

For Jew and You Too.

“YOU HAD ME AT ‘SHALOM’.”
SHALOM AUSTIN, THAT IS...

20th Austin Jewish Film Festival | November 3-13, 2022 | AustinJFF.org



Cultural Arts
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



WELCOME TO AJFF 2022

A FESTIVAL LIKE NO OTHER!

November 3-13, 2022

2022 Highlights:

- In-person film festival followed by online option.
- New venue—the Dell Jewish Community Campus.
- Two screens—Epstein Family Community Hall / Gloria & Harvey Evans Performance Center at Shalom Austin JCC and Congregation Agudas Achim.
- Two opportunities to see most films.
- On-site parties.
- Easy-to-use passes (no need to get tickets for films!).
- Combo Pass gives access to everything AJFF programs for a full 12 months.



AJFF FESTIVAL. FILMS FOR JEW AND YOU TOO.

"YOU HAD ME AT 'SHALOM'."

With apologies to Jerry Maguire, "You had me at 'Shalom'" is the tagline for our 20th annual film festival. It's been another crazy year! It seems like forever since we could all come together to watch films in one place, but we're looking forward to doing just that to watch the best of Jewish and Israeli movies on the Dell Jewish Community Campus in early November.

SHALOM AUSTIN, THAT IS...

Our Shalom Austin JCC's screen will be in Shalom Austin's new Epstein Family Community Hall / Gloria & Harvey Evans Performance Center which features comfortable, stadium-like seating. AJFF donated the Performance Center's audio-visual infrastructure to make watching films on campus unlike anything you've experienced there before. We'll have a second screen at nearby Congregation Agudas Achim for many showings, allowing a choice of films in most time slots and allowing us to show many films more than once.



Architectural rendering of the seating in the Epstein Family Community Hall / Gloria & Harvey Evans Performance Center.
Credit: The Beck Group

MARK YOUR CALENDARS

Opening night will be on Thursday, November 3rd, with the remainder of the in-person festival occurring the following two weekends, November 5th-6th and 12th-13th. After November 13th, we plan to show the same films online, allowing anyone who isn't comfortable coming to in-person events to participate from the comfort and safety of their own home. We're looking forward to opening and closing night parties on campus and talking to a number of different people involved with the films. The full schedule of movies will be published on our website by early October, and [AustinJFF.org](https://www.austinjff.org) is always the best place to check for the most current information.



Acclaimed Israeli comedian, actor, and director Guri Alfi addresses the audience at AJFF 2021.

Key Questions

Will there be a festival this year?

Yes. No matter what, we'll have our 20th Annual Festival from November 3-13. We're planning an in-person festival on the Dell Jewish Community Campus with top notch films in Shalom Austin's new Epstein Family Community Hall / Gloria & Harvey Evans Performance Center and Congregation Agudas Achim plus some great Q&A events. Once the in-person portion of the festival has concluded, we plan to make the films available virtually for a limited period. If pandemic conditions do not allow for physical events, we'll still run the festival, just entirely online.

The show will go on!

Why have you changed the venue to the Dell Jewish Community Campus?

We conducted focus groups after last year's festival, and participants unanimously expressed a preference for the festival to be on campus. AJFF donated the funds for the audio-visual infrastructure in the new Epstein Family Community Hall / Gloria & Harvey Evans Performance Center, which will also become the home for AJFF365 programs. With the comfortable stadium-like seating Shalom Austin has designed for the space, this will be a totally different experience from any previous film programs shown on campus.

What is the virtual option?

We're working to make the festival films available on our online platform after the in-person portion of the festival has concluded.

So you'll be able to choose whether you want to attend an in-person screening or watch from home. Plus, if you enjoy a great film in person, you can let your friends know about it, and they can watch it later in the online portion of the festival!



AJFF audience members enjoy the Opening Night reception of AJFF 2021.

If I get a Festival Pass, how easy is it to use?

If you're coming to the theater, just bring your pass and show up 20 minutes before showtime. No tickets to buy!

If you choose to watch online, our virtual platform is easier than ever to use. Just log in, and all festival films will be available to watch at any time during the virtual festival section—again, no tickets to buy!

Pro tip: Instead of buying a Festival Pass, purchase a Combo Pass. This includes both a Festival Pass and an AJFF365 subscription for everything that AJFF programs for a full year!

