



2026 PARTNERSHIP DECK



OUR MISSION

JITC (Jewish Institute for Television & Cinema) Hollywood Bureau, launched in 2021, champions authentic and nuanced portrayals of Jews, Judaism, and Israel in the entertainment industry and challenges tropes and stereotypes in media. Our goal is to combat antisemitism by sharing stories of our people, history, culture, and traditions with global audiences and increase understanding and appreciation of Jewish contributions to the world.

JITC Hollywood Bureau is an initiative of Jew in the City, which began as a YouTube channel in 2005, to pushback at negative representations of Jews in media. It has since developed into a leading voice in the Jewish community. To be a “Jew in the City” is to be able to unapologetically lean into one’s Jewishness with pride and confidence, while engaging with the larger world. While Jew in the City originally harnessed the power of social media to tell a better story about Jews, it joined the ranks of other prestigious Hollywood Bureaus as the first and only Jewish one to advocate for proud representation of the Jewish people in media and entertainment.



OUR PROGRAMS

Following the footsteps of other Hollywood Bureaus launched by NAACP and MPAC and more, JITC Hollywood Bureau is the first and only Hollywood Bureau for Jewish Media Outreach and Advocacy.

Our services include:

- Training Creatives and Executives
- Providing Consultants on TV Shows and Movies
- Commissioning Entertainment Studies
- Biennial Media Awards
- Participating in DEI Panels
- Writers' Collective



ADVOCACY WORK AND REPORTING

The Hollywood Bureau leads advocacy at the intersection of data, dialogue, and cultural influence. By commissioning foundational research on Jewish representation and bringing those findings into DEI forums and major industry spaces like the Television Academy, Sundance, and more, this work helps ensure Jewish characters and stories are portrayed with depth, context, and integrity.

USC Annenberg
Norman Lear Center
Media Impact Project

JEW'S ON SCREEN

The Visibility and Representation of Jewish Identity in Contemporary Scripted TV

December 2024



JITC HOLLYWOOD BUREAU
JEWISH INSTITUTE FOR TELEVISION & CINEMA

TIPS FOR ACCURATE REPRESENTATION

APPROPRIATION, DENIAL, OR MINIMIZATION OF THE HOLOCAUST:
Denial, or Minimization of Holocaust: Calling Israelis Nazis; swastikas blended with Jewish stars; mocking, denying, distorting, downplaying the horrors of the Holocaust and other atrocities against Jews

THINGS WE'D LIKE TO SEE MORE OF

JEWISH JOY AND PRIDE:
Joy and pride in rituals, holidays, Torah study, Israel; religious characters who are upbeat and funny; Jews who are comfortable in their Judaism and Zionism, lives are impacted for the good by their heritage.

JEWISH WOMEN BEING LOVED:
Jewish men loving Jewish women as opposed to passing them up for the 'preferable' non-Jewish woman; Orthodox women dating with autonomy and in equitable marriages where there is romantic love.

THREE-DIMENSIONALITY AND REFRAMED POV:
Stories centered on things other than Jewishness; Jewishness is the tapestry, not the conflict. Jewish heroes, desirable romantic leads, Jews becoming more observant, coming of age stories where they stay observant.

DEBUNKING THE MYTHS:
Stories/characters that counter the falsehoods Jews aren't a minority, are only a religious group, that Zionists are bloodthirsty or racist by nature. Orthodox Jews acting with compassion, nuance, staying firmly religious but making room for non-Jews, non-religious, LGBTQ, different races, Israelis desiring peace, first responders to worldwide crises, promoting a democratic society tolerant of all religions, races, and sexual identities.

EMPOWERMENT:
Strong Jewish men; Orthodox Jewish women with strong voices and opinions, successful careers, living self-actualized lives, including Torah scholars.

DIVERSE PERSECUTION:
Jew haters from across the political spectrum, religions and races; Mizrahi expulsion from MENA, segregation and redlining affecting US Jews, Spanish Inquisition and other non-Holocaust period pieces, Orthodox Jews and Zionists facing discrimination in school, work and world.

CULTURAL/ETHNIC SPECIFICITY:
Diverse races, ethnicities, cultures, denominations, Orthodox communities, families, customs, food (e.g. Sephardic, Mizrahi), Modern Orthodox, Reform, Chabad; detailed and specific and not painted with vague brush (e.g., matza balls, hats, beards).

