



MIAMI JEWISH FILM FESTIVAL

MIJFF 25

2021-2022 ANNUAL IMPACT REPORT



Transforming the way people see the world through film





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Building Connections & Embracing Change

This was a momentous milestone edition for the Miami Jewish Film Festival, a year in which adventurous audiences everywhere engaged with our program and platform. We are thrilled to have met and even exceeded our goal of expanding the reach and community for independent film in this challenging year.

In spite of the challenges, the Miami Jewish Film Festival embraced innovation to bring films, conversation, and education into audiences' homes and across Greater Miami. In the following pages, we share our successes from the 2021-22 season, which confirm what we have always believed: that film helps us better understand one another, encourages empathy, and creates a more engaged and connected world. These timeless values drew record audiences to the Miami Jewish Film Festival this year and, we believe, will endure when the time comes to welcome guests back to our cinemas.

With the support of our community partners, as well as the leadership at the Center for the Advancement of Jewish Education (CAJE), we brought the buzz of the festival back into Miami with fourteen incredible days of public programming under the stars, and introduced over one hundred amazing filmmakers, guests, and ambassadors to virtual audiences.

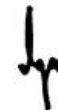
Every year, the festival brings the very best in Jewish and global filmmaking to audiences from around the world. At the milestone 25th MJFF, we showcased a record-setting 148 film premieres, representing an incredible 25 countries, with 37% of titles directed, co-directed, or created by women. Going hybrid and activating a digital component to the festival significantly expanded our reach across all 50 states and 100 countries. In total, the 2022 Miami Jewish Film Festival served more than 60,000 virtual and in-person attendees.

We also intensified the festival's overall diversity and inclusion efforts and our

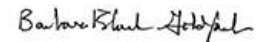
support for women both in front of and behind the camera. MJFF's inclusion initiative encompassed the "Next Wave" program targeted for 21-35-year-old college students and young professionals, the "Focus on LGBT cinema" program, and the "Accessibility+Inclusion" program that highlighted the diversity and commonality of the human experience, bringing awareness and appreciation for the lives, stories, and artistic expression of people with disabilities.

This year marked MJFF as not only the largest film festival of its kind, but also for a second year in a row it received the prestigious recognition of being one of the "50 Best Film Festivals in the World" by MovieMaker Magazine, the first time ever that a Jewish festival was honored in the publications twenty-year history. MJFF was once again the only Florida film festival listed in this year's edition.

In 2021-22, the Miami Jewish Film Festival maintained and enhanced its standing as a global leader in creative and cultural discovery, and reinforced its commitment to transforming the way our audiences see the world through film. Enclosed within this report, we share our successes from a challenging but rewarding year. Through audience surveys and feedback from external stakeholders, we know our loyal audiences remain engaged with MJFF — along with newly discovered film lovers from across the country. Our doors will open again, and we look forward to welcoming you back into theaters.



Igor Shteyrenberg
Executive Director



Barbara Black Goldfarb
Board Chair

A man with dark hair, wearing a black and yellow striped tank top, is shown from the chest up. He has his eyes closed and his arms raised in a gesture of joy or celebration. The background is a teal-colored image of a city street with buildings and a utility pole. The overall tone is positive and energetic.

“The Miami Jewish
Film Festival is one
of the most exciting
cultural arts
experiences that I
look forward to each
and every year in
Miami.”

