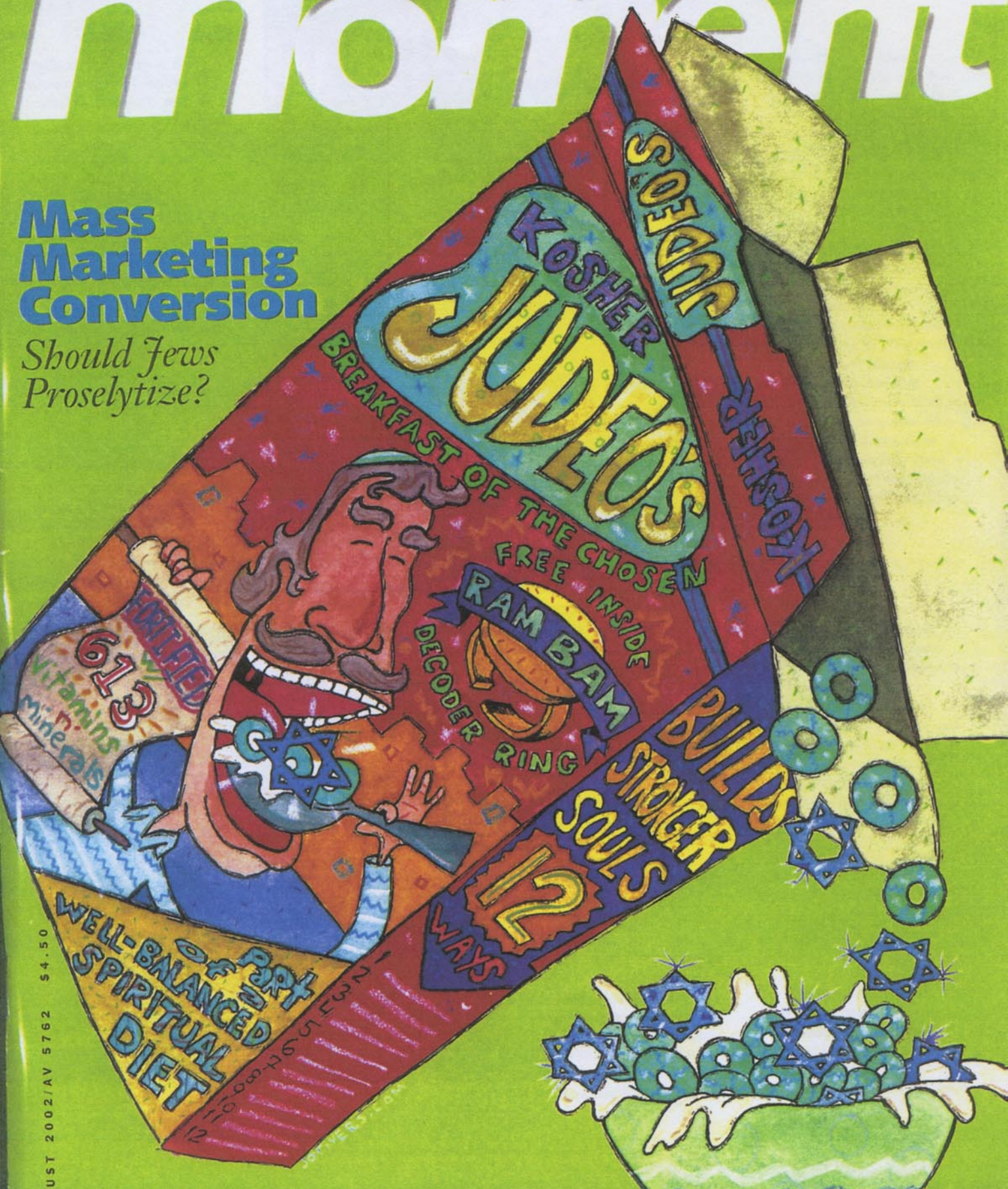


# moment

## Mass Marketing Conversion

*Should Jews  
Proselytize?*

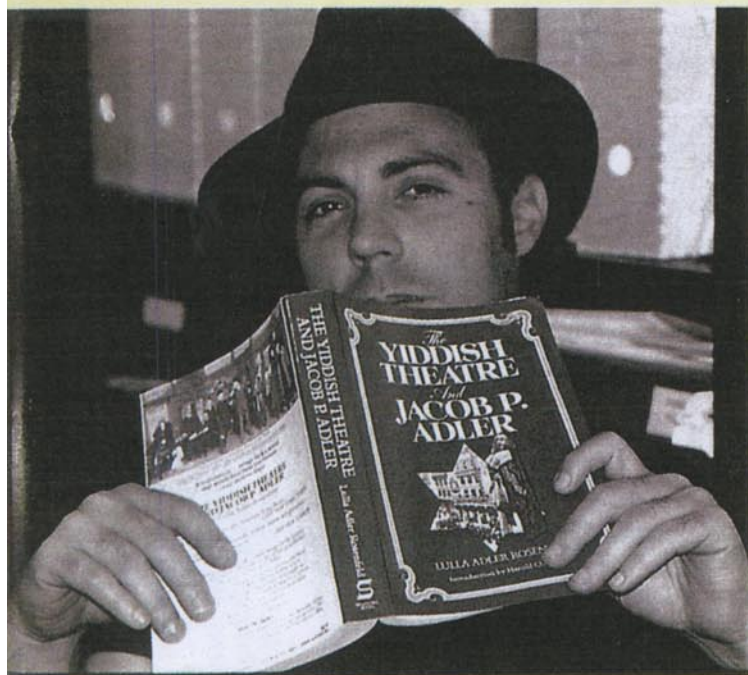


port of world Jewry," says Katzir, now 33, "so we form our own culture and rebel against European influences. But my family dates back 400 years in Europe, so I feel very connected. I'm fascinated by the history of my ancestors."

While a graduate student at the American Film Institute in Los Angeles, Katzir was scouting for actors in New York when he came across the famous Yiddish actress Zephora Spaisman. He saw her play *Green Fields* at the Folksbiene Theatre, one of the only remaining

documentary about Yiddish theater that would reach younger audiences so that they would realize its importance and help spur on a revival of Yiddish culture."

For his documentary, Katzir has interviewed such celebrated Yiddish actors as Seymour Rechtzeit, Ziebach "Fives" Felix, Shifra Lerer (who played Woody Allen's nightmarish mother in *Deconstructing Harry*), and the recently deceased Morris Adler. He's also spoken with Aaron Lansky, founder of the National Yiddish Book Center,



Katzir's film *Bubbemeises* attempts to document Yiddish culture.

Yiddish playhouses in the United States, and was moved to tears by the production. When bankruptcy forced the play into early closure and Spaisman suffered a stroke, Katzir made a decision to help raise awareness of Yiddish theater. "I wanted to make a

and Tetsu Kohno, a renowned Korean-born Japanese Yiddish scholar. Katzir plans to have the film ready by spring 2003.

