

**From:** [Safra Catz](#) <[REDACTED]>  
**To:** [ehud barak](#) <[REDACTED]>  
**CC:**  
**Date:** Sun, 2/15/2015 10:08:37 PM  
**Subject:** I'd like your input

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Hello Ehud,

I just heard you will not be at the AIPAC policy conference this year. Sorry we will miss you. I will be there with my sister and we are partnering on a project that I think would benefit from your participation. My sister, Sarit Catz, is a long-time Hollywood writer-producer and in the last few years has become a very prominent pro-Israel activist and AIPAC national leader.

We have all been horrified by the growth of the BDS movement in college campuses and have concluded that we have to fight this battle before the kids even get to college. We believe that we have to embed the love and respect for Israel in the American culture. That means getting the message to the American people in a way they can consume it.

Sarit has been working to produce a reality show featuring "Women of the IDF." The goal of the show is to humanize the IDF in the eyes of the American public.

We hope you can be a consulting producer on the show and help move this project forward. She has been in touch with Lt. Libby Weiss, the head of the North American desk of the spokesperson's office of the IDF, who appears to be supportive.

Sarit is working with Hollywood agents bringing this project to American broadcast and cable networks who have expressed interest. The American market should obviously be the most attractive for the IDF - because the US is most important and because from here we can go global. The networks are interested because there is a lot of money to be made from a project like this. It would attract a huge audience.

That's where we stand. I'd love to hear your thoughts and get your guidance.  
Regards, Safra