



# ANNUAL REPORT 2021



# JLF's Mission

Dear Friends,

The Jewish Life Foundation ([JLF](#))'s board and professional leadership is immensely grateful for the support of our viewers and philanthropic supporters in the past year. With our strong base of viewers and contributors, we have helped build on the strong foundation that our founder, Phil Blazer ז"ל, laid in his life's work. Together, we will continue to enable his impact to reverberate throughout the global Jewish community and the broader world.

## **Global Community Audience & Impact**

Despite the inherent pandemic challenges of the past two years as well as the devastating loss of JLF's founder, Phil Blazer, the work of JLF and JLTV continues to build on its mission and Phil's legacy with a multitude of important offerings serving the Jewish and greater global communities, at a time when community and connection are more important than ever.

Under the leadership of Phil's son, Rabbi Mark Blazer, JLTV viewership and engagement continue to rise, with more and more viewers tuning in for broadcast content. JLTV offers the largest electronic/virtual community in North America, highlighting an array of Jewishly themed content friendly and welcoming to Jews and non-Jews of all backgrounds, practices, beliefs, and affiliations.

## **The Passing of Phil Blazer & Pandemic Challenges**

If the pandemic has taught us anything, it is the importance of connection in fearful and isolating times. When Phil Blazer of blessed memory, passed away in August of 2020, the Blazer family and his expansive circle of friends were, unfortunately, unable to come together to grieve. A year later, in August of 2021, we were able to commemorate his yahrzeit with a beautiful memorial broadcast on Phil's proudest accomplishment – JLTV. It was a truly uplifting and healing tribute to the indelible imprint he made on the Jewish people and Israel. [Here is the YouTube link](#) that can be viewed on a computer, mobile device, or Smart TV.

2020 and 2021 were filled with challenges for all of us, and for JLF, this meant significant pivoting, re-strategizing, and leveraging resources. With Phil Blazer's illness and passing in the beginning of Covid, the JLF team and our international community of fans and supporters came together in many meaningful ways, many of which are detailed below.

## **Looking Ahead Together**

With our dedicated base of supporters, we truly believe that JLTV – with support from the Jewish Life Foundation – can continue to grow into one of the most important institutions in the Jewish world, disseminating a positive image of the Jewish people and Israel and promoting tolerance, knowledge, and partnerships globally. We are ready to turn this dream, which we share with Phil, into a reality in the years to come.

## **Sharing Our Accomplishments**

To this end, we are pleased to share with you the following updates on JLF's work in 2021. We wish you a healthy and meaningful 2022 and look forward to your continued partnership.

With much gratitude,

Noreen Green, Advisory Board Member

Craig Taubman, Advisory Board Member

# JLF's Mission

The Jewish Life Foundation is a 501(c)(3) non-profit organization whose mission is to promote education and understanding among cultures worldwide by utilizing all facets of the media to provide community outreach programs, educational opportunities, and engagement events that embrace, celebrate, and share Jewish values and traditions.

JLTV was founded in 2006 by Phil Blazer, a longtime journalist, activist, and producer of multi-faceted programming for the benefit of the global Jewish community. Phil's mission for JLTV remains: to deliver a Jewish cultural network to all people of all backgrounds.

## Why Jewishly Inspired Television?

JLF funds the creation of Jewish-themed cultural and educational television programs, many of which are broadcast on Jewish Life Television ([JLTV](#)). JLTV is America's largest and most robust 24-hour, full-time, Jewish-themed television network, available in over 45 million homes through Charter/Spectrum, Comcast/Xfinity, Cox, DirecTV, and other video providers, in addition to offering a live internet feed of its programming.

## WELCOME HOME. WELCOME TO **JLTV**.



# Why JLTV Now?

## **Bridging The Distance**

If the pandemic has taught us anything, it is the importance of connection in fearful and isolating times. JLTV creates a global virtual community, where viewers seeking Jewish engagement and learning opportunities about Jewish history, culture, and modern life can tune in from the comfort of their homes and be part of an international community of Jewish and Jewishly curious individuals who benefit from the wide variety of content-rich offerings on the network, 24/7.