– MJFF supporter

Sin La Habana
dir. Kaveh Nabatian

MJFF in 2022

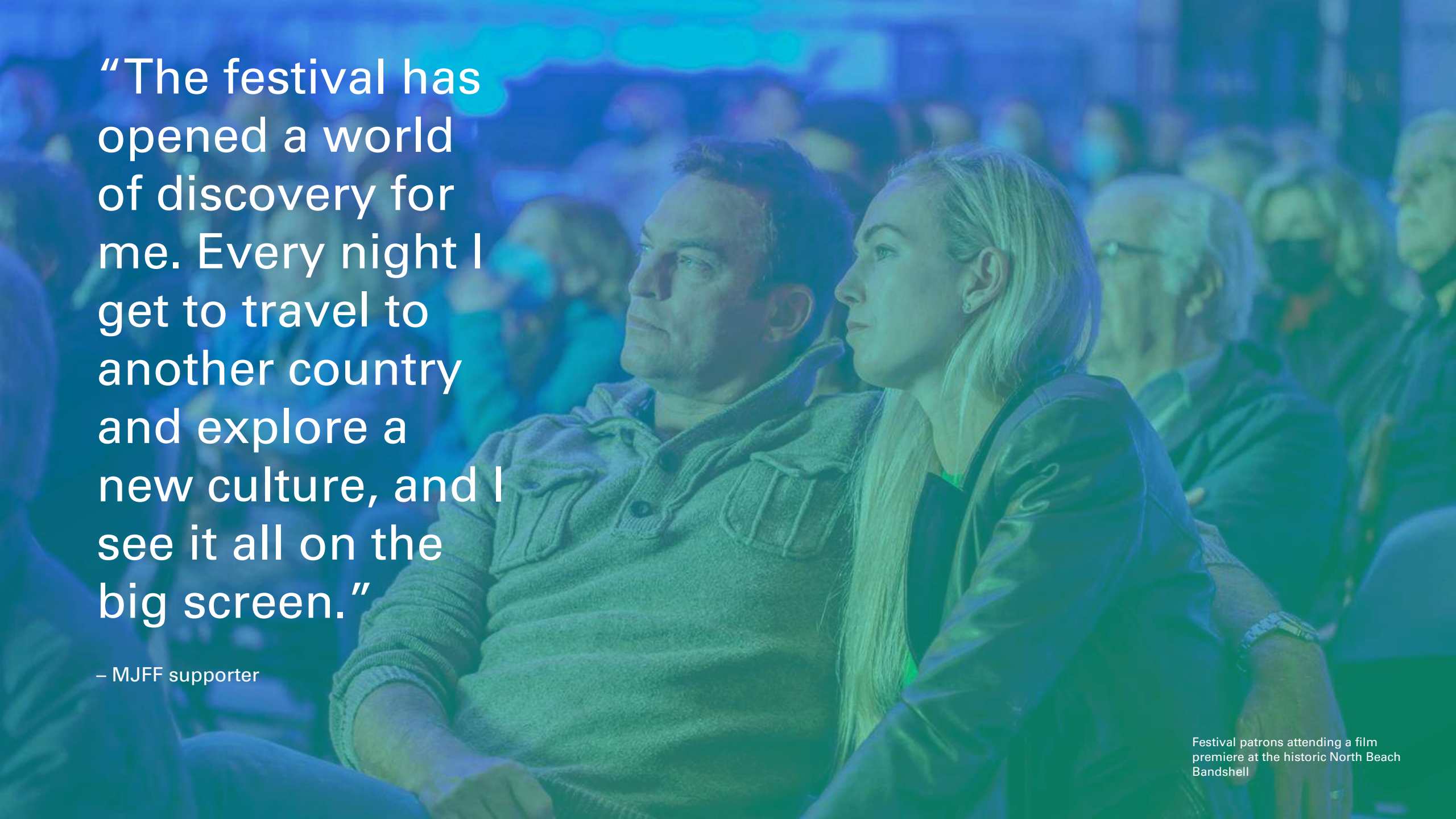
In the midst of a pandemic, the Miami Jewish Film Festival maintained its commitment to putting audiences first, discovering emerging talent, and championing established filmmakers. This past year saw us redefine what a traditional venue might be, as regular programming shifted largely to outdoor presentations and to the virtual space. The hybrid online and in-person festival format transformed the viewer experience and significantly expanded accessibility to national audiences for the first time. Seven different outdoor venues across Greater Miami hosted the 2022 festival, establishing MJFF as the first and only program in the US to have its entire in-person event experienced outdoors.

We presented the best in international and Israeli cinema in **the largest Jewish festival program in the world**, featuring **148 film premieres representing 25 countries**. By asking filmmakers to participate remotely in virtual Q&As, panels, and talk-backs for their films, we connected talent with audiences and recreated an intimate front-row experience. MJFF's programming continues to be in the vanguard of major festivals for its diversity of storytelling: within the lineup, **37% of films were directed or co-directed by women** — and **22 films were directed by first-time filmmakers**.



Opening Night at the historic North Beach Bandshell featuring the world premiere of the made-in-Miami film **iMordecai**





“The festival has opened a world of discovery for me. Every night I get to travel to another country and explore a new culture, and I see it all on the big screen.”

– MJFF supporter

Festival patrons attending a film premiere at the historic North Beach Bandshell




Audience Experience

The Miami Jewish Film Festival had its biggest, buzz-iest year yet! Each year, thousands of new attendees come away from the Festival with revelatory experiences, whether it's seeing an inspiring film, meeting new friends, or making a deal to distribute a first film. **Cinema is an art form with endless possibilities. Our curatorial choices are based on a deep respect for, and profound belief in the medium, its creators, and its viewers.** During the Miami Jewish Film Festival and its year-round program, our commitment to providing transformational experiences for our audiences takes shape through curated film programs and events, where art and conversation meet to change the way people see the world.



Director Marvin Samel, producer Dahlia Heyman, and actors Judd Hirsch & Azia Dinea Hale at the world premiere of *iMordecai* at the North Beach Bandshell

A photograph of a couple in formal attire dancing at a ball. The man is wearing a tuxedo and the woman is wearing a light-colored dress. They are both smiling and looking at each other. In the background, other guests in formal wear are visible, including a man in a tuxedo and a woman in a light-colored dress. The image has a teal overlay.

“The city’s true
cultural gem and
a major event in
the cultural
calendar.”

– Culture Crusaders

The Festival Program

Maintaining its position as the largest Jewish film festival in the world, the Miami Jewish Film Festival boasted **108 features** and **40 short films** from **25 countries and regions** in its 2022 edition, welcoming over **150 filmmakers**. Audiences were dazzled by under the stars premieres, discovered the next generation of director heavyweights, and experienced myriad forms of the filmmaking craft. MJFF hosted a hybrid program featuring in-person, under the stars showings across Greater Miami, as well as on its expanded virtual platform, all of which was offered for **free to the general public**. Following their premieres at MJFF, many films went on to earn international acclaim through high-profile nominations and awards.



