

Jewish Film Institute Partners with ITVS on ‘Talk Amongst Yourselves’, a New Digital Screening and Conversation Series – Announces Inaugural Conversation with *Wrestling Jerusalem* Creator Aaron Davidman and KQED Forum Host Michael Krasny

SAN FRANCISCO – The Jewish Film Institute (JFI), presenters of the renowned San Francisco Jewish Film Festival (SFJFF), is pleased to announce **‘Talk Amongst Yourselves’** a new strategic partnership with Independent Television Service (ITVS). JFI will convene communities on OVEE – a social TV platform created by ITVS – to deepen understanding of Jewish culture and identity through film, media and dialogue. The partnership is a digital strategy designed to extend the reach of JFI-curated programming to national and international communities of film enthusiasts, educators, students, Jewish leaders and more through a combination of film screenings and live-streamed filmmaker/artist conversations.

“JFI is demonstrating its leadership in the fields of new media presentation and community building through our new partnership with ITVS,” said Lexi Leban, JFI Executive Director. “The OVEE format is an exciting new frontier to replicate the richness of the San Francisco Jewish Film Festival experience in an online environment. JFI is pleased to provide access to high quality content on such an innovative new platform for diverse audiences nationwide.”

‘Talk Amongst Yourselves’ will kick off on Friday, February 3 at 12:30PM PST with a live-streamed conversation between ***Wrestling Jerusalem*** creator Aaron Davidman and KQED Forum host Michael Krasny. The conversation will follow a screening of *Wrestling Jerusalem* at the Alamo Drafthouse New Mission Theater in San Francisco where Davidman and Krasny will be taking questions from online and in-theater audiences. The film had its World Premiere as the Local Spotlight film at the 36th San Francisco Jewish Film Festival and will be launching a national theatrical campaign with this event.

“We’ve had rich and moving public conversations all over North America following individual performances of *Wrestling Jerusalem*, the play. As we launch the feature film, I’m thrilled to work with JFI and this new technology to reach more communities while we both broaden and deepen the conversation,” said Aaron Davidman. People all over the world are hungry for more nuanced and thoughtful dialogue about Israel/Palestine as well as so many other polemical issues we’re facing as a global community. Here’s an amazing tool to bring more people together.”

Said JFI Program Director Jay Rosenblatt of *Wrestling Jerusalem’s* selection: “Through his one-man portrayal of over 17 different characters in this important and beautifully shot film, [Aaron] Davidman artfully illustrates the complexity of the Israeli-Palestinian conflict, an especially ripe subject on the eve of the 50th anniversary of the Six Day War and in the current political climate of nationalistic thought. We think that those who tune in to the screening will have a lot of questions for Aaron about the film’s construction and the philosophical and historical questions it raises and that it will compel participants to bring the film in its entirety to their communities to continue the conversation.”

Audiences will be able to tune-in around the world to one or all of four upcoming screening events and engage directly with the selected programming and invited guests. Regional and national partners will be selected to facilitate engagement for the series as a whole and by individual program. All 'Talk Amongst Yourselves' screenings are free to participate in with an OVEE account, which can be created in a minute's time. The following three screenings will be announced in early 2017. For more information about the program and partnership, visit www.jfi.org/ovee.

About ITVS

ITVS is a global media organization that funds independent documentary films, co-produces the Independent Lens, an Emmy Award-winning PBS series, and delivers innovative engagement events on the ground and online. The independent producers who create ITVS programs take creative risks, tackle complex issues, and express points of view seldom explored in the media. www.itvs.org

About the Jewish Film Institute

The Jewish Film Institute is the premier curatorial voice for Jewish film and media and a leading arts and culture organization in the Bay Area. Built on the foundation of the world-renowned San Francisco Jewish Film Festival – the world's first and largest Jewish film festival – the Jewish Film Institute catalyzes and inspires communities in San Francisco and around the world to expand their understanding of Jewish life and culture through film, media, and dialogue. Year round, the Jewish Film Institute promotes awareness and appreciation of the diversity of the Jewish people through multiple mediums – including original online programming that reaches a global audience of 2 million. All of these services, along with artists' support and educational initiatives, give viewers around the world even greater access to Jewish culture and the visionaries who shape it. www.jfi.org

About OVEE:

Created by ITVS, and funded by the Corporation for Public Broadcasting, OVEE is a real-time social TV experience– a powerful new way to reach, connect and engage with audiences. OVEE brings together viewers from anywhere to watch videos and live stream together in an online theater while chatting, engaging with experts, answering poll questions and expressing themselves via emoticons – all on desktop laptop or mobile.

OVEE's qualitative and quantitative metrics collection tool captures audience data along with viewers' feedback, opinions, ideas and selected demographic data. Ovee.itvs.org

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