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SHALOM TV AIRING TEN HOURS OF TELEVISION COVERAGE FROM 2007 GENERAL ASSEMBLY

More than ten hours of Shalom TV coverage of presentations and events from the 2007 United Jewish Communities General Assembly, the largest annual gathering of lay and professional Jewish communal leaders in the Diaspora, are being carried on Comcast and Blue Ridge cable systems.



Secretary of State Condoleezza Rice

Among the full-length speeches airing on Shalom TV are remarks from Secretary of State Condoleezza Rice on pursuing a two-state solution in the Middle East, comments from Democratic National Committee Chairman Howard Dean, impassioned statements on the importance of Jewish continuity from Yeshiva University Professor of Jewish History and Jewish Thought Rabbi Jacob J. Schacter, and an address from Israeli Minister of the Diaspora and Minister of Welfare and Social Services Isaac "Buzi" Herzog.

The network is also televising a GA plenary session entitled "The Next Generation—Social Action, Social Networking, and Social Entrepreneurship," with *West Bank Story* Academy Award-winning director Ari Sandel, Dany Glicksberg and Matan Dahan of Ayalim, Idit Klein of Keshet, *PresentTense* Editor Esther Kustanowitz, and JTA Director of Digital Media Daniel Sieradski.

"The General Assembly is especially significant because it brings together thousands of caring Jews and reinforces the commitment of everyone who attends," said Shalom TV President Mark S. Golub. "It is essential that the greater Jewish community have access to the extraordinary minds who address the GA each year, and we feel that it is our responsibility to televise as much of the GA as possible. I am extremely grateful and proud to have worked with the UJC in bringing these shows to a wider audience."



Yeshiva U. Prof. Rabbi JJ Schacter

Supplementing GA general sessions from Nashville, Tennessee, are Shalom TV's exclusive coverage of breakout presentations on issues of interest to the Jewish community. A breakout panel on Israel advocacy featured JCPA Executive Director Steve Gutow, The Israel Project Founder Jennifer Laszlo Mizrahi, and Aviv Shir-on of the Israel Ministry of Foreign Affairs; and a forum called "What's at Stake for the Jewish Community in the 2008 Elections?" involved Ira Forman of the National Jewish Democratic Council, Noah Silverman of the Republican Jewish Coalition, and Nancy Kaufman of the Jewish Community Relations Council of Boston.



Israeli Ambassador Sallai Meridor

Sallai Meridor, Israeli Ambassador to the United States, spoke at a breakout session on the threat from Iran and other Middle East challenges, as did Washington Institute for Near East Policy Director David Makovsky. Shalom TV cameras also captured part of the student journalist track, "Do The Write Thing," at the 2007 GA, as well as MASA's "Cafe Oleh," a lunch function sponsored by the Jewish Agency For Israel that mixed music, entertainment, and speakers about various Israel programs.

Available as a Video On Demand service on Comcast, the largest cable operator in America, and on Blue Ridge Communications, Shalom TV is a mainstream cultural network devoted to Jewish life. In addition to providing coverage of events important to the North American Jewish community, the network televises feature films and documentaries with Jewish themes, original news series and journalists' roundtables, programs on Israel and on Judaism, a learning Hebrew series, shows for children, and entertaining performances. A current programming schedule is posted on the network's Web site at www.shalomtv.com.