

Three minutes of fame

By **ROBBY BERMAN**

Everyone has an opinion, but only a few are given the chance to be heard nationally. Until now, that is.

Israel is the first country in the world to acquire the licensing rights for BBC's extremely successful *VideoNation*.

Calling it "Metzulam Be'Am," the producers, Orit Hoz and Ilan Ziv, are looking for 25 volunteers to keep a daily journal on video.

They will be given a high-quality, user-friendly video camera to record themselves for 10 minutes a day, recapping the most interesting things that happened to them.

Starting in October, Channel 1 will air daily three minutes of the most interesting journal entry. The continual journal-keeping and subsequent broadcasts will allow viewers to follow these 25 people through the vicissitudes of

their lives.

The volunteers will cut across all sectors of Israeli society.

Israel Television head Yair Stern said at a press conference on Monday, "This is a rare opportunity for the masses to connect with the media.

"This will be the first time that interviews will be broadcast without the manipulative questions of interviewers or the influence of interviewers' specific agendas."

IBA has allotted \$150,000 to finance the production, with a matched amount from foundations



Yair Stern
(Ariel Jerolimski)

coming abroad.

Once chosen, the journal-keepers will undergo a two-day training seminar. The criterion for choosing volunteers is that they possess a good ability for telling stories.

Those interested in volunteering should contact "Metzulam Be'Am" through Telemesser, 055-331171.

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NEWS of the muse

Stealing the show

Vying for hot footage has got Channel 2 into hot water. Yair Stern, head of Israel Television, charged Channel 2 with stealing footage of the Track and Field World Championship in Athens, from Channel 1. On Monday, Channel 2's *Breakfast Magazine* broadcast a segment of the 100m. men's final, which clearly did not belong to it. Channel 1 pays millions of shekels a year to acquire such broadcast rights. The segment had been bought by Channel 1.

At a news conference on Monday, Stern also announced that Eurosport and the American Showtime cable network are suing Channel 2 for similar illegal activities, the latter charging that Channel 2 stole footage of the recent Tyson-Holyfield fight from Sky News, which had bought those limited rights from Showtime. Stern has written to Nahman Shai, director of Channel 2, warning him to desist from this type of activity.

Robby Berman