



# 2020 Annual Report

**Media for the Jewish Future**

[opendormedia.org](https://opendormedia.org)



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# Letter From Our CEO

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## **“There’s hope in media.”**

During a year that was filled with despair, I found great comfort in this quote.

It encapsulates what drives our work at OpenDor Media every single day.

## **— HOPE —**

Hope for a strong Jewish future.  
Hope for engaging curious minds.  
Hope for a more educated and flourishing Jewish community.

While we are not blind to the problems facing the world and specifically the Jewish community, we remain steadfastly optimistic and hopeful that change is achievable and that there are better days to come.

We all know that media is the most powerful and influential force in all of our lives, especially the digitally native younger generation. And this knowledge motivates us to figure

out how we can best leverage a broad range of media platforms and products for good.

2020 and the pandemic forced the entire Jewish community to pivot to digital, and new perspectives and opportunities became obvious. Our work, using digital to democratize Jewish learning and engagement, made more sense than ever before.

It was one of many silver linings of COVID-19 for us.

## **But there was more.**

2020 not only brought us a new name, but also a clearer understanding of our unique value proposition. With more content creators emerging daily, our value is not only in being the leading global Jewish media company but in our educational approach and the kind of content we are creating; nuanced, honest, courageous, and willing to hold opposing ideas simultaneously.

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We understand that in our increasingly polarized world, where people are screaming at each other and digging their heels into their echo chambers, the Jewish community is becoming more divided and we are chasing Jews away - who see that if they don't agree or believe a certain way, there is no place for them in the Jewish community.

But there is a place.  
An important place.

And our vision is to create the conduit, the educational and entertaining portals of entry for all kinds of people, into the Jewish community and all that Jewish wisdom and values have to offer.

We create content that pushes people to think and formulate their own opinions rather than telling people what they must believe and what they must agree with;

content that fosters deeper understanding of the world that we live in and most critically, content that fosters empathy.

We are confident in the story of the Jewish people and the strength of Judaism - we don't need to sell it, we simply need to share it in a way that provokes curiosity and questions rather than providing strident opinions and resolute answers.

We believe that curiosity is the greatest space for engagement and transformation and we are making our audiences more curious and interested every single day with podcasts, videos, films, an email newsletter and social, with much more to come.

For those of you who know us from our Jerusalem U days, this is our next iteration.

A profound recognition that to remain relevant we must continue to learn, grow, change and deeply understand our audiences - as they truly are, not as we wish they would be.

And for those of you who are new to our work and know us as OpenDor Media, our mission is reflected perfectly in our new name; we want to be an open door for this "dor," this generation - for anyone to feel comfortable to walk through, and learn more about all things Jewish.

Thank you for joining us on this journey and we can't wait to usher in a new year that is filled with promise and the hope of a healthy and vibrant Jewish future.

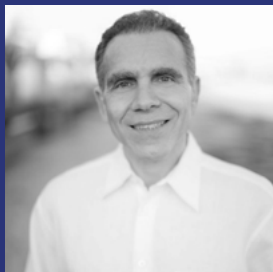
Warmest Regards,  
**DINA RABHAN**

# Board of Directors

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**Peter Friedmann**  
Chair



**Mitch Julis**



**Jerry Ostrov**



**Marc Rowan**



**Jeff Sagansky**



**Raphael Shore**



**Rivka Noble Zell**

# Supporters

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## **\$1 Million or more**

Anonymous

## **\$500,000 - \$999,999**

Mrs. Hilda Naim, Ari Naim & Gideon Naim

## **\$250,000 - \$499,999**

William Davidson Foundation  
Rowan Family Foundation

## **\$100,000 - \$249,999**

Anonymous  
Goldrich Family Foundation  
Evelyn & Shmuel Katz  
Robert I. Lappin Charitable Foundation  
Debra & David Magerman  
The Marcus Foundation, Inc.  
PPP Loan  
Lori Komisar & Morrie Silverman  
Skolnick Family Charitable Trust  
Walder Foundation  
Wilf Family Foundation  
The Z3 Project: Reimagining  
Diaspora Israel Relations

## **\$50,000 - \$99,999**

Anonymous  
Harold Levy  
Iris & Shalom Maidenbaum  
Mayberg Foundation  
Adam & Gila Milstein Family Foundation  
Irving I. Moskowitz Foundation  
Moise Y. Safra Foundation