A film premiering at the historic North Beach Bandshell open-air amphitheater





60,000

Total audience served
at the Festival

148

Film premieres presented
at the Festival

63

Filmmakers, stars, and special guests
representing 25 countries participated in Q&A's,
panels, and talk-backs at the Festival

Israeli Cinema Showcase

The 2022 Miami Jewish Film Festival celebrated more than 30 Israeli films, **the largest Israeli film program in North America**, which featured titans of Israeli cinema, including Nadav Lapid (**Ahed's Knee**), Nir Bergman (**Just for Today**), and Eran Kolirin's new critical sensation **Let It Be Morning**, which was Israel's official entry to the Academy Awards for Best International Feature Film. There were also laugh-out-loud comedies (**Greener Pastures**), thought-provoking documentaries (**The Eternal Flame**), and adventurous dramas (**Death of Cinema and My Father Too**) for audiences to discover. For the first time in the Festival's history, two Israeli feature films went on to win Jury Prizes: **The Swimmer** (Critics Jury Prize) and **All Eyes Off Me** (Next Wave Jury Prize).

Pictured top to bottom: Queen → Shoshana, Shlomo Bar, The New Jew, and Ahed's Knee



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Yiddish Silent Film Program

As part of its **Knight Arts Challenge winning project**, MJFF commissioned local artists to create original film scores that were performed live alongside Yiddish and Jewish silent films newly restored by the National Center for Jewish Film. The series of screening events took place at **The Betsy Hotel's** outdoor Atrium located on the legendary Ocean Drive strip and was made available for **free to the public**. Through this program, MJFF aimed to create unique, multi-disciplinary synergies that contributed to a richer ecosystem for artists and South Florida audiences.

↓ Pictured top to bottom: live performances at
The Betsy Hotel's outdoor Atrium



Spotlighting Films Made in Florida

For the first time in MJFF's history, the festival opened with a Miami-made world premiere feature film, **iMordecai**, a heart-warming comedy that is a love letter to the city of Miami that starred Academy Award-nominated and two-time Emmy-winning actor Judd Hirsch, and Academy Award-nominated actors Sean Astin and Carol Kane. The Festival's focus on "Made in Florida" films also included the world premieres of **Against All Odds: Surviving the Holocaust**, **Donyoni**, **Ezra**, and **Sylvie of the Sunshine State**, a touching documentary that shared an honest glimpse into modern motherhood.

Pictured top to bottom: **Donyoni**, → **Against All Odds**, **Sylvie of the Sunshine State**, and **iMordecai**



Accessibility & Inclusion Program

MJFF's inaugural Accessibility+Inclusion program focused on showcasing films that highlight the diversity and commonality of the human experience, **bringing awareness and appreciation for the lives, stories, and artistic expression of people with disabilities.** As part of this program, MJFF presented eleven films that served to uphold shared human values, equity, and fostered understanding through the power of cinema. Most importantly, the program served as a reminder that we must all engage in the Jewish concept of "*tikkun olam*," or "repairing the world," and do so in the spirit of bettering our community by creating new bridges.

Pictured top to bottom: *Prognosis*,
A Reason to Live, *The Specials*, and
Just As I Am



Next Wave Initiative Film Program

For a sixth year, MJFF hosted a dedicated section for its Next Wave initiative, a program targeted to youth **between the ages of 21-35**, which featured more than a dozen film premieres, including the award-winning films **Charm Circle** and **Death of Cinema and My Father Too**, the international premiere of **Tel Aviv**, the world premiere of **Converts**, and the premieres of **The Raft**, **We Burn Like This**, and **Wet Dog**, among others.

A special youth jury from demographics comprised of people who are passionate about sharing their love of film with their peers selected the winning film in the Next Wave program. More than **8,000 youth** watched films in the program, setting a new audience record.

Pictured top to bottom: **The Raft**, **Converts**, **Tel Aviv**, and **We Burn Like This** →



Ibero-American Cinema

MJFF is dedicated to celebrating the new exciting works of some of today's most talented, established, as well as up-and-coming filmmakers from **Argentina, Spain, and Brazil**. By bringing these international films to Miami, we're presenting the city and the film industry with a singular platform that increases cultural understanding and encourages artistic development.

Notable films that premiered in this special focus on Ibero-American cinema include the US Premieres of **Alegria** and **The Replacement** (Spain), and the premieres of **Leaving Paradise** (Brazil), **Red Star** (Argentina), and **Xueta Island** (Spain).

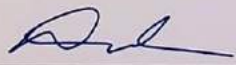
↓ Pictured top to bottom: **Leaving Paradise**, **Alegria**, **Xueta Island**, and **The Replacement**




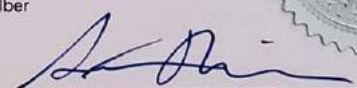


MIAMI JEWISH FILM FESTIVAL DAY

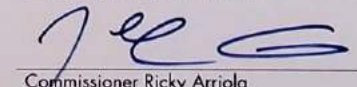
in the City of Miami Beach.


MAYOR 
Dan Gelber



Commissioner Kristen Rosen Gonzalez



Commissioner Steven Weiner


Commissioner Mark Samuelian


Commissioner Ricky Arriola


Commissioner Alex J. Fernandez


Commissioner David Richardson



“Miami Jewish Film Festival Day”

During the milestone 25th Miami Jewish Film Festival, the City of Miami Beach Commissioners recognized the Festival by officially making Thursday, January 20, 2022 **“Miami Jewish Film Festival Day.”** It was an incredible honor reflecting years of commitment and service the Festival has invested in creating accessible, inclusive, and noteworthy destination events in the City of Miami Beach for residents and tourists alike.