Although both 2020 and 2021 challenged our ability to be physically in the community for extended periods of time, the Jewish Life Foundation continued to innovate, creating opportunities for new and meaningful programming to keep our viewers safe, comforted, and connected.



*Pictured: Conan O'Brien and 'Fauda' actress Rona-Lee Shimon*

**JLTV IS THE PREMIERE  
ENGLISH-LANGUAGE,  
JEWISH-THEMED  
TELEVISION  
NETWORK IN THE  
WORLD.**





# Combatting Racism & Antisemitism

## THERE IS NO BETTER TIME TO AMPLIFY, EDUCATE, AND SUPPORT JEWISH VOICES.

There has been over a 195% increase in U.S. antisemitic incidents over approximately the past decade. With racism and antisemitism on the rise, the time for diversity in media is now. The dramatic rise in hate crimes across the globe dictates not only a desire but a demand for diversity on TV, and JLTV is the platform to amplify cultural and religious Jewish voices. The Jewish community is in an exceedingly vulnerable state, and we must come together to support, educate, and uplift one another. In this time of unrest and uncertainty, diverse Jewish voices must be amplified, and JLTV is the only network that has the history and knowledge to do it.

JLTV is the only English language television network in the world that provides high-quality, Jewish-inspired programming for audiences of all faiths who share an interest in the Jewish experience and the State of Israel. JLTV is the destination for Jewish and Israeli Americans seeking news and information about the Jewish Community in the U.S., as well as people of all faiths and ethnicities, including a substantial Christian viewership, offering cultural and religious Jewish content across genres.

So much of antisemitism is based on fear of the other. Given that JLTV operates as a national cable network that enters millions of homes, it has the opportunity to minimize those fears by introducing Judaism, the Jewish people, and the State of Israel to countless viewers.

In this time of unrest and uncertainty, diverse Jewish voices must be amplified.

**JLTV educates through entertainment - the perfect foil to anti-Semitism.**

**2,107**

Antisemitic incidents in  
2019\*

**195.5%**

Increase in U.S. antisemitic  
incidents from 2013 to 2019\*

**1 IN 4**

American Jews has  
experienced anti-Semitism  
since 2016

# Content Quality & Variety

JLTV has a proven track record of acquiring, distributing, and developing impactful content that illustrates both cultural and religious Jewish experiences. With a reliable 24/7 programming schedule and more original content in development, JLTV is poised to serve the global community.

## SAMPLING OF JLTV CONTENT:

### CHILDREN'S

Bible Stories for Kids  
Rhythm 'N Ruach

### COMEDY

Laughter in Paradise  
LMAO  
YidLife Crisis

### CLASSICS

Annie Oakley  
Beverly Hillbillies  
Bonanza  
Lucy Show  
Stories of the Century  
Soupy Sales Show  
The Goldbergs  
The Jack Benny Show  
You Bet Your Life

### HEALTH & FITNESS

Alive & Well  
Bodies in Motion  
Israeli Krav Maga  
Total Body Sculpt  
Vitality 4 Life

### LIFESTYLE

Bubbies Know Best  
Good Week Israel  
Flavors of Israel  
Israel in Style

### INTERNATIONAL THRILLERS

Fauda  
Prisoners of War

### NEWS & INFORMATION

ILTV Daily News  
The Insider  
Israel Weekly Review  
The J Report  
Stand With Us  
Unpacked

### RELIGION & INSPIRATION

Friends of Chabad  
Friends of Israel  
Power of Kabbalah  
Shabbat Services  
The Word with Scott Rubin

### TRAVEL

Air, Land & Sea  
Cruising Israel  
Explore Israel

# PRIME TIME PROGRAMMING



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## SUNDAY

TRAVEL

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## MONDAY

LIFESTYLE & COMEDY

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## TUESDAY

NEWS & INFORMATION

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## WEDNESDAY

CLASSICS

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## THURSDAY

INTERNATIONAL  
THRILLERS

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## FRIDAY

SHABBAT SERVICES  
& DOCUMENTARIES

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## SATURDAY

MOVIE NIGHT

## Wide Ranging Jewish Learning & Engagement Content

JLTV has a proven track record of acquiring, distributing, and developing impactful content that illustrates both cultural and religious Jewish experiences, with a reliable 24/7 programming schedule and more original content in development.

