conditions and context of this new launching.

2. CHANNEL CHARACTERISTICS

This is a generalistic, non-partisan channel, open to all the Jewish European community's recognizable trends, whose workings and content of program will be placed under the surveillance of an Ethics Committee where key figures of uncontested competence, representivity and moral value will sit.

The list of key figures having already accepted to act as the Channel's Patrons is quite impressive.

The ambition of this Channel is, of course, to be open to the World and will not be reserved to the Jewish community, neither by its content nor its objectives, on the contrary.

The basis of this project rests upon complete professionalism, leaving no room for improvisation or amateurism.

This is why the project was constructed around uncontestable key figures of the audiovisual world who will direct the television channel under the control of the shareholders' representatives.

This is not a philanthropic or play project but an ambitious one, whose aim is to become a major reference for its audiovisual « target » and whose objective is to broadcast not only on the European Continent but around the world.



3. EDITORIAL OUTLINE

The editorial outline is articulated around a few important principles:

- Priority is given to information coming from Israel as well as the community.

The Jewish European community is particularly interested in information coming from Israel as well as the general situation in the Middle East which will be more complete as well as less partisan than programs usually shown by the main Occidental Media.

The Community is also sensitive to the circulation of all types of information coming from the community that are capable of reinforcing a feeling of belonging and to break with the isolation of certain communities or certain individuals.

To this end and as soon as the television channel begins, it will have correspondents and structures in Jerusalem and in the major European Capitals.

- Plurality, great individuality and very demanding quality for all programs broadcasted.

The grill of programs proposed to the public will address itself preferentially to the whole community while respecting its diversity. This is why the channel's programs will be cultural as well as having variety shows, lavish productions and direct sales.

Of course, the community's interests will constitute the guideline for all the programs.

4. TECHNICAL CHARACTERISTICS

Already, certain agreements have been made to allow non-encrypted satellite and cable broadcasts all over Occidental Europe, Eastern Europe and the Middle East (representing a potential 2,900,000 viewers – not including Israel).

Transmission can be extended to the U.S.A. and Australia without difficulty in the near future (the Trading Account included in this document is provisioned for a World broadcast in its second year of operation).

4.1. BROADCASTING

The Channel is programmed to begin immediately with a minimum of 14 hours a day, from Saturday night to Friday night, with the possibility of using repetitive loop programs.

Broadcast time will augment progressively.

4.2. OPERATIONS

The community television channel project, built around professionals and highly recognized audiovisual specialists, will guarantee its technical feasibility and permanence.

The Channel has obtained broadcasting rights from the French Supervision Authorities (C.S.A.).

For the technical organisation of this project we rely upon the know how contributed by the original broadcasting team, we have called upon as experts or consultants indisputable key figures of the French audiovisual world.

It seems, apparently, that the success of this operation can only be obtained by complete professionals who if given the means and on condition of strictly controlling the editorial guidelines, will be the main factor for the favourable termination of the televised launching of the channel.

The whole project has been conserved from its beginning with a high degree of quality and professionalism capable of creating customer loyalty from already natural sympathizers.



A STAFF OF PROFESSIONALS

TECHNICAL MANAGEMENT

- *The director of broadcasting will be Joël Dupuis*



Director of broadcasting and relations with cable and satellite operators for the FESTIVAL TV channel.

Consultant in economics, organization, marketing, programs, and personnel training for various radio and television broadcast agencies: the French Ministry of Foreign Affairs, CFI, JEM Communications (USA), SOFRATEV, SOORDARSHAM (Indian Television) INRAVISION (Colombian Television), ZPR (Polish performance-copyright management agency).

Has held various positions at France 3, Radio Monte Carlo, TF1, and Radio France.



- *The director of programming will be Nadine Assoune Lewy*



Holds MA and BA degrees in Film and Media Studies.

A graduate of the Ecole Supérieure de Journalisme, the Institut National des Sciences Politiques; producer, screenwriter, and journalist; was a deputy producer at TF1.