## **\$25,000 - \$49,999**

Anonymous  
Anonymous  
Mem Bernstein  
BIMAH Foundation  
Susan Cartun  
Pamela & Aba Claman  
Andrea & Larry Gill  
Robyn & Russell Greenberg  
Jewish Community Foundation of Los Angeles  
Monette De Botton & Philip Kirsh  
Millie & Larry Magid  
Orion Foundation  
Aimee & Jerry Ostrov  
Gay & Alberto Peisach  
Jeff Sagansky  
Judy & David Shore  
Sherry & Bob Wiener  
Andrea & Lawrence Wolfe Family Foundation  
Alison Wolfson

## **\$10,000 - \$24,999**

Anonymous  
Anonymous  
Jake Aronov  
The Associated: Jewish Federation of Baltimore  
Jane & John August  
Chantal & Marc Belzberg  
Eli Ben-Dor  
Julia & Brad Berger  
Russell Berrie Foundation

Haim D. Blecher  
Crain-Maling Foundation  
Betsy & Philip Darivoff  
Michelle & Bob Diener  
Barbara & Alan Fisher  
Carol & Jack Forgash  
Eva & Peter Friedmann  
Beth & Drew Fromkin  
Melanie & Martin Glatt  
Anne & Jerry Gontownik  
Emily & Milt Gottschalk  
Sheryl & Gerald Hartman  
Janice & Steven Hefter  
Hochberg Family Foundation  
Joleen & Mitch Julis  
Lauren & Ezra Kest  
Lisa & Victor Kohn  
Beth & Jeff Kopin  
Corie & Michael Koss  
Peter Langerman  
Eugene & Janet Lerner Foundation  
Jebb Levy Foundation  
Marnie & David Nagel  
Chip Rosenbloom  
Debbie & Naty Saidoff  
Sandy & Ronnie Schiff  
Kim & Perry Shwachman  
Roy Tanzman  
Michelle & Bruce Taragin  
Jon & Rachel Teller  
The Uretsky Family  
Bobby Williams  
Desiree & Frank Zarabi  
Rivka Noble Zell

## **\$5,000 - \$9,999**

Anonymous  
Anonymous  
Daniel Arbess  
Debbie & Glenn August  
Beverly Baker  
Debra & Neil Blair  
Diane & Les Botnick  
Josephine & Simon Braitman  
Richie & Deborah Cohen  
Dana & Rick Entin  
Marc Epstein  
Peter Feinberg  
Helene Berns & Dr. Howard Freedberg  
Ellen & David Goldschmidt  
Kenneth Gruber  
Chaya Tova & David Hartman  
Paulina & Larry Kovalsky  
Karen & Mitch Kuflik  
Josh & Bryna Landes  
Jerry Levin  
Marc Levine  
Shari & Nathan Lindenbaum  
Robert Marcus  
Ken & Alisa McElvain Yaffa  
Seth Merrin  
Michael Moskowitz  
Larry Post  
Resnick-Cooper Families  
Malki & J. Philip Rosen  
Jamie & Scott Seligsohn  
Aviva & Paul Silberberg  
Eileen & Shoel Silver  
Joseph Wofchuck  
Sora & Jerry Wolasky

# Mission & Vision

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## Mission

OpenDor Media educates, entertains and engages a global audience of millions by producing and distributing Jewish and Israel content.

## Vision

The leading global media company that today's generation relies on to explore their identity and heritage in order to lead more informed and connected Jewish lives.

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## Unpacked

Unpacking and clarifying the often complex issues surrounding Jewish identity, heritage and Zionism for the social mobile generation with impactful videos and meaningful podcasts.

## Unpacked for Educators

Created by educators for educators, Unpacked for Educators combines films, podcasts, email newsletter and videos, with lesson materials and experiential activities to help educators engage and inspire students inside and outside the classroom.

## Imagination Productions

Award-winning films that tell the story of Israel and the Jewish people through the lens of personal experience and testimony.

## MDBR Productions

Film and television programming that bring the unique experiences of the Jewish community to a broader audience by partnering with filmmakers from diverse cultural backgrounds to weave together the narratives of disparate communities.