Miami Beach OnStage!

Presented in partnership with the City of Miami Beach's OnStage! cultural arts initiative, MJFF hosted **free family movies nights at Miami Beach's public parks** before and during the festival. Children and adults were able to relive the magic and adventure of beloved films, such as Steven Spielberg's family classic **E.T. the Extra-Terrestrial** for its 40th Anniversary at Muss Park, a special 35th Anniversary presentation of the high-spirited fairy tale **The Princess Bride** at Altos Del Mar Park, the classic musical **Little Shop of Horrors** for its 35th Anniversary at Collins Park, and the holiday classic **Home Alone** under the stars at Lummus Park, right on the Ocean Drive strip.

Pictured top to bottom: Outdoor
Movie Nights at Miami Beach
Public Parks →



International TV Shows

Building on the Festival's expanded virtual platform, MJFF presented a **dedicated block featuring noteworthy international TV series**, including: the entire season of the mouthwatering Israeli show **The Chef** from the producers of *Fauda* and *Shtisel*, the limited series **The New Jew** that is hosted by one of Israel's most popular comedians and TV personalities Guri Alfi, the enthralling miniseries **Labyrinth of Peace** set in "neutral" Switzerland after WWII, and an entire season of Nir Bergman's (MJFF 2021 Audience Award Winner *Here We Are*) Tel Aviv set drama **Just for Today**, which won the Special Jury Prize at Cannes Series Mania.

↓ Pictured top to bottom: **Labyrinth of Peace**,
The Chef, and **Just for Today**





In Conversation Virtual Program

The lineup for the 25th Miami Jewish Film Festival went well beyond feature and short films — it also brought a robust program of online special events and conversations that were all available for free to the global public. Featuring internationally renowned filmmakers like Sergei Loznitsa (**Babi Yar. Context**), Vadim Perelman (**Persian Lessons**), and Bianca Stigter (**Three Minutes – A Lengthening**), and so many more, **3,000 audience members** dived in and explored the Festival's more than **50 fascinating conversations, Q&A's, and special panels** about independent storytelling — and all were free to watch from home.