In addition to broadcasting a wide array of acquired Jewish-themed content, JLTV also produces original content. Below is a sampling of our original content that is currently being broadcast as well as new content in production.

### Israel Experience & Connection

Although travel to Israel has been limited over the past two years, JLTV's programming has helped Israel supporters and those eager to learn about Israel with engaging opportunities, including the following offerings:

- **Explore Israel** - A news magazine hosted by Israel's Consul General, Dr. Hillel Newman, produced in conjunction with the Government of Israel.
- **Israel 360 (Currently in Production)** - A new program providing an enhanced 360° degree virtual tour of Israel hosted by one of Israel's top tour guides, Shai Nahon.





## Online Shabbat & Holiday Experiences

With vital support from the Jewish Life Foundation, JLTV began offering on-line Shabbat programming as soon as the pandemic erupted in March 2020 and has continued ever since, which has included:

- **TCIF/Shabbat Synaplex** - This program features a weekly Shabbat service with the greatest voices in contemporary Jewish music. With ever-growing viewership, TCIF brings the warmth of Shabbat to countless homes throughout North America that would otherwise not have the opportunity for a Shabbat experience.
- **Shabbat Shira** - With the challenges of Covid, the Jewish Life Foundation responded to a need to share the warmth and comfort of the Shabbat experience with a broader audience, including Jewish families and Jewishly curious individuals around the world. With over 27,000 views, likes, and shares, a variety of rabbinical and cantorial faces and voices led our virtual community in uplifting, meaningful and welcoming experiences.
- **Jewish Holiday Experiences** - Much like 2020, 2021's ebbing and flowing of Covid created a need for virtual Jewish holiday experiences. In response, Jewish Life Foundation broadcasted the full range of holidays, including Purim, celebrity-hosted Pesach seders (sponsored by Ralph's), Lag B'Omer, Shavuot, Rosh Hashanah and Yom Kippur (featuring the LA Jewish Symphony Chorale), and Chanukah.

## Diversity, Equity, Inclusion & Justice Content

Representing the full spectrum of the global Jewish community and Israel, JLTV has proudly featured Pride Shabbat, as well as content related to Jews of Color, mental health and wellness, and disability awareness and inclusion (including Shabbat Miracles in conjunction with Jewish Disabilities Awareness and Inclusion Month).

## Bringing Jewish History & Tradition to Life

JLTV also airs acquired content and produces a variety of new programming in the spirit of Jewish learning, texts, and traditions, including:

- **RebbeTales** - A new project with Bruce Burger, a.k.a. RebbeSoul, this series shares animated versions of Jewish tales, imagery, and voices highlighting Jewish wisdom, transforming viewers into another time, and bringing the values and lessons of Jewish tradition alive.
- **The Word With Scott Rubin** - The Word is a unique "talk show" format program that teaches timeless Torah truths through contemporary examples and (sometimes) offbeat humor, hosted by National Lampoon's longest-serving editor, Scott Rubin. Although best known for his sarcasm, Scott is also an avid student of Torah. Scott brings his Hollywood connections together to discuss the practical application of Torah's timeless truths in a lively, mind-expanding, funny discussion spawned by the first five books of the Bible/Torah. Featuring a diverse range of guests including celebrities, politicians, and comedians, The Word encourages all kinds of voices around text and theology and their applicability to modern life.

## Holocaust-Related & Tolerance-Promoting Programming

During key times of the year, including Holocaust Remembrance Day, Yom HaShoah, and Kristallnacht, JLTV sponsors an array of Holocaust-related programming, including Eichmann trial footage, interviews with children of prosecutors from the trials, and a number of other Holocaust-themed and tolerance-promoting programming.

## Audience & Reach:

Whether via the network itself or on our Facebook and YouTube presences, more people are experiencing Jewish ritual, tradition, and educational offerings than on any other service in the country, in a time when the majority of these types of engagement are taking place online.

