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FOR IMMEDIATE RELEASE

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AIPAC POLICY CONFERENCE SHOWCASED ON SHALOM TV

Continuing its unprecedented television coverage of major Jewish events, American cable network Shalom TV is airing addresses from Vice President **Dick Cheney**, Israeli Prime Minister **Ehud Olmert**, Foreign Minister **Tzipi Livni**, and Speaker of the House **Nancy Pelosi** (D-CA) at the American Israel Public Affairs Committee 2007 Policy Conference in Washington DC.



Senate Majority Leader **Harry Reid** (D-NV), Senate Republican Leader **Mitch McConnell** (R-KY), and House Republican Leader **John Boehner** (R-OH) all provided plenary session remarks, as did Israel Ambassador to the United Nations **Dan Gillerman**, Senator **Barbara Mikulski** (D-MD), Senator **Norm Coleman** (R-MN), and House members **Nita Lowey** (D-NY) and **Ileana Ros-Lehtinen** (R-FL). Several panel discussions were also covered by Shalom TV, most notably a forum led by former Iraq Coalition Provisional Authority Spokesman **Dan Senor** on the global impact of today's Middle East with Ambassador **Marc Ginsberg**, Israel Deputy Defense Minister **Ephraim Sneh**, former CIA Director **R.**

James Woolsey, and **Dr. Robert Satloff** of Washington Institute for Near East Policy--who warned that Israel might be losing support on Capitol Hill.

Shalom TV is also showing breakout sessions on issues of importance to the State of Israel, including Jerusalem Post Editor-in-Chief **David Horovitz** and Israeli Foreign Press Advisor to the Prime Minister **Miri Eisen** offering a penetrating look at the way in which the country was portrayed in American and European media during last summer's war with Hezbollah, and a policy briefing on the balance of power in the Middle East with Brandeis University Middle East Studies Director **Dr. Shai Feldman**, Major General **Dan Harel** of the Israel Embassy, and AIPAC Deputy Director of Policy and Government Affairs **Jeff Kuhnreich**.



Additional AIPAC forums were augmented by exclusive Shalom TV interviews with speakers and policy-makers.

"For those who believe that major Jewish events and addresses should be available on American television, Shalom TV provides a very important service, said Mark S. Golub, president of the first Jewish network available full-time on cable companies in the United States. "Anyone with an interest in the Middle East and an appreciation for the Holy Land of Israel will find these presentations of tremendous value."



This is the third major conference in recent months receiving extensive Shalom TV coverage. Both the UJC General Assembly in Los Angeles and the JCPA 2007 Plenum in Washington, DC, were televised on the service, allowing viewers to watch **Benjamin Netanyahu** speak on the threat from Iran, **Bernard-Henri Levy** discuss the challenge of radical Islam, **Rabbi Avi Weiss** expound on Jewish social activism, and Yeshiva University President **Richard M. Joel**, JTS Chancellor-Elect **Dr. Arnold M. Eisen**, and HUC-JIR Provost **Rabbi Norman J. Cohen** address the future of American Jewry.

Described as "three of the most important days of the year for American-Israel relations," the 2007 AIPAC Policy Conference was attended by more than 6,000 people, including 1,200 students from 391 colleges and universities representing all 50 states and the District of Columbia. AIPAC is a 100,000-member national grassroots organization representing the needs and interests of the State of Israel to members of Congress.

Shalom TV is America's only Jewish-oriented cable television service. The network is carried on Comcast and Blue Ridge cable systems.

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