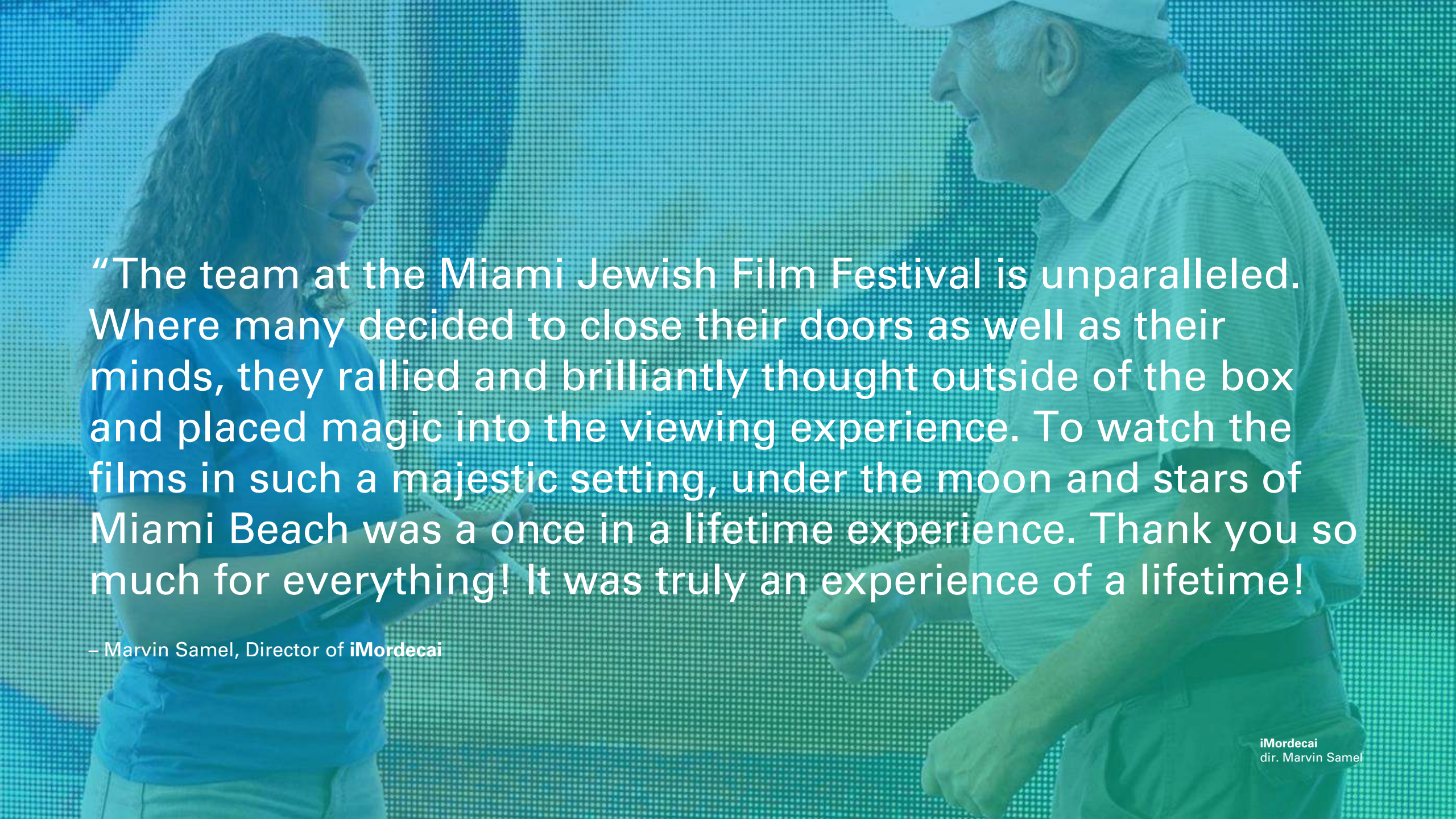


Live Festival Experience

Despite the hardships COVID-19 had brought, MJFF reported a historic level of attendance for its milestone 25th edition. Part virtual, part outdoor event, the 2022 Miami Jewish Film Festival boasted the **largest-ever audience** in the festival's two-decade history, marking MJFF once again the **largest Jewish film festival in the world**. More than 130 films were available on MJFF's virtual platform, with more than 40 also available nationwide and all for free to the general public. Audiences responded enthusiastically — nearly **36,000 views** took place in the state of Florida and **19,000 views** took place in **all 50 states** as well as Washington D.C., Puerto Rico, and the U.S. Virgin Islands, in addition to more than **100 countries**.



Pictured top to bottom: under the stars screenings at the Miami Beach JCC, University of Miami, and at the historic North Beach Bandshell

A woman with long, curly hair and a blue t-shirt is smiling and talking to an older man with white hair, wearing a white cap and a light blue button-down shirt. They are standing in front of a large, pixelated blue and white background. The woman is holding a small object in her hands.

“The team at the Miami Jewish Film Festival is unparalleled. Where many decided to close their doors as well as their minds, they rallied and brilliantly thought outside of the box and placed magic into the viewing experience. To watch the films in such a majestic setting, under the moon and stars of Miami Beach was a once in a lifetime experience. Thank you so much for everything! It was truly an experience of a lifetime!

– Marvin Samel, Director of **iMordecai**

iMordecai
dir. Marvin Samel



Major Media Coverage

The Miami Jewish Film Festival in 2022 received more than **420 million worldwide press and advertising impressions**. The Festival has been covered by national outlets such as The New York Times, The Hollywood Reporter, CNN, Variety, The Forward, Jerusalem Post, and The Times of Israel, as well as local outlets including The Miami Herald, El Nuevo Herald, the Miami New Times, The Sun Sentinel, Diario Las Americas, and Miami Art Zine, in addition to broadcast media from NBC6 to CBS and WPLG Local 10.

THE
Hollywood
REPORTER

THE
JERUSALEM
POST


Miami Herald


NBC

The
New York
Times

**THE TIMES
OF ISRAEL**

VARIETY

A woman with short, wavy blonde hair is shown from the chest up, clapping her hands. She is wearing a blue button-down shirt, a gold watch on her left wrist, and a gold bracelet on her right wrist. She has a joyful expression, with her eyes closed and a wide smile. The background is blurred, suggesting an outdoor event at night. The entire image is covered with a semi-transparent teal overlay.

“The Miami Jewish Film Festival represents the innovative, courageous and nimble spirit essential for reinvigoration, especially during these tumultuous times. Each year it celebrates our resilience, our diversity, and our capacity for creativity and making change.”

– The Sun Sentinel

Community Initiatives

The Miami Jewish Film Festival works with over **25 community partners**, including Miami-Dade NAACP, Miami Jewish Abilities Alliance, and Sephardi Voices, to create inclusive environments for connection and self-expression through film. Our impactful programs — including free screenings, talks, and events — ensure everyone in our community has access to the arts to experience film's unique power to share original stories, diverse perspectives, and rich emotional journeys.