# JLTV BY THE NUMBERS



## NATIONAL DISTRIBUTION

- Carried by: **DirectTV, Comcast, Spectrum, Atlantic Broadband, Hotwire, Advanced Cable, Bell Fiber TV**, and other video providers
- 24/7 program schedule

## VIEWERSHIP

- Over **2.6M US household viewers** per month\*
- The JLTV audience is made up of more than **80% non-Jewish households\***
- The U.S. Christian Evangelical community is estimated at over **80 million people**, with 62% of church-going Christians supporting Israel\*\*
- Solid **Adults 35-64** audience searching for programming which highlights **Judeo-Christian family values\***

## IMPRESSIONS

Period	Time Range	Avg. Viewership
<b>Morning</b>	5AM - 9AM	288,438
<b>Afternoon</b>	9AM - 3PM	171,621
<b>Fringe</b>	3PM - 8PM	374,461
<b>Prime</b>	8PM - 2AM	614,915
<b>Overnight</b>	2AM - 5AM	32,101

*Based on Monthly Viewership*

*\*Kantar Measurement, DirectTV, PIO non-advertiser supported*

*\*\*Pew Research 2017 US Religious Landscape Study, Tarrance Report*

## AUDIENCE

Based on the General Population Equating to 100, JLTV is over-indexing in HH Income, College Degrees, and Advanced Degrees.\*