- *The news department will be directed by Jeanne Assouly*



MA in law, a graduate of the Institut National des Sciences Politiques, currently a journalist at France 2 (morning news program).

Appendix 5

ALEF NETWORK

An open channel to the community

Alef Network, the first satellite channel devoted to the Jewish culture, is already four years old.

Alef Network broadcasts to an audience who is interested in Jewish life, culture, values, actuality and the Israel experience.

Alef Network is not an ethnic channel nor a ghetto channel, it's an open channel to the community, the whole community.

This project was born as a response to the terrible terrorist's attacks to the Jewish community in Argentina, since then the life of the Jewish community is reflected in our screen.

We started broadcasting in Buenos Aires, but now we reach 7 Argentinean states and the two main cable-casters of Lima, Peru.

In April 1998, the "News Skies Satellite" (before Intelsat 806) started to operate, allowing us to reach the North American continent. Alef Network will have an office and production facilities in the USA.

Your community will be able to be part of the first Jewish TV Network.

By watching what's going on in other communities and by producing your own programs that will be included in the programming schedule.

Programming Development

Alef Network's programming seeks an equilibrium between the local production and all material received from Israel, thus making of Alef a multivariety channel.

Recently Alef Network has been awarded by the Argentine Secretary of Culture with a special nomination and declared a station of "National Cultural Interest" because of the high quality of the material transmitted, and our deep educational values, specially during our educational time table programming.

Local Productions

"Agenda Comunitaria" : a space dedicated to the community activities. Achievements and difficulties, cultural contributions and a wide chance of approaching to the community and thus take part of the Jewish cultural life.

"Windows to Judaism" : a program presented by de Jabad Lubavitch religious community, getting the audience

closer to the wise understanding of the bible and the exegetes.

"Alef Movies" : movies from Israel, features, documentaries and Yiddish films. The films are presented by Jewish films experts. From stories that took place in Poland and New York to the exotic Morocco and Tunisia where Jews lived for centuries, to the best releases from the Israeli industry.

"The Beehive" : it is the cultural agenda of Buenos Aires, conduced by the Director of The Palais de Glace (the municipal museum), Julio Sapollnik together with Gerardo Mazur, drawing the audience's attention of different local cultural options and describing all sort of plastic arts, literary and musical exhibitions.

Special Programs

Since 1996 Alef Network produces a number of special presentations, such as :

"Cuba, the treasure island" : an Alef Network's crew was in Cuba during April 1996, filming the renaissance of the Jewish Cuban Community. A four part series received excellent reviews in Argentina, Peru and by the Cuban Representation in Argentina.

"Repudiation against the terrorist attacks" : live transmissions of the repudiation demonstrations against the terrorist attacks that took place in Israel at the beginning of 1996 and 1997.

"Israeli elections" : special live coverage and exclusive material about the two days that changed the Israeli government's fate in 1996.

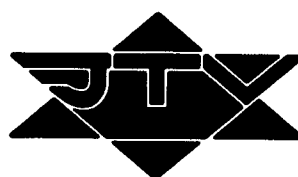
"Shalom Javier / Good-Bye, friend" : a 4 hour program, homage to the murdered Prime Minister of Israel, Itzak Rabin.

"Shimon Peres in Argentina" : a special Documentary of Shimon Peres's 3 day visit to Argentina on April 1997.

"50th Anniversary of Israel" : special live coverage and exclusive material from Jerusalem about the 50th Anniversary of the Israel's independence's day in April 1998.

"Tzedek" (Los Justos) : a documentary taken from testimonies of those non Jewish people who risked their lives to save Jewish from the Nazism during the 2nd World War (September 1998).

Appendix 6



JEWISH TELEVISION

JTV

JEWISH TV FOR THE UK

Whether we like it or not, TV is, for most of us, the centre of our world of information and entertainment. This trend is continuing in the new era of digital television, where we can interact to make purchases, do home banking, choose camera angles at football matches and surf the Internet. The television is becoming increasingly relevant in all our lives.