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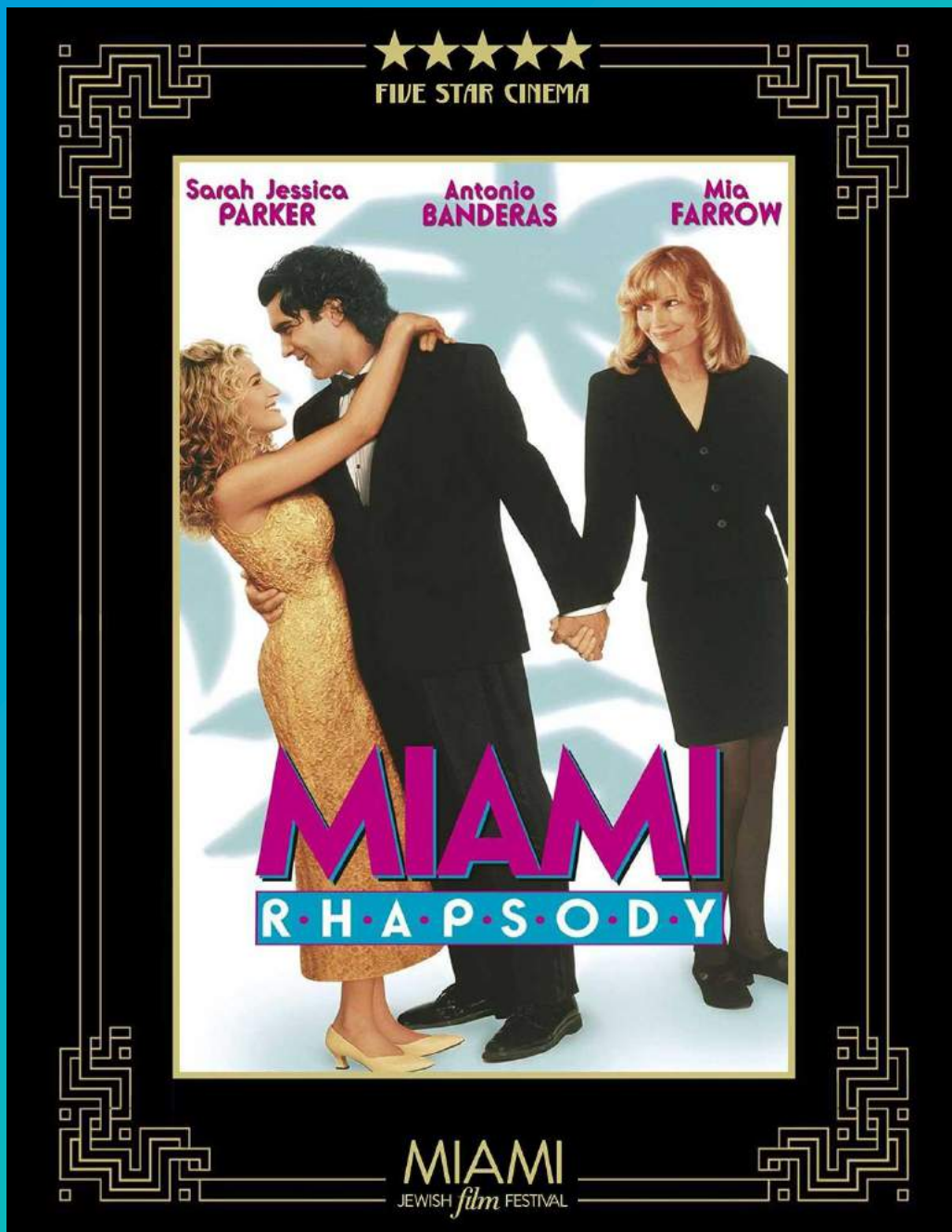
Coda
dir. Sian Heder

Year-Round Program

In our 25-year history, the Miami Jewish Film Festival has risen to be one of the pre-eminent programming institutions of its kind. Our inspired approach, the quality of our presentation, and the serious consideration we give all genres and periods of cinema is now internationally renowned. In addition to our marquee festival, **MJFF presents an ambitious selection of films year-round**, including acclaimed directors' retrospectives, special sneak previews and advance screenings, spotlights on thematic programs, experimental cinema, exclusive limited runs, and many new and rare archival presentations in partnership with numerous community organizations. In total, this year the Festival hosted **58 film events**, presented **10 free film series**, featured **23 educational components**, and served **20,000 audience members**.



Miami Rhapsody
dir. David Frankel





20,000

Total audience served
through MJFF's year-round program



58

Film events presented
during MJFF's year-round program

23

Guest speakers and filmmakers who participated
in Q&A's, panels, and talk-backs
during MJFF's year-round program

Seventh Annual Israeli Film Series

Continuing the annual tradition of spotlighting national cinemas from around the globe, the Miami Jewish Film Festival mounted its popular Israeli Film Series in partnership with the Miami Beach JCC and Michael-Ann Russell JCC.

This aesthetically rich series included **ten riveting films** featuring many of Israel's most acclaimed contemporary actors and filmmakers, including Shira Haas, Eytan Fox, Dani Menkin, and Talya Lavie, among many others. More than **3,600 audience members** across the United States tuned in or joined in-person for special "under the stars" screenings.

Pictured top to bottom: **Honeymoon**, → **Asia**, **Sublet**, and the under the stars presentation of **On the Map** featuring the attendance of Dani Menkin and Israeli sports legends Tal Brody & Aulcie Perry



Five Star Cinema Series

New this year, and as a response to these challenging times, the Festival launched a special one-of-a-kind outdoor series in partnership with the Miami Beach JCC celebrating some of the most memorable, awe-inspiring, and joyous movies from around the world. The program was free to the community and featured numerous iconic and acclaimed films, including the Barbra Streisand slapstick comedy **What's Up, Doc?**, the made-in-Miami gem **Miami Rhapsody** featuring an introduction by director David Frankel, and a special presentation for Yom HaShoah of **The Song of Names**, which was accompanied by a live performance.

↓ Pictured top to bottom: **The Song of Names**, **Miami Rhapsody**, and **What's Up, Doc?**



Screening the Holocaust Film Series

For the sixth year, MJFF partnered with the **Holocaust Teacher's Institute, the Sue & Leonard Miller Center for Contemporary Judaic Studies at the University of Miami, and the Holocaust Memorial Miami Beach** to present the Screening the Holocaust Film Series.