PERSON NEXT DOOR:
Orthodox Jews and Israelis in mainstream professions; not only as rabbis and Mossad agents.

WHO WE'RE TALKING ABOUT
A diverse ethno-religious group with ancestry in Judea (now Israel). Jews share an ethnic and racial heritage, language, as well as sacred spiritual texts and rituals. Jews range in their practices, observances, and interpretations of their religion, and have many different cultural traditions, ethnic and racial backgrounds, owing in part to their long diaspora history since being exiled from Israel.

HERE'S WHY AUTHENTICITY MATTERS
Hollywood's depictions of Jewish people often otherizes/demonizes Orthodox Jews - or exclusively depicts secular Ashkenazi Jews, erasing the full scope of Jewish ethnicities, culture, religion, and peoplehood. In addition, persistent onscreen characterizations of Jews, based on ancient tropes, as scheming, rich, powerful, bloodthirsty, and white have dangerous consequences. These kinds of portrayals contribute to antisemitic beliefs, the denial of antisemitism, discrimination around hiring, Jewish indigeneity to Israel, and the Holocaust. They also increase violence around the world. While Jews are ~2% of the American population, starting in October 2023, they now receive the most hate crimes of any minority group according to the FBI Hate Crimes calculator. In the two-week period following the Oct 7, 2023 Hamas attacks on Israel, the ADL reported a 387.5% increase in antisemitic incidents in the US from the same period a year prior, and Jews across the world experienced a surge in antisemitic hate. Additionally, approximately 50% of Jews live in Israel, which further underscores the need to showcase authentic, humanizing portrayals of Jews beyond the headlines of politics and conflict in the Middle East.

ANTHROPOMORPHIC STORIES AND HARMFUL STEREOTYPES
ANCIENT TROPES:
Controlling great wealth and power in finance, politics, military, governments, media; money-grubbing, manipulative, unscrupulous, devils, horned, big-nosed, vectors of disease, blood libels mostly directed at Israel (false accusations of bloodthirsty baby-killing, genocide, apartheid, chemical warfare, rape, pedophilia, organ harvesting, "Christ killers"), mythical creatures as standards for this.

SEXIST DEPICTIONS:
Men as weak, cheap, neurotic, nerdy, perverts, undesirable for not fitting into Eurocentric beauty ideals; women as overbearing mothers, or wealthy, vain, high maintenance. Orthodox men as sexist, homophobic, close-minded. Fetishized Orthodox women who are "pure" and need to be seduced.

IDENTITY CRISIS:
Judaism as something to "flee" (e.g. the self-hating Jew, or going "unorthodox"), these stories exacerbate the simplistic narrative that Jews don't enjoy their heritage and seek a "superior" gentile life.

ORTHODOX OTHER:
Orthodox Jews who are unreliable, defined by their restrictions: judgmental, extremist, ignorant, hypocritical, leeches on society, refusing medical care (required by Jewish law).

JEWISH SHAME, PAIN AND SUFFERING:
Expressing shame in their culture or people; Orthodox Jewish lives filled with great pain, sadness, glumness, lack of agency, until and unless someone else (usually a gentile) brings joy and rescue; over-focus on Holocaust stories.

INAUTHENTIC IDENTITY & MISUSE OF CODE-SWITCHING:
Nonspecific or inaccurate identities and traditions (e.g. Haredi man wearing wedding band and knt yarmulke); relying too heavily on code-switching to identify Jewish people (fluctuating between Hebrew, Yiddish and English) resulting in caricatures.

MYTH THAT JEWS ARE NOT A MINORITY:
Stories of Jews with great power and wealth, ignoring millennia-long persecution, inter-generational trauma and modern day attacks. Whitewashing Jews, tied with the myth that Jews are "colonizers" or "oppressors" and Khazar theory that Jews originate in Europe.