A man and a woman are sitting on a set of concrete stairs, high-fiving each other. The man, on the left, has a beard and glasses, is wearing a dark hoodie over a graphic t-shirt, and light-colored jeans. A skateboard is leaning against the stairs next to him. The woman, on the right, has long blonde hair and is wearing a dark leather jacket, jeans, and black boots. The entire image is overlaid with a semi-transparent red filter. The text "2020 Updates & Accomplishments" is centered over the image in a large, white, sans-serif font.

# 2020 Updates & Accomplishments

# 2020 Goals

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**291,165**

YouTube hours watched  
**out of a 90,000 goal**  
(324% of goal reached)

**8,373**

UED monthly website visits  
**out of a 3,300 goal average**  
(252% of goal reached)

**50**

partner schools for UED  
**out of a 50 goal**  
(100% of goal met in Q2)

**2**

IP projects in development,  
and two in post-production  
**(2 now in dev, 1 in post)**

**1,590**

new *Weekly* subscribers  
**out of a 1,500 goal**  
(106% of goal reached)

**39,467+**

students reached through UED  
**out of a 30,000 goal**  
(132% of goal reached, see pg.17 for note)

**50+**

ODM + divisions media  
placements  
the majority in NY, LA, Boston, Chicago,  
Philadelphia, Denver, Toronto, Montreal  
**Out of a 20 placement goal**  
(over 250% of goal reached)

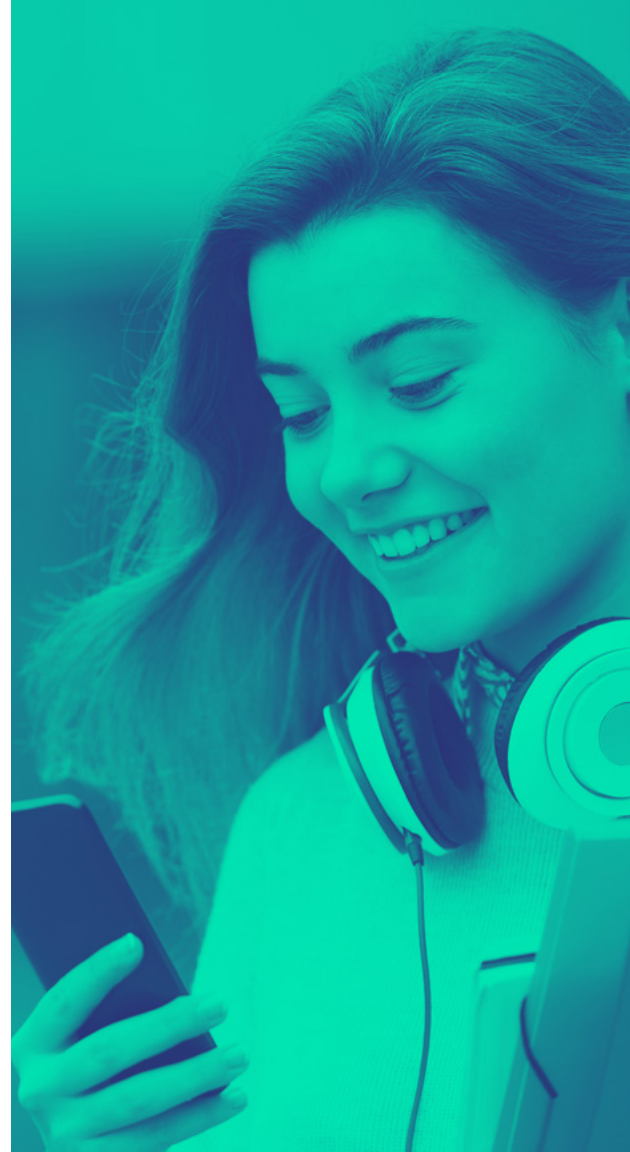
# Unpacked

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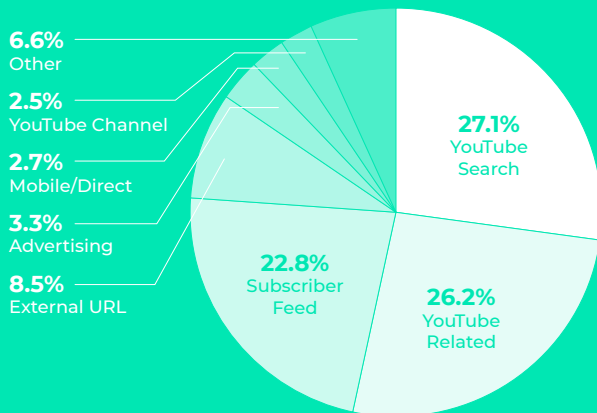
Unpacking the complexities of Judaism and Israel into bite-sized media for the digital generation.

