**The International Launch of the Jerusalem Cinematheque -**

**Israel Film Archive Website**

**Third Quarter Performance Report for 2021 and Plan for the First Quarter of 2022**

Activity in the third quarter of 2021:

1. Choosing international public relations firms:

United States and Canada – The 2050 Group – Publicity

Germany – S.immer Communications

England – it was decided to handle this from Israel

France – it was decided to handle this from Israel

1. Building a specific plan for each country together with the local PR firms:

A customized press release was issued in each country, media platforms were mapped with an emphasis on the sections relevant to the target audience in each country, and trailers and teasers were translated into the languages of the target countries.

1. Organizations and institutions in each country were notified of the launch and were sent dedicated content from the website.
2. Approximately 300 hours of historical materials and 50 artistic films were translated.
3. Special licensing agreements were secured for 10 classic Israeli films, including international licensing rights. The films have been translated into English. In addition, a digital promotion plan was created for Israeli classics.
4. Marketing material was created in five languages (English, German, French, Spanish, and Russian).
5. Relevant materials and introductory letters were prepared for each institution.
6. Dates were set for success evaluation.
7. Shana Tova e-cards with materials from the website were sent to a distribution list of about 2000 people outside of Israel.

Tasks for the fourth quarter:

1. Issuing press releases and PR promotion in the United States, Canada, and Germany on October 18.
2. The various PR firms issued press releases describing the project in their various languages using materials relevant to the target country. Articles in the press and in various sites were coordinated.
3. Issuing a press release in the United Kingdom, Spain, and France on November 15.
4. Improving the user experience for foreign audiences on the website.
5. Reviewing the extent to which targets have been met based on the success metrics and updating the plan (the digital marketing company abroad was replaced; a digital marketing plan was created for the five countries and a budget was allocated [see details of the digital marketing plan below]).
6. Launching a Happy Chanukah campaign centered on archive materials – sending happy holiday greetings with archive materials to the international distribution list and sponsoring paid posts with Chanukah videos.
7. Hosting the Minister of Diaspora Affairs at the archive and asking for his support in procedures involving organizations in outside of Israel.
8. Hosting the senior Israel representative of the New York Times, Mr. Patrick Kingsley, at the archive. As part of the tour, Mr. Kingsley was exposed to the work of the archive. We are in touch with him about promoting an article about the archive’s activity on the Times’ digital platform.
9. Hosting webinars for institutions and groups focusing on content from the archive (10 Zoom sessions took place in various forums; archive materials were presented along with their connection to the various Jewish communities).
10. Establishing partnerships with representatives from the Foreign Ministry: receiving support for sponsored promotion on their marketing channels, creating a campaign for collecting materials, and presenting the archive’s website to the Israeli and local cultural attachés.
11. Forming a collaboration with [Stand With Us](https://www.standwithus.com/), an organization that promotes Israeli Hasbara around the world. As part of this collaboration, the organization promotes posts with archive footage on its various social media networks, which have many followers.
12. Distributing archive material through approximately 20 bodies and institutions (other archives, Chabad houses, Jewish museums, etc.) who uploaded links to our website.

Digital marketing plan:

A digital marketing plan has been created for the four target countries, which will shift into full gear after the Christmas celebrations so as to make the most of the budget allocated for this purpose.

We produced upbeat clips based on Israeli classics and clips that combine diverse historic or artistic materials to draw users’ attention.

Following are the results of the launch to date:

Public Relations:

We promoted over 30 press items through various media platforms:

Here are some examples:

[https://ejewishphilanthropy.com](https://ejewishphilanthropy.com/the-jerusalem-cinematheque-is-putting-israeli-movies-and-newsreels-online/)

[https://www.benzinga.com](https://www.benzinga.com/news/21/11/24321697/disneys-encanto-elbows-aside-ghostbusters-afterlife-at-us-holiday-weekend-box-office)

[http://www.orcasound.com](http://www.orcasound.com/2021/11/16/jerusalem-cinematheques-israel-film-archive-launches-new-digital-film-archive-making-israels-audiovisual-history-more-accessible-than-ever/)

[http://www.israelmagazin.de](http://www.israelmagazin.de/israelisches-filmarchiv-fuer-die-oeffentlichkeit-freigegeben)

[*Schlaunews*](https://schlaunews.de/die-kinemathek-jerusalem-oeffnet-ihre-schatzkammern-fuer-die-breite-oeffentlichkeit/)*;*

[*www.augias.net*](https://www.augias.net/2021/11/03/9374/)

Following are examples of publications in Israel with exposure to English speakers around the world:

1.  [https://www.jpost.com](https://www.jpost.com/israel-news/culture/israel-film-archive-available-now-in-north-america-682790)

2. i24 News - Interview with Meir Russo

**Examples of promotion on social media:**

[https://www.facebook.com](https://www.facebook.com/pg/StandWithUs/posts/)

[https://twitter.com](https://twitter.com/CCFPeace/status/1449604671371464704)

Continued work through the end of the year and in the first quarter of 2022:

1. Continuing to promote publication of more articles in the target countries. An in-depth article in each of the target countries and about three articles in each country in the Jewish media.
2. Jewish holiday campaigns.
3. Implementing the collaboration with AIPAC, who are scheduled to launch a new digital platform on which the archive’s material will appear at the start of the new year.
4. Continuing the digital promotion and increasing the number of visits to the website.
5. Launching the campaign for collecting materials from the Jewish Diaspora (postponed to January, after Christmas and New Year’s) – a campaign that invites Diaspora Jews to look for old films from visits to Israel by their relatives in the 1940s–1970s. These materials will be transferred to the archive with the assistance of the Foreign Ministry, which is an active partner in this campaign.
6. Continuing to establish partnerships with bodies and institutions such as the archive of the United States Congress and the Jewish Museum Berlin with the help of Foreign Ministry representatives.
7. Hosting five foreign cultural attachés in Israel at the archive.
8. Hosting foreign journalists in Israel at the archive.

This is an interim report; it reflects a work process as we lay the foundations that will bear fruit in the first quarter of 2022 (more international visitors to the website and coverage in the international media). Therefore, we ask that, for now, the final payment from the Bracha Foundation in support of this project be delayed.