BUTT OF JOKES:
Characters used as punchlines for antisemitic jokes (e.g. Yiddish accents and words used to otherize); being antisemitic for "comedy" (e.g. making fun of Jewish traditions)

ALLISON JOSEPHS, FOUNDER AND EXECUTIVE DIRECTOR

Allison Josephs has been involved in Jewish advocacy for over twenty years and is the Partner in Torah mentor to actress Mayim Bialik. Variety named her as an advocate for inclusivity in the entertainment industry in its most recent Inclusion Impact Report. She collaborated on the most extensive research of Jewish television representation in 25 years with USC's Norman Lear Center. Allison has been quoted or written about in Variety, Newsweek, Daily Mail, Vanity Fair, The Wall Street Journal, The New York Times, People Magazine, NYPost, Daily News, TMZ, The Daily Beast, and Hollywood Reporter and has appeared on CBS, ABC, News Nation, Fox5, TLC, Associate Press TV, and NPR. She's been published in Variety, The Washington Post, NYPost, Daily News, JTA, Jewish Week, Jerusalem Post, and The Forward. She is a sought-after international lecturer who has spoken at Sundance, Congress, and Google. She received her Bachelor of Arts from Columbia University in Philosophy .



JITCHB ADVISORY BOARD



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WHY PARTNER WITH JITC

JITC Hollywood Bureau sits at the intersection of culture, media, and impact at a moment, when Jewish representation in entertainment is under unprecedented scrutiny. As a partner, you are not simply sponsoring an event, you are aligning with a trusted industry authority that works directly with creators, executives, studios, and cultural institutions to ensure Jewish stories are portrayed with nuance, integrity, and pride.

Why This Moment Matters

Jewish representation is at a critical inflection point. As antisemitism rises globally and Jewish identity is increasingly distorted in popular culture, the need for informed, values-driven engagement from industry leaders has never been greater. The Jewish Media Awards provide a rare, high-visibility opportunity for partners to stand publicly for nuance, truth, and cultural responsibility, while aligning with creators and institutions shaping the future of entertainment.

PARTNERING WITH JITC ENABLES YOU TO

- Take visible leadership on authentic representation in a complex cultural moment
- Support creators and decision-makers shaping the future of film and television
- Stand publicly against harmful tropes while championing thoughtful, informed storytelling
- Align your brand with respected talent, institutions, and industry leaders committed to inclusion

Your partnership helps ensure Jewish voices have a seat at the table. Not reactively, but proactively, and positions your organization as one that invests in cultural responsibility, creative excellence, and long-term impact.



JEWISH MEDIA AWARDS

Launched in 2022, the biennial Jewish Media Awards is the JITC flagship event which is dedicated to honoring the outstanding achievements in Jewish representation in media across various platforms. JITCHB joins the prestigious ranks of other Hollywood Bureau award shows celebrating and advocating for proud and authentic representations. The Jewish Media Awards celebrates and recognizes the films, television and personalities that use their platforms to ensure Jewish representation is honorable, respectful and proud.

Who's In The Room

The Jewish Media Awards convene senior executives, showrunners, creators, talent, journalists, and cultural leaders from across film, television, streaming, and media, alongside philanthropic and civic leaders committed to representation and inclusion.

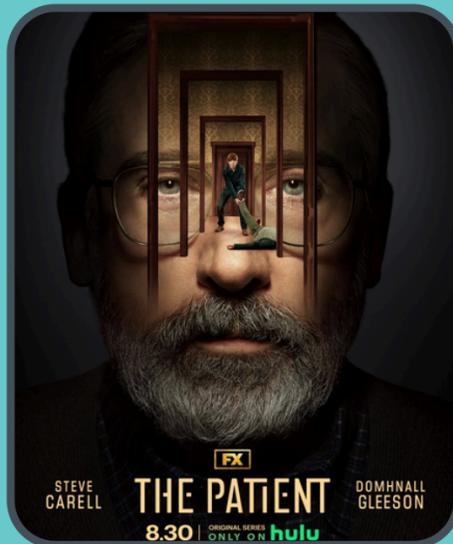


JEWISH MEDIA AWARDS AT LINCOLN CENTER



2024 AWARDS

For the 2024 awards, we are excited to be honoring *Fauda*, Netflix's *Jewish Matchmaking*, Amazon's Documentary, *Destination NBA: A G League Odyssey*, David Baddiel's Documentary, *Jews Don't Count*, Joel Fields, Showrunner and Executive Producer of Hulu's *The Patient*, and Actress Ginnifer Goodwin.



