



Jewish Life Television
May 11, 2010

Chelm-on-the-Med Productions
Attention: Daniella Ashkenazy, Director

Dear Daniella:

Jewish Life Television has reviewed your offer to provide news segments for our basic cable television network – weekly two-to-three minute upbeat and offbeat animated news segments.

We watched the demo and found it to be educational and informative - yet presented in a humorous manner while professionally executed. Beyond its entertainment value, such a 'zany news corner' in our programming would give our viewers a fuller picture of life in Israel. Moreover, as you have said before, your segment gives viewers a reason to laugh about Israel, not just fret about Israel.

Jewish Life Television would be most interested in integrating weekly Chelm-on-the-Med segments into one of our prime-time programs as a regular feature, such as *The J Report*, our news magazine program which I host, or *Main Street*, the station's leading talk show, hosted by JLTV's CEO Phil Blazer. Currently, JLTV reaches approximately 25 million homes throughout the United States and we are looking to reach 40-50 million homes by the end of the year.

We would be interested in a non-exclusive broadcasting license for a full season of weekly segments (approximately twelve months), with an option for renewal. We are aware of the high cost of producing animated segments of this kind, but our budget is limited. We hope you will be able to bring other stations 'on board' to share the costs and/or to obtain funding among Israel advocacy supporters.

As you requested, I asked the Executive Director of JLTV's sister organization, the Jewish Life Foundation, to determine whether Chelm-on-the-Med supporters can donate to the Jewish Life Foundation, as a means to support the segment's broadcast on JLTV. Given the educational bent of the feature, we have concluded at this stage that the answer is yes.

Sincerely,

Brad Pomerance,
Senior Vice President, News & Programming and Host, THE J REPORT
Jewish Life Television

cc: Adam Blazer, Lori Miller Farkas

16501 Ventura Blvd., Suite 504 • Encino, CA 91436 • T: 818-786-4000 F: 818-380-9232 • info@blazermediagroup.com • www.jltv.tv

Member: National Association of Broadcasters and NATPE



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Brad Pomerance – Senior Vice President, News & Programming and Host, THE J REPORT
Jewish Life TV | 16501 Ventura Blvd., Suite 504 | Encino, CA 91436
www.jltv.tv | office: 818-786-4000 | mobile: 310-266-4437 |
fax: 818-380-9232 | toll free: 877-JLTV-NOW | brad@jltv.tv

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