"The war in Israel might never get resolved," laments Katzir, "but there's something I can do to preserve the beautiful culture of my European forefathers."—*Malina Saval*

## B L E S S Y O U

With frequent terrorist bombings in Israel and with the anniversary of Sept. 11 upon us, it might not seem like a time to be thankful. This blessing, however, thanks God for sparing the survivors of such tragedies.

ברוך אתה ה' אלקינו מלך העולם, הגומל לחיבים טובות, שגמלני כל טוב.

Baruch Atah Adonoi Elohenu Melech Ha'Olam, hagomel l'chayavim tovot, she'gmalani kol tov.

Blessed are you Lord, our God, King of the universe, who bestows good things upon the guilty, who has bestowed every goodness upon me.

Congregation Responds:

אמן. מי שגמלך כל טוב, הוא יגמלך כל טוב, סלה.

Amen. Mee she'gmalcha kol tov, hoo yeeg'malcha kol tov, selah.

Amen. May he who has bestowed goodness upon you continue to bestow every goodness upon you forever.

## C O N T E S T W I N N E R S

**MOMENT** congratulates the winners of its Second Annual **MOMENT Magazine-Karma Foundation Short Story Contest for Jewish Fiction:**

- ▶ First Place: Reena Ribalow of Jerusalem for "Immortality," to be featured in the October 2002 issue of **MOMENT**.
- ▶ Second Place: Edith Pearlman of Brookline, Mass., for "If Love Were All," which appeared in *turnrow*.
- ▶ Third Place: Margot Singer of Salt Lake City for "The Nature of Light."

Honorable mention entries can be found at [www.momentmag.com](http://www.momentmag.com). The **MOMENT** staff thanks all who participated in the contest. Please stay tuned for information later this summer regarding the next contest.