**Please Note:** Photos (High Res.), captions, credits, a promo/trailer (embedded and downloadable), and a full length, press-preview screener are all availablein the pressroom of New Mexico PBS at: <http://www.newmexicopbs.org/pressroom> For interviews with the filmmakers, please contact director Isaac Artenstein. Contact information is below.

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FOR IMMEDIATE RELEASE: (Date)

***What Would you Do if Your Family's Secret Heritage Was Revealed?***

(Station Logo)

**Presents**

**A LONG JOURNEY: THE HIDDEN JEWS OF THE SOUTHWEST**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

(Airdate/Time, Channel)

*“A Long Journey” is personal, profound and beautifully filmed.  Not to be missed.*

*A film for audiences of all backgrounds.”*

Review: Corinne Brown, HaLapid, The Journal of the Society of Crypto-Judaic Studies

(City, State) --- (Station ) Their four hundred-year journey started with expulsion from Spain, continuing through Mexico with persecution by the Inquisition, finally settling in the American Southwest.  The physical journeys of secret Jews –*Conversos* or *Crypto-Jews* – ended in colonial times, but their inner journeys continue to this day.

**A LONG JOURNEY: THE HIDDEN JEWS OF THE SOUTHWEST** airs **( Day / Date / Time ) on (Station / Channel) \_\_\_\_\_,** and is a story of self-awareness, and a celebration of the richness and diversity of Jewish and Latino cultures today.

This one-hour documentary by award-winning director Isaac Artenstein and produced by Paula Amar Schwartz, brings to life the fascinating stories of contemporary of individuals whose secret was their hidden Jewish roots while living an outwardly Catholic life.

Learn about stories of forced expulsion, with journeys to Mexico, Southern Texas and Northern New Mexico; the reawakening of long-obscured Spanish-Jewish traditions, the resilience of faith and culture, and the eventual triumph of acceptance and respect over tyranny and intolerance. These unique stories are set against magnificent natural and cultural landscapes, accompanied by an original score by acclaimed composer Mark Adler.

"A LONG JOURNEY is a story about self-awareness and reaffirmation, and a celebration of the richness and diversity of Jewish and Latino cultures in the American Southwest that I believe all audiences will find engaging,” said director Isaac Artenstein. “The Western frontier, is after all, one of the most influential myths in American culture.”

**Additional Quotes by Isaac Artenstein:**

“The untold stories in A LONG JOURNEY reflect the reality of hybrid cultures, and how the presence of Native American, Spanish, Mexican and Jewish cultures, were integral to the formation of the American Southwest.  These testimonials also resulted in a fascinating exploration into the varied identities found in the region, while the geographic settings  provided a true inspiration for cinematic expression.”

**A LONG JOURNEY: THE HIDDEN JEWS OF THE SOUTHWEST**

A Cinewest - KNME/NMPBS Co-Production

Directed by Isaac Artenstein

Produced by Paula Amar Schwartz

Executive Producers Melvin J. Schwartz and Franz Joaquim

Co-Produced by Judith Artenstein

Cinematography Sergio Ulloa

Edited and Written by Keith Shapiro

Music by Mark Adler

**Isaac Artenstein - Director**

Directed *Ballad of an Unsung Hero* which aired nationally on PBS and served as the basis for his feature film *Break of Dawn*. He also directed *Tijuana Jews*, *Border Brujo* and *Growing Up Weston*. He produced the comedies *A Day Without a Mexican* and *Love Always*. He also directed *Challah Rising in the Desert: The Jews of New Mexico*, and *To the Ends of the Earth: A Portrait of Jewish San Diego*, as part of the Frontier Jews series focusing on communities along the Southwest border region. He’s currently working on *The Journeys of Harry Crosby* about the pioneering photographer and historian of the Baja California peninsula.

**Paula Amar Schwartz - Producer**

is a Pittsburgh, PA native who initially came to New Mexico in the 1960s to attend the University of New Mexico. She’s the past president of the New Mexico Jewish Historical Society and helped create a landmark video history of the state’s Jewish Pioneers. She produced the feature-length documentary *Challah Rising in the Desert: The Jews of New Mexico* which premiered on KNME-NMPBS (2017). She taught at Jefferson Medical College in Philadelphia, published many scientific articles and books and served as president of the Society of Clinical Psychologists. Paula has published two books of poetry “Beyond Time and Space” (2008) and “Unfolding Universe” (2013)

**New Mexico PBS (NMPBS)**

Celebrating over 60 years of service, NMPBS (KNME & KNMD-TV) serving most of

New Mexico and the Navajo Nation, broadcasts a wide array of nature, history, current affairs, health, performance, children's, educational and entertainment programs. NMPBS produces

NEW MEXICO IN FOCUS, COLORES! and a variety of specials. NMPBS operates 5 digital broadcast channels: 5.1, 5.2, 5.3, 9.1, and 9.2. NMPBS is co-licensed to the University of

New Mexico (UNM) and Albuquerque Public Schools (APS). [www.nmpbs.org](http://www.nmpbs.org)

**For Press Interviews, please contact:**

Isaac Artenstein

Website: www.cinewest.net

Email: cinewest@aol.com

**Brief:**

**A Long Journey: The Hidden Jews of the Southwest**brings to life stories of individuals whose secret was their hidden Jewish roots while living an outwardly Catholic life. It’s a cinematic journey about reaffirmation and self-awareness set against the magnificent natural and cultural landscapes of the region.

**Local Press Contacts:**

(Insert Local Contact)

**Press / Station Relations contact:**

Evy Todd, Publicist/Station Relations,

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