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and connect to your Jewish heritage
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PaLs

The Newsletter for Friends of Phone and Learn

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PaL is dedicated in lasting memory
of Sammy Homburger ז"ל

Going Behind the Scenes at Phone and Learn

Filming the PaL Promotional Video

Hollywood came to Phone and Learn in January, with the filming and production of PaL's first ever promotional video.

Featuring several tutors and partners, as well as key members of the organisation, the short film will be available to view via the PaL website from February. It will also be shown at the Jewish Living Expo in March, as well as at future events and presentations.

PaL tutor Mr Aaron

Bamberger, who appears in the film with his learning

partner Jonathan Robinson, commented: "I've been registered with **PaL** as a tutor since 2008 and think it is a wonderful organisation that



Aaron Bamberger on film



Aaron's PaL partner,
Jonathan Robinson

does excellent work. This video is a great idea for spreading the word about **PaL** to the wider Jewish community, and I'm very pleased to have been asked to feature in it!"

Follow up Coordinator, Tanya Hackenbroch said: "I'm delighted that the new film will be available online to encourage even more people to take the plunge and sign up to connect to their Jewish heritage with Phone and Learn. It's very exciting to know that the many hundreds of people I speak to on a regular basis will now have the opportunity to put a face to my voice! At Phone and Learn we

really do feel that our partners and tutors are part of the 'PaL Family' and this video will enhance that sense even further." 🌟

Virtual Reality @ PaL

With **PaL** tutors based all over the UK and even further afield, organising group training seminars can be tricky.

PaL has always been committed to providing tutors (and partners) with high quality resources and training however.

Last month **PaL** launched its newest training initiative, a virtual 'seminar' where tutors were invited to send in questions to Rabbi Harvey Belovski, with the results being published as an e-booklet. This will be followed by an online webinar later in the year.

Previous and ongoing initiatives include **PaL**'s 'Ask the Rabbi' service, asktherabbi@phoneandlearn.org, and the UK's first ever multi-media Tutor Training Pack, comprising a range of audio and video lectures for tutors.

PaL tutor Debbie Adler commented "I find it vital that the tutors have access to this kind of information. The idea of **PaL** hosting online sessions with experts from time to time is a fantastic one." 🌟

Save the Date!



PaL will be at the Jewish Living Expo 2012 at Wembley Stadium on 18th March. Visit www.jewishlivingexpo.com for more information and details on how to enter our grand prize raffle! 🌟

Tweeting PaL to the World!

Phone and Learn has always appealed to Jews of all ages, across the entire spectrum of the Jewish community, as a means of increasing their knowledge of Judaism and deepening their appreciation of its rich heritage. Given the programme's flexibility and the fact that it is entirely free of charge for all users, it has also traditionally been particularly attractive to students. Indeed, approximately 25 percent of those currently learning under PaL's auspices are drawn from the student community, both in the final years of high school and at college or university.

For this reason in particular, in recent months PaL has actively been researching ways of tapping into the social media phenomenon of Facebook and Twitter, and using it to ensure that the programme is accessible to as many Jews in the wider community as possible. The PaL Facebook pages and Twitter feeds serve to introduce young people to the organisation via regular updates of events, newsletters and

available resources. The most recent addition to the organisation's social media 'bundle' is a PaL blog, which is being followed with interest by people as far away as Germany and the USA, as well as all over the UK.

Of course, the redesign of the Phone and Learn website in 2011 also proved to be a real boon, with the number of programme users who register an initial interest online more than trebling since its launch.

Programme Coordinator Judy Silkoff commented: "The world that young Jews inhabit today is very different from the world we lived in even a few years ago. New technology means we can reach out to sectors of the community we might otherwise never have been able to connect with – it's tremendously exciting to witness people registering with PaL and taking steps to empower themselves Jewishly as a direct result of a simple tweet or Facebook status update." 📱

PaL partner Leah Schrewe found us on Google

She says: "I live in Berlin, Germany and when my son started taking 'Jewish religion' classes in school recently I became interested in learning more about Judaism and am trying to come to terms with my Jewish identity. I found PaL when surfing the net to see what was available online. I'm really pleased with the learning I've been doing with my tutor Yocheved Dolties – she's very patient and kind and hasn't been stumped yet by my plethora of questions! I have to tell you that it is really a great service that you offer, I feel as if I finally have found the door to the secret garden I have been looking for since I was a teenager."



PaL partner Edward Bergen follows Phone and Learn on Twitter

He says: "I have been studying Nach (Prophets) with my tutor Ruvy Weiniger since the end of 2009, something which I have found fascinating. My schedule has always



been crazy so learning through PaL has enabled me to manage my time while fitting in that hour per week. I've also been an avid twitter user for a while and seeing that PaL have started tweeting shows their constant evolution with the times. One of PaL's latest tweets about its new blog was fantastic."

PaL partner Shoshi Horesh uses Facebook to keep in touch

She says: "For me, Facebook is much easier and more convenient than emailing. When my first PaL tutor moved to Israel a couple of years ago I knew I wanted to continue with the programme so I sent them a Facebook message straight away



and was set up with my new tutor very shortly afterwards. Sharon Harris and I have been learning together ever since then and we get on so well! I even went to her family for Purim Seudah last year."



Phone and Learn (PaL) is a division of Partners in Torah*, USA www.partnersintorah.org, a unique Jewish identity-building initiative committed to fostering unity among Jews of all backgrounds. PaL matches Jews who want to know more about their heritage with a friendly, knowledgeable tutor for an hour a week of Jewish study and discussion, over the phone.

*Partners in Torah is a project of Torah Umesorah.

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