Every significant community in the UK (including Chinese, Arab, Indian, Afro-Caribbean) now has its own satellite or cable channel, except for the Jewish community. A number are aimed at communities far smaller than the Jewish one (the Japanese channel only broadcasts to a few thousand households). But with the arrival of digital television space is now available and the costs acceptable for a long overdue Jewish channel - JTV.

JTV will be a digital satellite and cable channel, carried on Sky Digital and by the main UK cable operators, Cable & Wireless, Telewest and NTL. In the mid to long term, it may also be carried by digital terrestrial television (On Digital), when capacity becomes available on that particular platform.

The core of the UK Jewish community is certainly thriving, with new Jewish schools, synagogues, charities and committees constantly springing up. Jewish newspapers are taken in well over half of all Jewish households and advertisers pay a considerable premium to reach this audience.

JTV stands for 'Jewish Television', and its programmes will cater to the widest possible range of Jewish groups and opinion. This includes all aspects of Jewish culture, religion, philosophy, politics and beyond. Jewish humour will take its place alongside serious issues of concern to the community. Importantly, JTV will not be answerable to or controlled by any group identified with a single political or religious position or agenda.

Costing the same as a daily mid-market newspaper, JTV will broadcast for the four prime-time hours each evening. The schedule will consist of a wide range of programming, including local and international news and current affairs, light entertainment, debate, educational programmes, and films and dramas with a Jewish flavour. The mix will contain both locally produced as well as UK and internationally acquired programmes. There will also be Hebrew news and other programmes from Israel. Alongside the channel itself, JTV will operate a community teletext service, plus a JTV internet website that will link other global Jewish websites.

A major research study undertaken by JTV in late 1998/early 1999 has shown that there is significant demand for a Jewish TV channel in the UK both from potential subscribers and advertisers.

Over the last three years, a team of industry professionals has been working to bring this channel to fruition, whose collective expertise includes detailed knowledge of the satellite and cable industry, programme production, marketing, advertising and Jewish communal organisations. A JTV Council has been established, which numbers prominent figures from relevant industries. Programming partnerships have been forged with Jewish channels all over the world from Israel to America, and Argentina to South Africa, and in this country, one of the major Jewish newspapers has agreed in principle to become a key player.

The JTV business plan shows that not only is a Jewish channel crucial for the community, but that it can operate as a viable commercial entity.

The project has a designated start date of 2nd quarter 2000 and requires funding to break even to the tune of £3,000,000.



JTV - MISSION STATEMENT

Summary statement

JTV – Jewish TV for the Jewish Community.

To provide entertaining, educational, informative and always stimulating TV programmes for Jewish people throughout the UK and beyond.

Full statement

JTV – Jewish TV for the Jewish Community.

JTV seeks:

- to transmit informative and entertaining programmes of Jewish interest, covering all genres from children's and light entertainment to drama, debate and topical Jewish news programmes;
- to celebrate positive aspects of Judaism and Israel;
- to enhance the lifestyle and activities of the Jewish community e.g. by promoting and generating support for communal charitable events, Jewish arts and entertainment, sports, Israel and others;
- to serve as an educational aid to the young of the community;
- to act as an easy information source concerning Jewish events and services;
- to stimulate greater involvement in the Jewish community, and through its broad appeal, to help combat apathy and disinterest in being Jewish;
- to identify and develop new creative talent within the Jewish community.

JTV RESEARCH

The largest-ever study of multi-channel TV and the Jewish Community

i) Potential subscribers

In December 1998, JTV carried out research amongst the UK Jewish community to gauge the response to the idea of a Jewish TV channel, by placing questionnaires in the following three newspapers:

- *Jewish Chronicle*
- *London Jewish News*
- *Jewish Telegraph*

Readers of the newspapers were encouraged to respond to the questionnaire with a prize draw offering a free holiday for two, irrespective of how they answered the questionnaire.