What's the difference between buying a Pass and a Membership?

A Festival Pass provides access to all festival events. Memberships include additional benefits and also provide a donation to AJFF.

What's a Combo Pass?

You can buy a Festival Pass on its own for access to the Annual Festival only. Separately, you can buy an AJFF365 subscription to access only AJFF365 events. The Combo Pass gives you **both** a Festival Pass **and** an AJFF365 subscription in one—everything we program for a full 12 months from date of purchase.

Already have an AJFF365 subscription, but want a Combo Pass? No problem—contact us and we'll give you pro-rated credit for the unused portion of your existing AJFF365 subscription.


Why should I support AJFF?

Connecting people through film has always been our mission, and that is more critical today than ever. AJFF is an important part of the cultural landscape of Austin, and you can help us by becoming a sponsor or member or by making a donation outright. Due to the pandemic, our grant funding over recent years has been reduced dramatically, even as AJFF continues to grow. Please consider giving us your financial support!



For Jew and You Too.

AJFF has four distinct programs. Our Annual Festival and AJFF365 are the main ones.

Program				
	<p>The Film Festival is an annual event, held in the fall of each year, programming a wide variety of the latest premium Jewish content and engaging programs with film directors, screenwriters, and others.</p>	<p>AJFF365 is our year-round program in partnership with Shalom Austin, providing the quality events AJFF is known for all year long—no need to wait a whole year for the next Film Festival!</p>	<p>AJFF Connect is our program that allows us to partner with different communities and organizations around Austin. Our partners host these events, but AJFF members receive valuable discounts.</p>	<p>AJFF Sneak Peek is a member experience where we partner with major film studios to bring some of their new films to our audience prior to general release.</p>
How to participate	<p>Become a member. Memberships include either a Festival Pass or a Combo Pass, depending on the membership level.</p> <p>or</p> <p>Purchase a Festival Pass or Combo Pass. Combo Passes include both a Festival Pass and a 12-month AJFF365 subscription.</p> <p>or</p> <p>Buy tickets to individual films. Note that ticket holders are admitted only after members and passholders.</p>	<p>Become a member at a level that includes a Combo Pass.</p> <p>or</p> <p>Purchase an AJFF365 subscription, which gives access for one person to all AJFF365 events for 12 months.</p> <p>or</p> <p>Buy a Combo Pass and get access to the Film Festival too.</p> <p>or</p> <p>Buy a ticket to a specific film.</p>	<p>Determined by the event organizer (not AJFF)! AJFF audience members are offered discounts.</p>	<p>Reserve a ticket. AJFF members get advance notification of Sneak Peek events and early entry privileges.</p>

YOU HAD ME AT 'SHALOM'

Not sure if you're ready to hug old friends yet?

Attend in person or online.

To make this all happen, we need your support!

There are several ways you can support us:

Become a member

Membership is a hybrid of benefits and a donation. All Memberships include a Festival Pass. Higher level Memberships include a Combo Pass with both a Festival Pass and 12 months of AJFF365 events.

The donation portion of the Membership is tax deductible, and for all net donations above \$100, Shalom Austin will issue a tax letter at the end of the tax year.

Additional benefits include early entry to events, and no ticketing is required. Just show up 20 minutes before showtime, or log in online.

Purchase online at AustinJFF.org/Membership

Volunteer

We have opportunities for volunteers to help with specific tasks during the festival, or for those wishing to get more involved, to join our committee.

Email volunteer@AustinJFF.org or go to AustinJFF.org/Volunteer

Make a donation

100% of donations are tax deductible. Shalom Austin will issue a tax letter at the end of the tax year for all donations over \$100.

For more information, go to AustinJFF.org/donate.

Become a film sponsor

For a contribution of \$1,000 or more, you can be a film sponsor. Be recognized for presenting a specific film at the festival. You'll also get two Combo Passes, and 4 guest tickets to your sponsored film.

Plus, you and your guests will have the earliest entry so you can choose your preferred seats.

Contact us at info@AustinJFF.org or become a member at AustinJFF.org/Membership at a level above \$1,000, and we'll get in touch with you!

Become an In-Kind sponsor

Contribute products and services of value to the festival, e.g., drinks, food, or printing services.

