

Exciting "My So-Called Enemy" news: launch through New Day Films, new website - and more...



With Rochester Jewish Film Festival Director Lori Harter and Rabbi Debbi Till, Jewish Federation of Greater Rochester



Joline (Palestinian) with daughters Angelina and newborn Leila

Dear Friends,

I hope this note finds you happy, healthy and at peace - and enjoying these first days of Autumn. As Egypt and Syria dominate the news headlines, I know we are praying for an end to sectarian violence and the loss of too many innocent lives in the Middle East. May international diplomacy prevail with the Assad regime and may Secretary of State Kerry help broker a two state deal for Israelis and Palestinians in the near future.

I haven't been in touch for a while because it's been such a busy summer. As we continue to receive screening requests from around the world, I have been preparing for the launch of "My So-Called Enemy" to the educational and institutional markets through our new distributor, [New Day Films](#). We have also created a more elegant and substantive [website](#), which I encourage you to visit.

In July, I had the joy of screening "My So-Called Enemy" to a sold-out house of 300 people at the 2013 Ames Amzalak Rochester Jewish Film Festival. The festival staff couldn't have been more wonderful - and the screening attracted a diverse and engaged audience. I am excited to be returning as a Juror for Short Documentary Films at this year's [Woodstock Film Festival](#) (10/2 - 10/6). If you're interested in seeing some great movies at what I call "a hug of a film festival," you're in for a treat.

This edition of our newsletter includes more information about New Day Films and our new website, and an update on Rezan's older sister Joline, the Palestinian delegation leader featured in "My So-Called Enemy" and a cherished member of our Advisory Board. As always, this newsletter outlines concrete ways that you can help to support our outreach efforts so that "My So-Called Enemy" continues to reach - and impact - the audiences it needs to.



on Facebook

"My So-Called Enemy" and New Day Films

I am delighted that educationally licensed DVDs of "My So-Called Enemy" are now available for [purchase](#) by high schools, colleges and universities, public libraries and organizations through New Day Films. What makes New Day so special is that it is owned and operated by social issue documentarians and works like a co-op. We are responsible for marketing our own films, but benefit from the shared wisdom of other Member Owners and the joint marketing efforts of the organization, which is more than 40 years old. New Day wasn't accepting applications for new Member Owners for two years, and getting in was then a nine-month vetting process. I'm truly honored to be in the co-op.

Our "My So-Called Enemy" website

Our "My So-Called Enemy" website now reflects the spirit and content of the film. The website includes our trailer, a synopsis, director's statement, core themes/how the film is being used, filmmaker bios, main character updates, a photo gallery from all of our shoots, how to purchase the DVD, endorsements, reviews, resources and more. I hope you enjoy it!

Joline update

A special mabrook and mazal tov to Joline Rukab on the birth of her third child. She lives in Long Island, NY with her Palestinian husband Johnny and their beautiful children Angelina, Jacob and Leila. After many years with Building Bridges, including a summer at Seeds of Peace, Joline worked with Just Vision as a Middle East outreach associate and content producer and as a producer of "Encounter Point." She has the distinction of being the first Palestinian female pilot. But, her dream of flying a commercial Palestinian airline was never realized because she graduated at the start of the second intifada. Joline is now pursuing a degree in flight administration at SUNY Farmingdale. She was recently awarded the [Amelia Earhart Memorial Scholarship](#) - and I couldn't be happier for her! I feel fortunate that we get to see each other regularly, as she lives close by.

How you can support our outreach efforts:

Tell educators, clergy, public librarians, friends and colleagues to [purchase](#) "My So-Called Enemy" and recommend it for screenings and conferences. Suggest they ["like"](#) our film on Facebook and [join](#) our mailing list.

Screening venues

Colleges and universities • High schools • Religious institutions • Interfaith settings • Cultural institutions • Public libraries • Afterschool programs • Cultural exchange programs • Peace and dialogue groups • Conferences

Relevant topics include

Cinema/Film Studies • Communications/Media Studies • Diversity • Ethics • Global Studies • Human Rights • Jewish Studies • Journalism • International Relations • Islamic Studies • Law/Mediation • Leadership • Middle East Studies • Peace and Conflict Resolution Studies • Philosophy • Political Science • Psychology • Religious Studies • Social Work • Sociology • Women's and Gender Studies.

Campus Groups

Amnesty International • Associated Student Productions • Dean's Office • Film Societies/Clubs • Foreign Language Houses • Hillel • Interfaith Youth Core • International Houses • J Street U • Middle East Studies Association • Muslim Students Association • The Olive Tree Initiative • OneVoice • Student Government Association

Share the love:

- Rate and /or write a review of "My So-Called Enemy" on [IMDB.com](#).
- Add "My So-Called Enemy" to your [Netflix](#) queue. If the demand is great enough, our movie is more likely to be available on Netflix in the future.
- Make a [tax-deductible contribution](#) to support our continuing outreach efforts.

Bring "My So-Called Enemy" to your community

Do you have ideas about how our film can have the greatest impact in your community? Not only for dialogue around Middle East peace, but as a conflict resolution tool celebrating diversity and empowering girls/women/our youth to be agents for social change?

My greatest joy is teaching and being "in community" with "My So-Called Enemy." Please drop me a line if you are interested in hosting a screening and/or inviting me to present "My So-Called Enemy" at your academic or religious institution, peace/multi-faith organization or youth/after-school program. Because our model is coalition building, we encourage screenings to be co-hosted by diverse groups when possible.

Thank you, as always, for your friendship and support on our journey with "My So-Called Enemy." Have a beautiful fall and I will be in touch again soon.

With gratitude and love,

Lisa

For the latest news on "My So-Called Enemy"

Join our mailing list: www.mysocalledenemy.com

"Like" our film on Facebook: www.facebook.com/mysocalledenemy

Watch our trailer: <http://www.youtube.com/watch?v=5kKOLi4t2XE>

"MY SO-CALLED ENEMY" a good egg production
director/producer **Lisa Gossels** producer **Eden Wurmfeld**
director of photography **Justin Schein** edited by **Lisa Gossels**
David Mehlman Toby Shimin music by **Nathan Larson**

2010 Hamptons International Film Festival
Winner, Jury Prize for Best Conflict & Resolution Film

2010 Starz Denver Film Festival
Winner, Special Jury Prize in Filmmaking

2010 Boston Jewish Film Festival
Winner, Audience Award, Best Feature Documentary Film

2011 Newport Beach Film Festival
Winner, Jury Award, Best Feature Documentary Film
Winner, MacGillivray Freeman Films Award for Excellence in Documentary Filmmaking (feature)

2011 CINE Golden Eagle
Winner, CINE Golden Eagle, Documentary Feature