**HH Income \$75k-\$125k**

208



**College Degree**

112



**Advanced Degree**

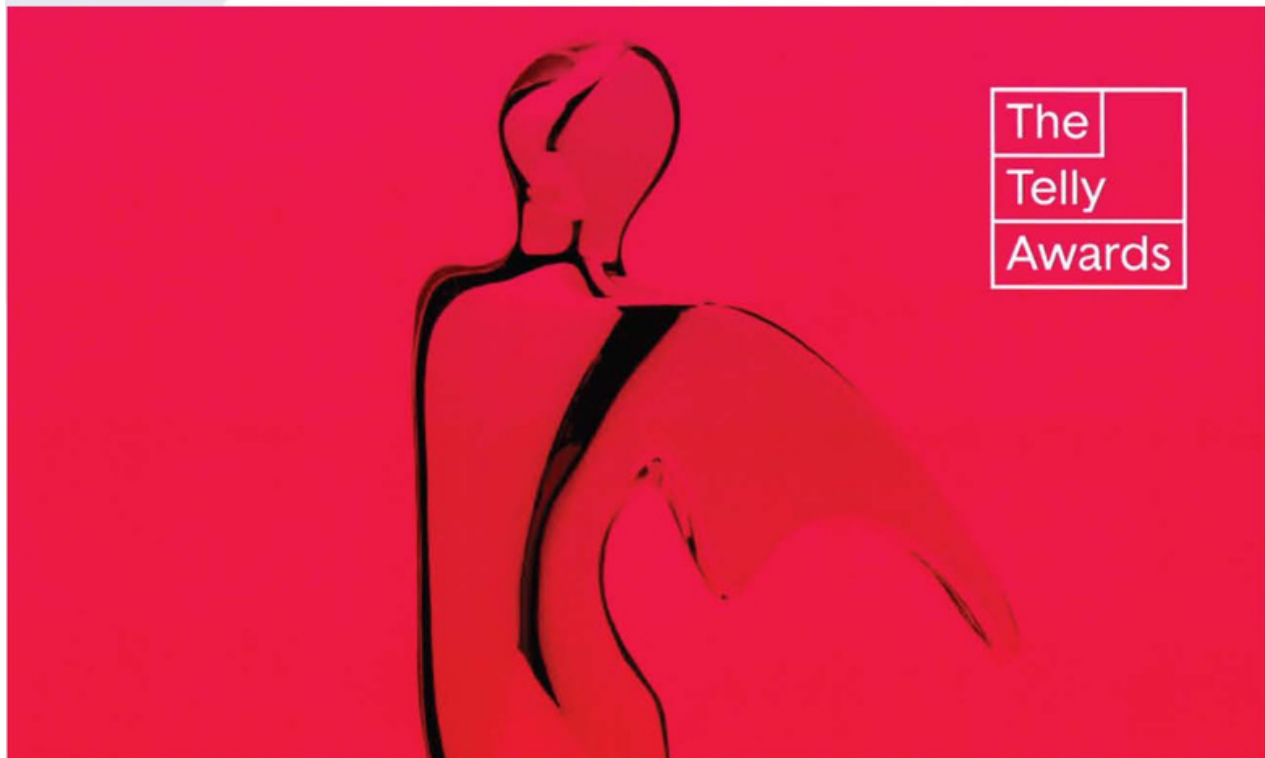
149

*\*Kantar Measurement, DirecTV, PIO non-advertiser supported.*





# JLTV AWARDS



## 2021 & 2020 Religion Communicators Council Awards

- 2021 Best in Category: TV Series  
*Air, Land & Sea - The Portuguese Sefarad*
- 2021 Best in Category: Video: Entertainment/Inspirational - Single Work  
*My Grandfather's Prayers*
- 2020 Award of Excellence  
*Brad Pomerance - Mental Health in Older Jewish Americans*

## 2020 Telly Awards Awards

- Silver Winner: General-Cultural  
*Bubbies Know Best*
- Silver Winner: Travel & Tourism  
*Air Land & Sea*

## 2020 Society for Media Psychology & Technology, American Psychology Association

- Honor: Mental Health & Trauma in Jewish Americans  
*JLTV*





## Our Community Partnerships

The Jewish Life Foundation and JLTV have established robust community partnerships with a wide variety of organizations and institutions, including but not limited to the following:

### RELATIONSHIPS WITH MAJOR JEWISH ORGANIZATIONS

JLTV maintains strong relationships with the largest Jewish organizations across the globe.

- **AIPAC** - JLTV regularly broadcast AIPAC's annual conferences in Washington, DC. AIPAC is the largest pro-Israel advocacy organization in the nation.
- **Birthright** - JLTV is developing a series with the organization to follow young Jewish Americans who travel to Israel to learn more about their homeland.
- **Maccabi World Union** - JLTV works with the MWU, the largest Jewish athletic organization in the world, including through the broadcast of the "Jewish Olympics" from the State of Israel.
- **Nefesh B' Nefesh** - JLTV is developing a series with the organization that helps Jewish individuals make 'aliyah,' the move to Israel.



- **Israeli American Council** - JLTV is developing a series to appeal to Israelis living in the U.S., hosted by Jewish-American celebrity Michael Burstyn.
- **Stand With Us** - JLTV broadcasts a weekly program with Stand With Us, the nation's largest organization supporting pro-Semitism on college campuses.
- **Simon Wiesenthal Center** - JLTV has a profound relationship with SWC, one of the most respected human rights organizations in the world.
- **Union of Reform Judaism** - The largest Jewish movement in North America, this organization helps build communities that transform the way people connect to Judaism.
- **Yad Vashem** - JLTV maintains a strong relationship with Israel's Holocaust museum and airs Yad Vashem video content.

## Fulfilling Phil's Legacy

As we enter 2022, the Jewish Life Foundation is steadfast in its commitment to completing a number of projects that were of critical importance to Phil.

Two of these immediate key priorities are:

- Digitizing hundreds of Phil's interviews conducted over five decades with dynamic Jewish global leaders so they can be accessible to scholars and the general public, and
- Completing the second volume of the History of Jewish Los Angeles, to share the richness of Jewish culture and experience through the years in our beloved city

### Preserving Our Stories: The Phil Blazer Archive

Phil Blazer dedicated his life to sharing Jewish values and wisdom with the world. Prior to the creation of JLTV, he had a 40-year broadcasting career, during which he personally interviewed thousands of Jewish leaders of all kinds from across the world. These interviews included Leonard Nimoy, Ilan Ramon, a variety of Israeli Prime Ministers (including Benjamin Netanyahu and Yitzhak Rabin), Sandy Koufax, Olympic champion swimmer Mark Spitz, and many other widely recognized and revered individuals.