“Unpacked’s series on Israel/Palestine and Zionism truly opened my eyes to the complexities of these issues. Their videos are informative, comprehensive, and really digestible for young people looking to learn more about their Jewish identity and how it relates to the world around them. I’m so happy I found Unpacked on YouTube! It has only grown my curiosity and knowledge.”

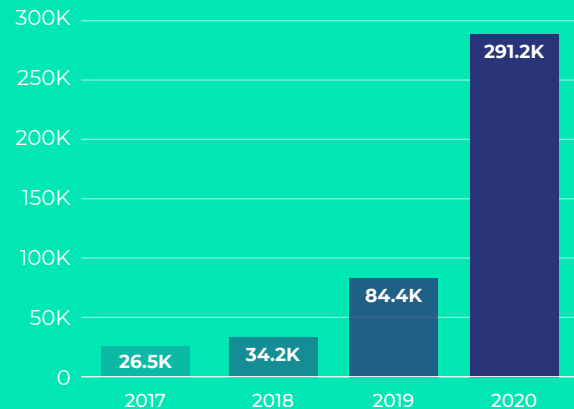
***Blake Flayton,  
October 2020***



## Views By Source



## Hours Watched



## UNPACKED

## Annual Goals

	Annual Goal	Q1	Q2	Q3	Q4	Total	% of Goal Reached
Video hours	90,000	54,891	69,615	77,158	89,499	291,165	324%
Video views	2,000,000	834,654	999,375	1,206,773	1,273,944	4,314,741	216%
New YouTube subscribers	20,000	6,458	7,122	8,970	10,421	32,971	165%
YouTube target market views (13-34 year olds)	85%	61%	53%	54%	49%	55% (avg)	64%



# 2020 Unpacked Content

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## Unpacked Explains

Our explainers filter out unnecessary information and focus on context and insight to drill down into Jewish and Israel topics.

**28**  
Episodes



**14**  
Episodes

THE  
**JEWISH  
STORY**  
EXPLAINED

Based on the book *Letters to Auntie Fori* by the renowned historian Martin Gilbert, the series covers the Jewish story from its very beginning up until the modern day.



# 2020 Unpacked Content

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## Game Changers

**9**  
Episodes

Conversations with leading Jewish influencers who are leaving their mark on today's world, including: Natan Sharansky, Sarah Hurwitz, Yossi Klein Halevi, Elon Gold, Bari Weiss, Sivan Rahav Meir, Tal Ben Shachar, The YU Maccabees and Adam Neuman



## UNPACKING ISRAELI HISTORY PODCAST

A fresh perspective on some of the most controversial and interesting events in Israel's history.



**15**  
Podcast  
Episodes

# Merger with From the Grapevine

In 2020, OpenDor Media entered in partnership with From the Grapevine, a website producing daily positive Jewish and Israel content to the 18-34 year old market, distributed on social media channels.

**Publisher**  
**John Kunza hired**



**March 2021**  
**launch date**





# Unpacked for Educators

The go-to media and video resource for Jewish and Israel education — for educators, by educators.

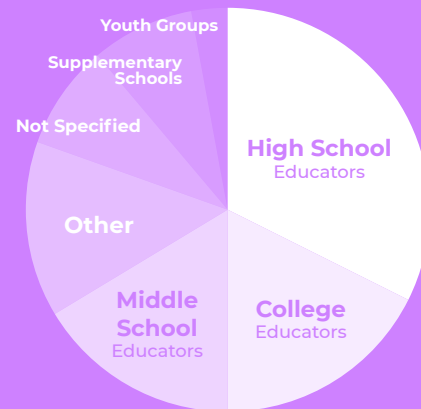
“As a Hebrew and Judaic Studies teacher at a pluralistic school, I am in constant search for authentic, historically accurate, easy to understand materials. I found all that and much more in the concise and super relevant teaching materials Unpacked for Educators provides me. And the icing on the cake is that my students absolutely love the videos.”