At this time of incredible challenge and change, the films presented in the series celebrate our resilience, diversity, and capacity for tolerance and cultural understanding. More than **4,000 audience members** joined in viewing this meaningful and poignant series.

Pictured top to bottom: *Finding Manny*, → *Love It Was Not*, and *The Auschwitz Report*



Members

Sneak Previews

Miami Jewish Film Society Members come from every walk of life with perspectives and tastes as wide and varied as our diverse communities. Designed to appeal to every film fan, each month the Festival hosts special sneak previews of some of the season's most anticipated releases.

This past year, MJFF hosted more than twenty exclusive screenings of major Hollywood films, including **Unforgivable** starring Sandra Bullock, **The Card Counter** starring Oscar Isaac, **Sweet Girl** starring Jason Momoa, **The Guilty** starring Jake Gyllenhaal, **King Richard** starring Will Smith, **Stillwater** starring Matt Damon, **Ice Road** starring Liam Neeson, the documentary **Roadrunner** about the late Anthony Bourdain, and the acclaimed films **CODA**, **Being the Ricardos**, and **Belfast**, which are frontrunners for this year's Academy Awards.

↓ Pictured top to bottom: Will Smith in *King Richard*, Nicole Kidman & Javier Bardem in *Being the Ricardos*, and Andrew Bourdain in *Roadrunner*





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The Song of Names
dir. François Girard

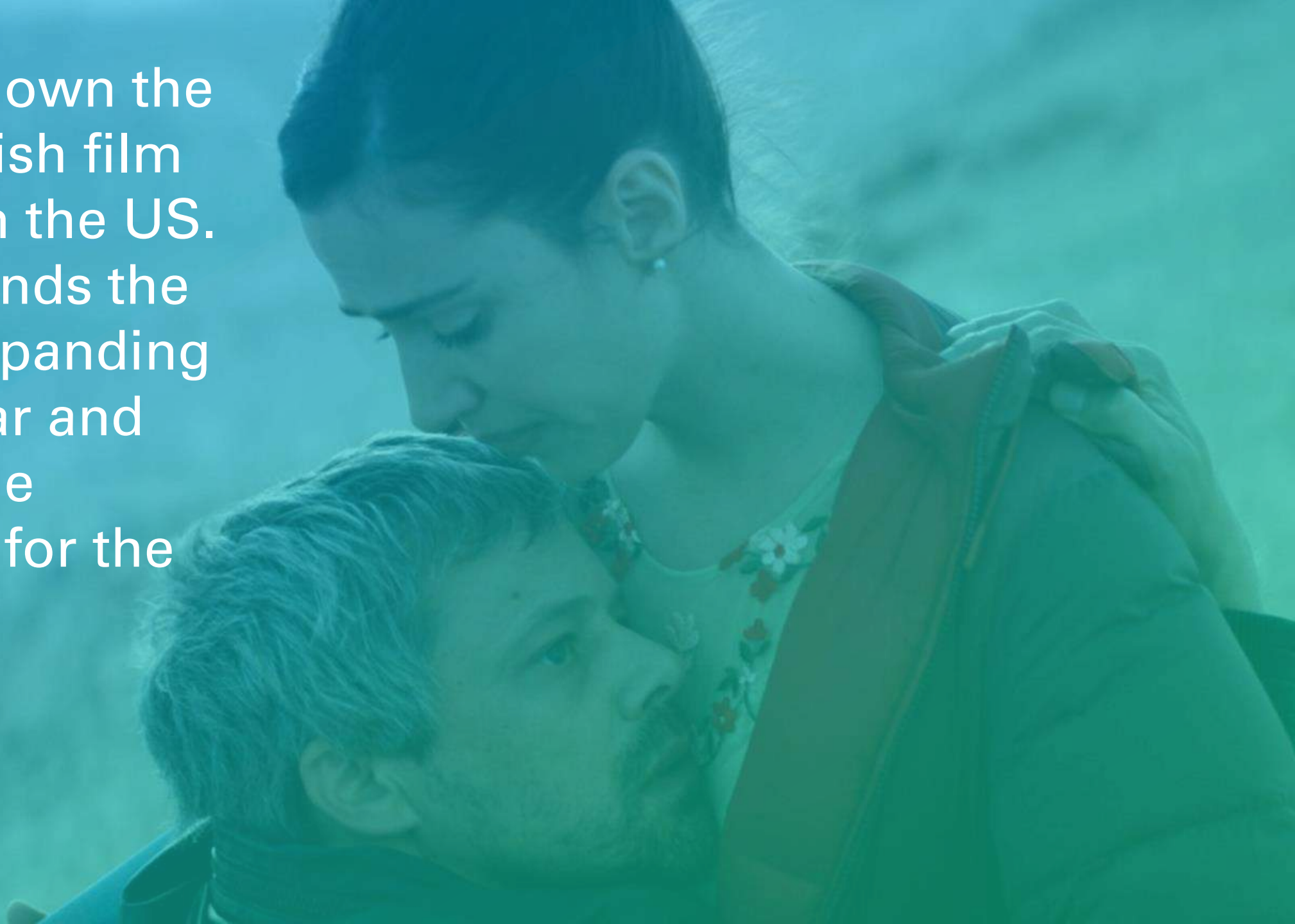
"50 Best Film Festivals in the World"

