



gary-tv.com

2013 Activity

Top Campaigns:

1. December 2013: Bringing Gary Yourofsky back to Israel for a second publicized speaking tour. This time Yourofsky, among others, will join one of Israel's most renowned lecturers, [Dr. Yuval Noah Harari](#), for two joint meetings, a fact that already brought one of Israel's most prestigious newspaper magazines (Haaretz Magazine) to publish in October an article, featuring a discussion between the two.



2. Filming "Life according to Ohad" - a 60 minutes documentary which follows the life and struggle of Ohad Cohen, a charismatic animal rights activist in Israel. The film will be aired on Israel leading Satellite TV network in 2014, and will be filmed in international film festivals around the globe.



3. Distribution of Earthlings with an attractive new design and improved Hebrew subtitles.

Release: June 2013

YouTube Views: 78K

Youtube link: <http://www.youtube.com/watch?v=zJ8UnyhCVyQ>

Special website: www.earthlings.co.il



4. Branded campaign & website for Michael Greger's presentation



Originally released: August 2012

Youtube Views 2013: 87K (173K total)

Special website: www.briut.org

Youtube link: <http://www.youtube.com/watch?v=IV-mITfM070>

5. A special website for Melanie Joy's Carnism presentation



Originally released: May 2012

Youtube Views 2013: 10K (34K total)

Special website: www.carnism.co.il

Youtube link: <http://www.youtube.com/watch?v=cJB2ZnhIXjM>

6. Operating the Israeli website for Gary Yourofsky's speech - www.gary-tv.com, a website designated not only for distributing the speech, but especially for assisting new vegans and people interesting in veganism, in making the transition.

7. Airing Gary Yourofsky's speech on Israeli TV

On March 19th, the speech was aired nationwide on *The Community Channel*. Though a small channel, the project got a tremendous exposure, including [major stories in the most popular news portal in Israel, ynet](#).

- Other notable translated videos:

1. [An interview with a 98-year-old heart surgeon](#) - May 2013, 35K YT views.
2. [Colleen Patrick-Goudreau's lecture](#) - September 2013, 5K YT views.
3. [The Circular Glance - Award-Winning Short Film](#) - March 2013, 2.5K FB shares,
4. [Luiz Antonio - the kid from Brazil](#). - May 2013, 27K FB shares on + [218K YT views](#)
5. [Brazilian piglets prank](#) - February 2013, 4K FB shares + [64K YT views](#)
6. [Making the Connection](#) - Februar 2013, 12K YT views
7. [Edgar's Mission's Normal & Natural](#) - May 2013, 8K FB shares + [14K YT views](#)
8. [Vegan Waiter](#) - October 2013
9. The Emotional World of Farm Animals - In work, expected release: October/November 2013



- Original videos:

[New trailer for Gary Yourofsky's speech](#) - TV personalities expressing their admiration.

[Bullshit Eggs](#) - on misleading labels of the egg industry.

[Find out who are the cruelest celebs...](#) - a video for *International Anti-Fur Coalition*.

[What If...](#) - original animation.

[To eat them...](#) - original animation based on Neil Gaiman story's, "Babycakes".

[The Human Machine](#) - what happens when you take a promotional video of the meat industry and applying it a song that is associated with the Holocaust.

[Interview with Shaiké Levi](#) - Satirical interview with an Israeli culture icon who is also the presenter of a famous meat brand in Israel.

A promotional



- Filming and documenting animal rights activity (demos, protests and direct action):

[The famous 269 demo](#)

[Another famous 269 demo](#)

[Exposing the outrages in hatcheries](#)

[269 in school](#)

[Pilot for a future TV program dealing with the effects of animal products on Diabetes.](#)



- “Creating” and promoting media stories:

Many articles related to the Yourofsky’s speech but also:

- Researching and collecting information on vegans, who in the past worked in the animal industries (this already led to [one newspaper article](#) but the more “extreme” material will go to a future television story).
- Gathering information on a 99 years old Holocaust survivor, who became vegan more than 50 years ago. Right now we are in negotiation with her daughter, regarding the photographs.



- Delivering free of charge printing material - business cards, stickers.



- Preserving archive video materials and making it accessible to the public.

- Many more videos, mostly translations, can be seen in our different channels:

- <https://www.youtube.com/user/animallog/videos>
- <https://www.youtube.com/user/ronencaspi/videos>
- <https://www.youtube.com/user/GaryTVcom/videos>
- <https://www.facebook.com/media/set/?set=vb.169905213064735>