**Michal Ilai,**  
**Israel Programs**  
**Coordinator, The Weber**  
**School, Atlanta, GA,**  
**July, 2020**

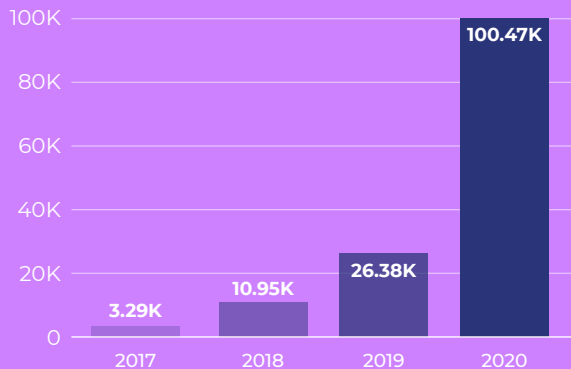
## Educator Account Sign-Ups

# 1,346

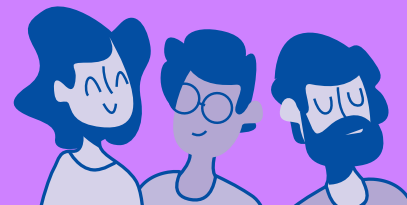
Launched in September, user accounts on UED unlock exclusive content, premium resources, curricula, interactive quizzes and webinars.



## Website Visits



UNPACKED FOR EDUCATORS



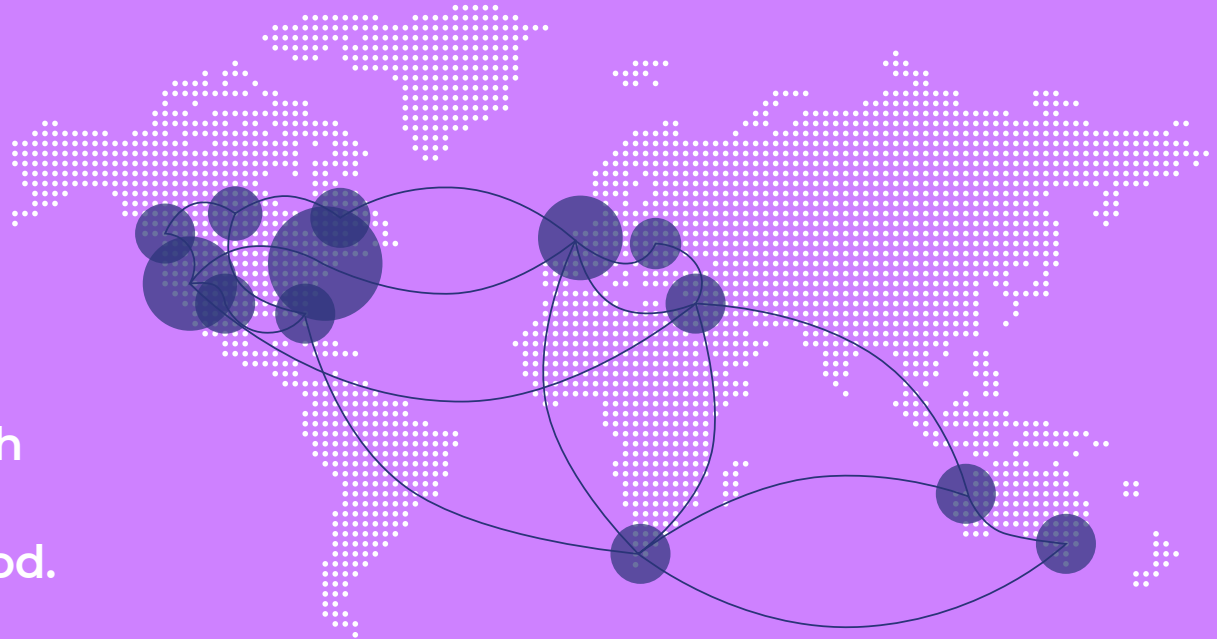
## Annual Goals

	Annual Goal	Q1	Q2	Q3	Q4	Total	% of Goal Reached
Monthly website visits (avg)	3,300	6,216	9,875	7,058	10,342	8,373 (avg/month)	254%
Use of educational resources	4,000	4,574	6,863	4,104	6,373	21,914	548%
New <i>Weekly</i> newsletter subscribers	1,500	451	207	382	550	1,590	106%
Unique education org/ schools	500	494	169	497	245	1,405	281%
Trackable student views with school programming*	30,000	1,048	12,520	473	25,426	39,467	132%
Unique partner schools	50	-	50	50	50	50 (unique)	100%

\*This metric is being eliminated since we are confident it is far larger based on UED usage.