Contact us at info@AustinJFF.org

Become a Business sponsor

For a contribution of \$1,500 or more, AJFF can customize a business sponsorship package to your needs. Events include: Opening and Closing night parties, support of specific films, etc.

Opportunities for your logo or marketing message include placement on our website, tickets, step-and-repeat backdrop, on screen, or even as media played before events.

Contact us at info@AustinJFF.org or see AustinJFF.org/Sponsorship

Things change Check AustinJFF.org for the latest information, film details, and festival policies.

A small sample of the excellent films we expect to exhibit this year includes:



Farewell Mr. Haffmann | Belgium, France | 2022

Paris, 1941. François Mercier is an ordinary man whose only goal is to start a family with Blanche, the woman he loves. François works for Mr. Haffmann, a talented Jewish jeweler. Under the German occupation, the employer and employee are forced to strike a deal which, over the following months, will upend the fate of all concerned.

Lost Transport | Netherlands, Luxembourg, Germany | 2022

In the spring of 1945 a train deporting hundreds of Jewish prisoners gets stranded near a small German village occupied by the Red Army. Condemned to each other and in a context of deep mistrust, desperation and revenge, an unexpected friendship emerges between Russian sniper Vera, village girl Winnie, and Jewish-Dutch woman Simone.

Reckonings | USA | 2022

They met in secret to negotiate the unthinkable—compensation for the survivors of the largest mass genocide in history. Survivors were in urgent need of help, but how could reparations be determined for the unprecedented destruction and suffering of a people? Explore this untold true story set in the aftermath of the Holocaust.

Directed by award-winning filmmaker Roberta Grossman, this film recounts the tense negotiations between Jewish and German leaders. Under the constant threat of violence, they forged ahead, knowing it would never be enough but hoping it could at least be an acknowledgement and a step towards healing.

YOU HAD ME AT SHALOM:

**New, upholstered stadium-like seating
in the Epstein Family Community Hall / Gloria and
Harvey Evans Performance Center!**

STAY UP TO DATE

Subscribe to the AJFF In Focus e-newsletter.

Just enter your email address at the
bottom of any page on **AustinJFF.org**.

Thank you 2021-2022 Members and Donors

\$5,000+

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\$1,800-\$4,999

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Phil and Adam Loewy

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\$720-\$1,799

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Sandra Freed

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Michael Kentor

Susie Krumholz

Leora Orent and Art Markman

Valerie and Jeff Newberg

Vicki and Billy Osherow

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Karen and David Reifler

Carol and Jay Rubin

Barbara Wilson and

Elliot Trester

\$360-\$719

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Cindy and Ed Fudman

Brenna Goldberg

Sharon Jayson and Ken Herman

Melanie Lewis

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Phil Spertus

Deb Seaman and Tobi Taub

Audrey Timkovich

Cynthia and Joe Winer

Suzanne (z"l) and Marc Winkelman

\$180-\$359

Anonymous

Anne and Rabbi Neil Blumofe

Patricia Davis

Janet and Ira Forman

Cynthia and Michael Grossman

Kim and Tony Kahn

Joyce and Mark Lit

Haia and Uri Mintz

Cynthia and Peach Reynolds

Elyse and Rick Rosenberg

Lily and Yigal Saad

Mary Jane and Stanley Saikin

Robin Shapiro

Amy and Jerry Webberman

But this is just the tip of the iceberg—we'll have lots more movies in the Film Festival!

The full lineup, with details, trailers, and more, will be posted to **AustinJFF.org** about a month before the festival.

AJFF365: OUR YEAR-ROUND PROGRAM



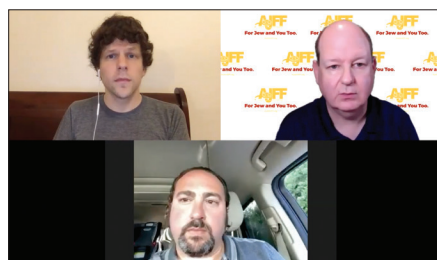
In January 2020 we began our AJFF365 program to offer monthly events year-round in addition to our annual fall Film Festival.