Altogether, JTV received 624 responses. Key findings are as follows:

- 74% of respondents are 'reasonably interested' or 'very interested' in subscribing to a Jewish TV channel at a price level of £8.99 per month.
- 26.5% of respondents are 'reasonably interested' or 'very interested' in subscribing to a Jewish TV channel at a price level of £11.99 per month (ie, even when given the cheaper option, these respondents find the higher amount acceptable).
- Over 34% of respondents take cable or satellite TV (against just under 30% nationally).
- Of all those not currently taking cable or satellite, 46% intend to take one or the other in the near future.
- The existence of JTV would encourage 66% of respondents to take or upgrade to digital TV services.

NB – it should be noted that responses to the questionnaires are skewed heavily to the 55+ age group (42%). This is indicative of this age group having the time and inclination to fill out a questionnaire. It is almost certainly true that younger families are ultimately more likely to become JTV subscribers, and indeed, if the 55+ age group are taken out of the research results, the findings in favour of JTV are several percentage points higher.

ii) Potential advertisers

In January 1999, JTV also carried out research amongst advertisers in the *London Jewish News* and the *Jewish Chronicle* by sending out a short questionnaire to 1900 companies.

The questionnaire asked potential advertisers whether they would be prepared to advertise at three different prices per 30-second advertising. The results of this research were particularly encouraging.

135 responses were received (over 7%): 111 positive, 24 negative.

The results of both the domestic and advertiser research are regarded as extremely positive, and as statistical samples, are certainly large enough to extrapolate wider conclusions. We would summarize these as follows:

- A substantial (viable) number of Jewish homes would pay a subscription for a Jewish TV channel, and they would actively upgrade to digital TV in order to get such a channel.
- Advertisers in the Jewish press are favourably inclined to advertise on JTV, and many are prepared to do so at a considerable premium.

Other JPR publications

Reports

David Clark
Developing Jewish museums in Europe
No. 1, February 1999

Jacqueline Goldberg and Barry A. Kosmin
The social attitudes of unmarried young Jews in contemporary Britain
No. 4, June 1997

Steven Kaplan and Hagar Salamon
Ethiopian immigrants in Israel: experience and prospects
No. 1, March 1998

Barry Kosmin and Jacqueline Goldberg
Patterns of charitable giving among British Jews
No. 2, July 1998

Barry Kosmin, Antony Lerman and Jacqueline Goldberg
The attachment of British Jews to Israel
No. 5, November 1997

Stephen Miller, Marlana Schmool and Antony Lerman
Social and political attitudes of British Jews: some key findings of the JPR survey
No. 1, February 1996

Policy papers

Margaret Brearley
The Roma/Gypsies of Europe: a persecuted people
No. 3, December 1996

David Capitanichik and Michael Whine
The governance of cyberspace: racism on the Internet
No. 2, July 1996

Margaret Harris
The Jewish voluntary sector in the United Kingdom: its role and its future
No. 5, May 1997

Barry Kosmin
Ethnic and religious questions in the 2001 UK Census of Population: policy recommendations
No. 2, March 1999

Diana Pinto
A new Jewish identity for post-1989 Europe
No. 1, June 1996

Roger Silverstone
Jewish television: prospects and possibilities
No. 1, March 1998

Stanley Waterman
Cultural politics and European Jewry
No. 1, February 1999

World Wide Web

Antisemitism in the World Today

published electronically by the Institute for Jewish Policy Research and American Jewish Committee

Web address:

<http://www.jpr.org.uk/antisem>

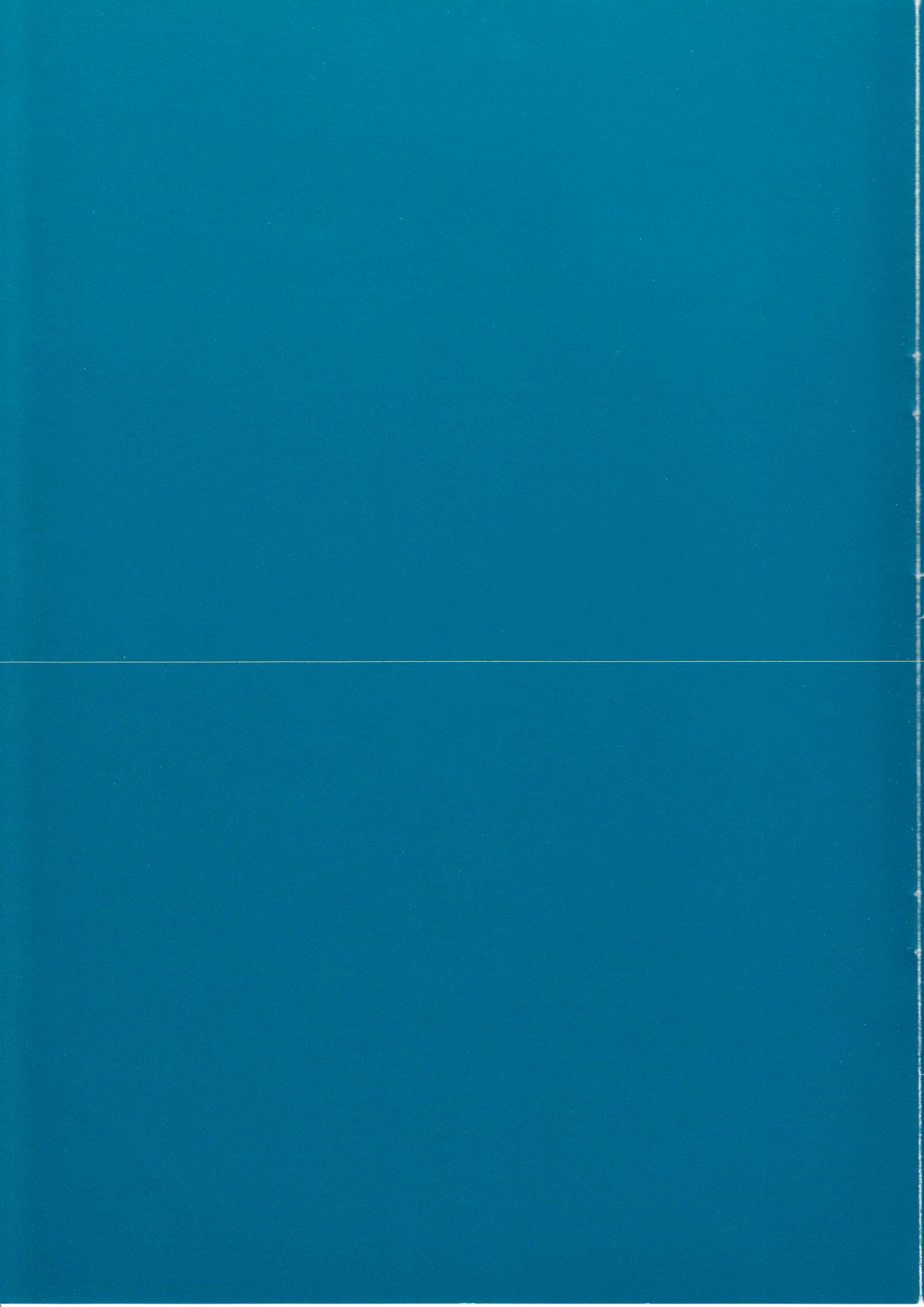
Books

Bernard Wasserstein
Britain and the Jews of Europe 1939-1945
Second edition published by Leicester University Press in association with JPR, 1999

To order copies of JPR publications, please contact the

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Institute for Jewish Policy Research

JPR Reports are indexed in **Index of Articles on Jewish Studies** (Jerusalem), **Kiryat sefer** (Jerusalem) and in **Ulrich's International Periodicals Directory** (New York) and are listed online by **Bowker International Serials Database** (New York) Subscription: £30/\$50 (per annum); single copy £5.00/\$7.50

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