In addition, as part of the History of Jewish Los Angeles project, hundreds of hours of footage documents Los Angeles residents describing their personal stories, including in some cases biographical sketches. These priceless, one-of-a-kind resources will enable future generations to understand the spirit that inspired the creation of the dynamic, creative, and strong Jewish community of Los Angeles.

Today, the entire Phil Blazer video collection now exists on hard copy VHS tapes and is, unfortunately, deteriorating at a rapid pace.

JLF, in memory and in tribute to Phil Blazer and in service to the field of Jewish academia, seeks to quickly convert the entire video collection into a searchable digital media archive for scholars and the greater public to freely access, enjoy, and utilize in formal and informal educational settings for many decades to come. Digitizing the Archives will require a total investment of approximately \$100,000, and raising these funds to complete this time-sensitive project is of top priority for JLF in 2022.

#### History of Jewish LA - Volume 2

A decade after publishing our first book, **Wrestling With the Angels: A History of Jewish Los Angeles**, we are now seeking funding to complete the second volume of this very successful publication. Volume 2 is an expansion of the first publication, with new stories and anecdotes, giving more attention to individual pioneers, both living and deceased, along with Jewish innovators in areas of finance, entertainment, business, religious life, medicine, and education. Major Jewish organizations, synagogues, and companies will be recognized as well. Augmenting the publication will be a website that includes approximately 200 interviews to be enjoyed and utilized by students, educators, and scholars for generations to come. Video vignettes and interviews are also broadcast on JLTV, reaching over 45 million homes in all 50 states.

# Remembering Phil

## The Life and Career of Phil Blazer

Phil Blazer, 77, was the founder of JLF. Prior to his passing in 2020, he was the creator and host of award-winning Jewish television and radio programs for twenty-eight and forty years, respectively. He was also a community activist, author, and lecturer. Born in Minneapolis, MN, and raised in Burbank, CA, Phil's love of Jewish faith and culture took early root. His high school dream was to own his own television network. JLTV was his boyhood dream come true.

In 1965, Phil began his Jewish multi-media group, with his Jewish Soul radio program. He then went on to publish his newspaper, The National Jewish News, founded in 1973. Phil added the third medium when his television program, Jewish Life with Phil Blazer, debuted in 1977. He produced over 2,000 television episodes, making him one of Hollywood's most prolific and longstanding television producers. He hosted the longest airing show in Los Angeles broadcast history, which also aired in a number of other major metropolitan communities nationwide.

Phil's comprehensive knowledge of the State of Israel and Jewish communities around the world earned him the respect of several of Israel's prime ministers, who called upon him for assistance. He also consulted with both private enterprise and federal and international governments on numerous issues affecting Israel and world Jewry. Former Prime Minister Menachem Begin once said to him, "You know Israel better than any American I have ever met."

Another highlight of Phil's career was his relentless advocacy on behalf of Ethiopian Jews, which led to the US State Department and CIA to rescue nearly 1,000 Ethiopian Jews stranded in Sudanese refugee camps, a mission named Operation Joshua. Former President George H.W. Bush called him "a man of compassion".

In 2006, when many of his peers were ready for retirement, Phil threw himself into starting a 24-hour, 7-days-a-week Jewish television network. By virtue of being in the forefront of community service projects for more than five decades, Phil brought upon social change in every part of the globe. He led missions, bringing entertainers and persons prominent in government to Israel during times of conflict and peace. He produced concerts and other special events to raise awareness for important causes.

Phil's book authorships include Theodor Herzl: Father of Zionism and Pioneers of Israel, as well as a book and television documentary, History of Jewish Los Angeles: Wrestling with the Angels.

The board and staff of the Jewish Life Foundation dedicate the Foundation's ongoing work to the memory of Phil Blazer, the founder of both JLTV and the Jewish Life Foundation.

By continuing the work Phil began, and with your ongoing support, we will always ensure that his memory is a blessing.



February 12, 1944 – August 25, 2020  
18 Sevat 5704 – 5 Elul 5780



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With your continued partnership, JLF and JLTv look forward to emerging from the pandemic with even more momentum to continue our critical work in the remainder of 2022. We strongly encourage you to take advantage of our expanding and evolving content as you continue your own personal Jewish educational journey.

