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Harvey Lehrer

June 2, 2010

Daniella Ashkenazy  
Chelm-on-the-Med Productions

Dear Ms. Askenazy,

The Jewish Television Network is very interested and supportive of the Chelm-on-the-Med project you're developing. The demo we viewed provided us a very effective example of a high quality, yet entertaining news segment we believe would be a great addition to our broadband channel.

JTN can provide Chelm-on-the-Med a prestigious platform for reaching viewers around the world from over 143 countries and territories. Your segments would fit in extremely well with our other network quality series, programs and specials that first aired on broadcast television here in the United States and were subsequently distributed internationally including in Israel.

Our current lineup of Israel news coverage includes the daily **IBA English News**, the weekly public affairs program **Israel Close Up** produced by the IBA, and feature news stories from **Israel Up Close**. We feel the unique nature of Chelm-on-the-Med would provide a lighter, more entertaining and accessible way to offer important Israel news stories to our very dedicated audience.

While we feel strongly about this project we are only able to pay a very nominal licensing fee for these segments at this time. As a small non-profit with limited financial resources we're unable to do more, however, we can provide in-exchange a vital and strategic outlet, and assistance with our extensive core of online partners to promote and syndicate the videos to many other websites both Jewish and non-Jewish.

The Jewish Television Network (JTN) was founded in 1981 to provide meaningful television programming that would reflect the richness and diversity of Jewish traditions. Today, JTN's programs are carried by over 90 PBS affiliates nationwide, reaching over 80 million American homes. JTN's programs have also been made available to millions of viewers in Israel, Canada, New Zealand, Hungary, Japan, and China. Now JTN reaches a worldwide audience over the internet at <http://www.jewishtvnetwork.com>.

I sincerely hope you can find backers or sponsors for this project so we can begin airing these wonderful segments on a regular weekly basis as soon as possible. I'm certain there must be public-spirited philanthropists in Israel – or other sources of sponsorship, that will recognize the merits of this innovative idea, and its importance for Israel!

Please feel free to contact me if you have any questions about JTN and our interest in this project.

Regards,

Harvey Lehrer  
Senior Director  
JewishTVNetwork.com