# Partner School Program

A global community sharing common language and learning about Jewish identity, Jewish history, Israel and peoplehood.



**50**

Schools

**7**

Countries

**13**

U.S. States

**25k+**

Students reached

## Partner School Program Participating Institutions in 2020/21

△ Orthodox   ● Non-denominational   ▲ Community   ● Conservative

### Australia

- △ Yavneh College, Melbourne
- △ Mount Scopus College, Melbourne
- Carmel School, Perth
- △ Moriah College, Sydney

### Canada

- Bialik High School, Montreal
- △ Hebrew Academy, Montreal
- △ Ecole Maimonide, Montreal
- △ Ulpanat Orot Girls School, Toronto
- △ Yeshivat Or Chaim, Toronto
- King David High School, Vancouver
- Gray Academy of Jewish Education, Winnipeg

### Hungary

- Lauder Javne, Budapest

### Israel

- Danciger High School, Kiryat Shemona

### South Africa

- △ Herzlia School, Cape Town
- △ Cape Town Torah High

### United Kingdom

- △ Leeds Jewish Free School
- JCoSS (Jewish Community Secondary School), London
- △ King David High School, Manchester

### United States

- Milken Community Schools, LA
- △ YULA Boys, LA
- △ YULA Girls, LA
- JCHS of the Bay, San Francisco
- Denver Jewish Day School
- Donna Klein Jewish Academy, Boca Raton
- △ Katz Yeshiva High School, Boca Raton
- Martin J. Gottlieb Day School, Jacksonville
- △ Hebrew Academy, Miami
- The Weber School, Atlanta
- Rochelle Zell Jewish High School, Chicago
- △ Ida Crown Jewish Academy, Chicago
- Gann Academy, Boston
- △ Maimonides School, Boston
- ▲ Beth Tfiloh, Baltimore
- Charles E. Smith Jewish Day School, Rockville
- △ Berman Academy, Silver Spring
- ▲ Frankel Academy, Detroit
- △ Rae Kushner Yeshiva High School, Livingston
- △ Ma'ayanot Yeshiva High School for Girls, Teaneck
- Golda Och Academy, West Orange
- △ SAR, Bronx
- △ Yeshivah of Flatbush, Brooklyn
- △ Magen David Yeshiva High School, Brooklyn
- Schechter, Manhattan
- △ Ramaz, Manhattan
- StandWithUs, Manhattan
- Jack M. Barrack Hebrew Academy, Philadelphia
- △ Kohelet, Philadelphia
- △ Yavneh Academy of Dallas
- Kehillah High, Houston
- △ Northwest Yeshiva High School, Seattle

“We are very excited to partner with 50 other schools from all over the world. Teaching can often seem very isolating, it becomes all about my class and my school. Collaboration is essential if we truly want the best materials and to create opportunities for our students. There are talented educators all over the world, we can now share our expertise and learn from others, to enhance the educational experience we provide.”

***Rabbi B. Rickman,  
Religious Studies Head,  
King David High School,  
Manchester, UK,  
July 2020***

# Imagination Productions

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**Award-winning films that tell the story of Israel and the Jewish people through the lens of personal experience and testimony.**

“It’s not every day that a movie literally has you questioning every aspect of your life... No surprise at all that this movie is being shown in 37 film festivals around the world as well as high schools all over the US. Israel - and the Jewish people - have a lot to be proud of, and it’s thanks to your beautiful efforts that we get to learn and understand not only the Jewish story but its global impact.”

**Viewer at a  
*Sustainable Nation*  
screening**



## Trackable Film Views

	Streaming Platforms	Views in 2020
Sustainable Nation	YouTube	17,672
When the Smoke Clears	Amazon Prime	3,808
Hummus	iTunes, Google Play, Amazon Prime, Walmart, Best Buy	(not trackable)
Beneath the Helmet	iTunes, Google Play, Amazon Prime, XUMO, TubiTV, Pluto	(not trackable)
Mekonen	Amazon Prime, XUMO, TubiTV, Pluto, Roku	(not trackable)
Crossing the Line 2	YouTube	8,655
Israel Inside	VHX	(not trackable)