DIGITAL ECOSYSTEM

JITC's robust digital ecosystem reaches thousands with its messages of inclusion and authentic representation. Through our own channels, our vast network of influencers and media partners and board members, aligning with JITC will elevate your brand and solidify your voice as one that insists on inclusion and proud representation of Jewish characters and personalities in TV and Film. Sponsors are integrated across JITC's digital ecosystem through event coverage, social amplification, press materials, and post-event storytelling, extending the impact of the event far beyond the room.



@JewintheCity	25k+	13k+	46k+	2k+	55k+
JITC Advisory Board	34k	1.1M+	46k	18k+	1.9M+
2024 Awardees	475k	1.5M	2.5M	80k+	2.1M+
2024 Host Committee	1.6M	1.7M	5.9M	1K	8M

PRESS REACH

Our robust presence highlights the reach our programs have and the media appetite for covering our work. JITC has appeared on the following media outlets discussing our programs and also providing commentary and context during key moments – whether it being when Jews are misrepresented or at key cultural entertainment moments that a Jewish voice is needed.

VANITY FAIR



The Washington Post

BuzzFeed News

CBS NEWS



VARIETY

DEADLINE

Los Angeles MAGAZINE



DAILY BEAST

Daily Mail .com

People

NEW YORK POST

THE WALL STREET JOURNAL.

Forbes

The New York Times

DAILY NEWS

THE WRAP.

Please find our press coverage at: <https://JITCHollywoodBureau.org/press>

SPONSORSHIP LEVELS

Your Partnership Makes Possible: expanded creator training and studio briefings, increased research and reporting on Jewish representation, greater visibility for Jewish stories at major cultural institutions, a protected space for artists to engage with Jewish identity proudly and publicly

Event Sponsor \$200k

- Name Sponsor of the Event
- Largest and most prominent logo on all marketing materials
- Logo on Step and Repeat
- Permanent ad on our website until the event
- 25 VIP Tickets for Pre-Party plus premier placement within VIP seating of theater
- Event Sponsor ad in digital journal on first page
- Logo on Playbill
- Logo on flier – every time we advertise the event on any social media platform this flier will be posted as well
- Logo on foam board at entrance of the event
- Opportunity to add promotional item to swag bag

Diamond \$150k

- Name an Award
- Logo on Step and Repeat
- Permanent ad on our website until the event
- 20 VIP Tickets for Pre-Party plus premier placement within VIP seating of theater
- Diamond full page ad in digital journal
- Logo on Playbill
- Logo on flier – every time we advertise the event on any social media platform this flier will be posted as well
- Logo on foam board at entrance of the event
- Opportunity to add promotional item to swag bag

Platinum \$75k

- Logo on Step and Repeat
- 15 VIP Tickets for Pre-Party plus VIP seating in theater
- Platinum full page ad in digital journal
- Logo on Playbill
- Logo on flier – every time we advertise the event on any social media platform this flier will be posted as well
- Logo on foam board at entrance of the event
- Opportunity to add promotional item to swag bag

SPONSORSHIP LEVELS

Gold

\$50k

- Logo on Step and Repeat
- 12 VIP Tickets for Pre-Party plus VIP seating in theater
- Gold full page ad in digital journal
- Logo on Playbill
- Logo on flier – every time we advertise the event on any social media platform this flier will be posted as well
- Logo on foam board at entrance of the event
- Opportunity to add promotional item to swag bag

Silver

\$25k

- Logo on Step and Repeat
- 10 VIP Tickets for Pre-Party plus VIP seating in theater
- Logo on Playbill
- Silver full page ad in digital journal
- Logo on foam board at entrance of the event
- Logo on flier – every time we advertise the event on any social media platform this flier will be posted as well
- Opportunity to add promotional item to swag bag

Bronze

\$10k

- Logo on Step and Repeat
- 4 VIP Tickets for Pre-Party plus VIP seating in theater
- Bronze full page ad in digital journal
- Logo on Playbill
- Logo on foam board at entrance of the event
- Logo on flier – every time we advertise the event on any social media platform this flier will be posted as well
- Opportunity to add promotional item to swag bag

Thank You

Connect with us.



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JITC's work is nonpartisan and grounded in research, dialogue, and cultural engagement. Our programs emphasize education, collaboration, and excellence with the goal of creating a space for thoughtful conversation rather than division.