For the second year in a row, the Miami Jewish Film Festival was named one of the **"50 Best Film Festivals in the World"** by MovieMaker Magazine, one of the film industry's most celebrated publications. We are so deeply proud to once again receive this distinct honor, the **first time ever** that a Jewish film festival has not only been recognized by this prestigious magazine, but **twice in consecutive years**. The Miami Jewish Film Festival is also the **only Florida film festival included in this year's edition**. Since launching 25 years ago, the Miami Jewish Film Festival has proved its relevance year after year and has been one of the driving forces behind the circulation of Jewish and Israeli films and film talents around the world.



“Hands down the best Jewish film festival in the US. Always finds the gems. Expanding every year and setting the standard for the rest.”

– MJFF supporter



Social Media Growth

MJFF expanded our reach and moved more audiences across the world than ever before! Beyond our online programming, which served nearly **100,000 audience members** in total this year from around the globe, the Festival grew its social media reach to record numbers. With more than **3 million views on the web**, over **218,000 views on YouTube**, and **270,000 views on Facebook** alone, MJFF drew nearly **750,000 new viewers** this year, due in part to the rapid expansion of our online programs.



16,300
Followers



4,800
Followers



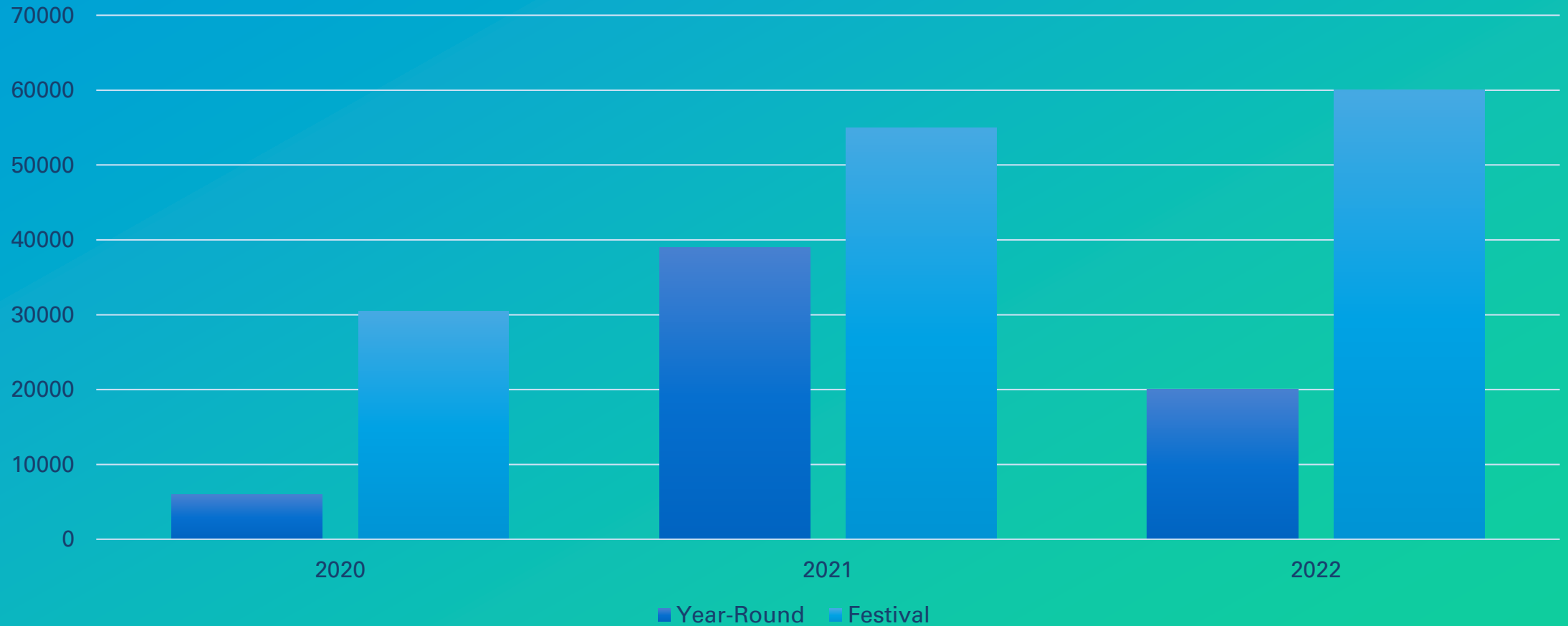
900
Followers



1,400
Subscribers



Annual Audience Growth



PRESENTING SPONSORS



PRODUCING SPONSORS



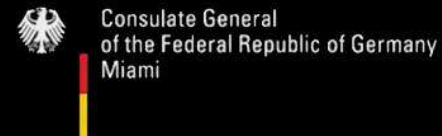
CRESCENT HEIGHTS



MIAMI BEACH



SUPPORTING SPONSORS



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Hedy & Daniel Whitebook
Jessie Wolfson
Kandy Kramer & Richard Yulman
Janina Victoria & Dean Ziff



Closing Night at the historic
North Beach Bandshell