## Annual Goals

Imagination   Productions	Annual Goal	Q1	Q2	Q3	Q4	Total	% of Goal Reached
Community screenings	75	32	15	9	9	65	87%
Views on streaming platforms <i>When the Smoke Clears</i> on Amazon Prime; <i>Sustainable Nation</i> on YouTube	10,000	1,135	18,881	1,129	1,051	22,196	222%

# COVID-19 Response



## Live Online Classes

Eight live online classes about Judaism and Israel for students to provide distance-learning opportunities

## Yom Ha'atzmaut

Adapted our Yom Ha'atzmaut Film Campaign and Global Trivia Challenge to create a unique digital event



## Virtual Event

One of six national organizations (including JAFI, JFNA, CIE, JEP and iCenter) that collaborated on a virtual Yom Ha'atzmaut program for non day school students

## Distance Learning

A host of distance-learning opportunities to help educators transition to remote teaching





# OpenDor Media Brand Awareness

## Media Placements

# 50+

### 2020 Goal

**20 media placements**

the majority in  
New York, Los Angeles,  
Boston, Chicago,  
Philadelphia, Denver,  
Toronto and Montreal



JEWISH JOURNAL

THE JERUSALEM POST

THE JEWISH ADVOCATE



JewishStandard



THE JEWISH POST & NEWS

JewishIndependent

Jewish.ru  
Глобальный еврейский онлайн центр

JEWISHPRESS.COM

jns  
Jewish  
News  
Syndicate

menorah  
Brazil

The Jewish Voice

TheSignal  
SANTA CLARITA VALLEY

Atlanta  
JEWISH TIMES

SunSentinel

Dunera

ISRAELSEEN!  
Rich Content With Compassionate Vision

J-Wire  
Digital Jewish news daily for  
Australia and New Zealand



JEWISH LEARNING

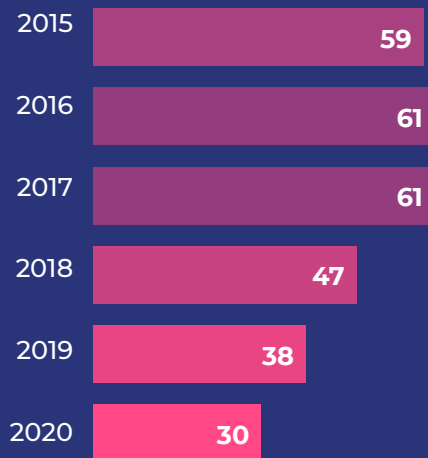
ISRAEL21c  
ISRAELI NEWS TODAY

PRIZMAH  
Center for Jewish Day Schools

# OpenDor Media Team

## Team Members Per Year

As part of the EOS strategic organizational overhaul, we right-sized, reduced staff and cut our budget, yet increased content production by more than 300%.



# 30

**full time**

including new  
hires

# 5

**freelancers**

on average at  
any given time  
in 2020

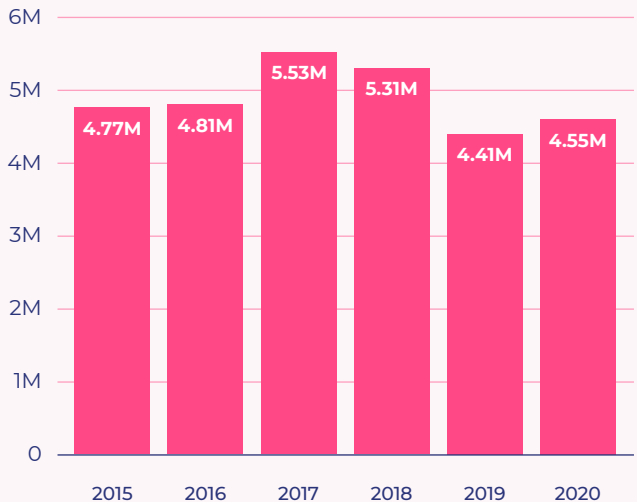
# 2

**interns**

in 2020: for film,  
marketing and  
social media

# Budgets and Revenue

## 2015-2020 Expenses



## 2020 Budget

Total Revenue	\$5,478,044
Education	\$522,870
Production*	\$1,824,215
Marketing & Distribution	\$753,728
Operations	\$671,813
Fundraising	\$778,293
Total Expenses	\$4,550,919
Net Income	\$927,125

\*includes production of *Exodus 1991*



**OpenDor Media**

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501(c)(3) non-profit organization EIN: 26-1264680