Over the first three months we had several successful programs with audiences as large as 150, and then the pandemic struck! AJFF recognized that our audience had a desire

to watch more films during this time, so we shifted online and increased our programming significantly. If you became an AJFF365 subscriber, over the next 12 months you could have watched as many as 30 different films and participated in a variety of Q&A programs, all at no additional cost.

Some highlights of AJFF365 programs to date include:

We interviewed Jesse Eisenberg for his new film **Resistance** about Marcel Marceau's time in the French resistance. This was just one of many Q&A programs we had with filmmakers from around the world.



In July of 2020 we partnered with the Anti-Defamation League (ADL) and Austin PBS for **Viral: Antisemitism in Four Mutations**. We showed this award-winning documentary and held a Q&A panel with the film director and the Deputy National Director of ADL, a top antisemitism expert.



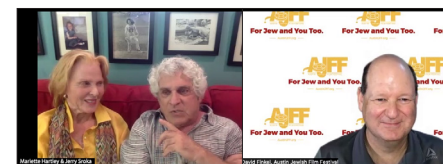
"I love to attend the AJFF because I get to see films with Jewish content that I otherwise wouldn't know about. I find the films fun, thought-provoking, enlightening, and entertaining."

- Sigrid Levi-Baum

In May 2021 we ran our **Dying Doesn't Seem Like What I'm Doing** program in partnership with Jewish Family Service (JFS), which included a panel with the filmmaker and others. As a result of that program, we raised enough funds to pay for a JFS cabinet member's training so JFS can offer a Mindful Aging program.



Over the summers of 2021 and 2022, AJFF partnered with the Barshop JCC of San Antonio to present a Summer Series. We had excellent Q&As with directors, producers, and actors from all over the world, presenting some of the hottest new pieces of content on the Jewish festival circuit.



AJFF365 continues to program great events each month. A subscription is good for 12 calendar months from the date of purchase. AJFF365 subscriptions can be purchased on their own or as part of a Combo Pass, which also includes a Festival Pass, giving access to all AJFF-programmed content for a full year.

Pro tip: higher Membership levels include Combo Passes—a great value!

YOU HAD ME AT 'SHALOM'

What's the easiest way for me to participate?

Use a Festival Pass or Combo Pass—no need to buy tickets!

"We started coming to the festival before we had even moved to Austin. AJFF shows quality films we wouldn't get to see anywhere else. The movies are wonderful and help keep us connected to the Jewish community."

- Michele and Marshall Missner

"Anybody can stream movies at home, but attending AJFF is worth the price of admission just for the talkbacks after the films. I believe that David Finkel is one of the best interviewers during post-screening Q&As!"

- Tobi Taub

"AJFF365 is amazing and gets better and better each month with top-notch, curated Jewish and Israeli-themed films you're unlikely to see anywhere else. Even better, you can now easily watch on your TV screen through Roku, AppleTV, FireTV, AirPlay, or ChromeCast."

Give it a try.

You won't be disappointed!"

- Jay Rubin

"AJFF films both entertain and educate us. They allow us to explore the depth of Jewish experience in the United States and around the world. The quality and professionalism of the films is great!"

- Syd Popinsky and Chuck Mandelbaum

"I probably would not have seen many wonderful Jewish-related films if not for AJFF exhibiting them. Having the directors do Q&As adds to my understanding and appreciation of their movies. I miss the camaraderie of going to the theater with like-minded friends, and look forward to when we can do this together again."

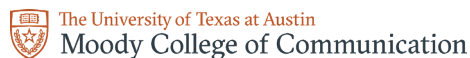
- Melanie Lewis

"I love the Austin Jewish Film Festival. You get to see films you just can't see anywhere else."

- David Pinto

Thank you to our 2021-2022 Supporters

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In-Kind Sponsors



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YOU HAD ME AT 'SHALOM'

What's a Combo Pass?

Everything that AJFF programs for a full 12 months! BOTH a Festival Pass and an AJFF365 subscription in one.

Austin Jewish Film Festival

November 3-13 in the Epstein Family Community Hall / Gloria & Harvey Evans Performance Center at Shalom Austin JCC and Congregation Agudas Achim (and online!)

Please join us by becoming an AJFF Member or making a donation for 2022!

Thank you to our committee members and volunteers!
None of this would be possible without their tireless efforts.