



MILWAUKEE
JEWISH FEDERATION

FOR IMMEDIATE RELEASE

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Acclaimed Writer to Lead Discussion about Israeli TV on Jan. 30
Leshem oversaw development of Showtime hit 'Homeland'

MILWAUKEE, Wisconsin— In spite of its small market and modest resources, Israel has become a major exporter of TV formats, thereby shaping public opinion at home and across the globe. Ron Leshem has played a major role in this story.

An acclaimed writer and former Israeli TV executive, Ron Leshem oversaw the development of the Emmy-winning *Homeland* and many other hits. He is now developing adaptations for his own shows for NBC Universal. In this talk, Leshem explores what the Israeli TV industry reveals about its culture and what its broad success says about the world.

TV: An Israeli Success Story with Ron Leshem
Thursday, Jan. 30, 7 pm, FREE
UWM Golda Meir Library – 4th floor Conference Center, 2311 E. Hartford Ave., Milwaukee

This event is sponsored by the Israel Center & Jewish Community Relations Council of the Milwaukee Jewish Federation and The Sam and Helen Stahl Center for Jewish Studies at UWM. This event is part of the ongoing Israel@65 series of activities being sponsored by the Israel Center to celebrate 65 years of Israeli independence, and the Stahl Center's 2013-14 series, Art & Conflict: Ashkenaz and Beyond. For further information, contact Ro'ee Peled at the Israel Center: (414) 390-5705 or RoeeP@MilwaukeeJewish.org.

About Ron Leshem

Leshem is an Academy Award-nominated screenplay writer. The film version of his book, Beaufort, was nominated for an Academy Award for Best Foreign Language Film. Leshem won Israel's top literary award, the Sapir Prize for Literature, and has been published in 22 languages. He was president of programming and content for Israeli television's Channel 2, and he was responsible for the development and production of some of the most popular and successful Israeli TV series, including: Prisoners Of War (the Israeli original version of Showtime's Emmy-winning Homeland), Arab Labor, the A-word and Traffic Light. Leshem served as deputy chief editor for the daily newspaper Ma'ariv and head of the news division at the newspaper Yediot Ahronot.

About the Milwaukee Jewish Federation

For more than one hundred years, the Milwaukee Jewish Federation has been dedicated to building a strong Jewish community. The agency distributed nearly \$19 million last year to Jewish and non-Jewish organizations locally and around the world.

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