

JEWISH LATIN PRINCESS  
ALLISON JOSEPHS, FOUNDER OF JEW IN THE  
CITY  
EPISODE 56

You're listening to Jewish Latin Princess Podcast by Yael. Every week get your dose of inspiration from the world's most uniquely talented Jewish women and from Yael herself. Seeking profound and practical ways to live a joyful, richer Jewish life? Welcome to Jewish Latin Princess Podcast.

And now, Jewish lifestyle expert and bilingual blogger at [www.jewishlatinprincess.com](http://www.jewishlatinprincess.com), your host, Yael.

**Yael Trusch:** Question for you, Do you see a visibly Jewish looking man, with a kippah, peyot and a beard and assume he's a Rabbi or a diamond dealer? Or worse, a "rock-throwing-women-subjugating-extremist"? Do you a double take when you find out that your new, smart, put together, confident colleague is a Shabbat observing, mikvah going, wig wearing Jewish woman. "What!? I thought they weren't allowed to work!? She's so normal!" You say.

You're listening to Jewish Latin Princess; I'm Yael Trusch your host. My guest today is on a mission to break down the stereotypes and misconceptions surrounding Jewish orthodoxy and making vibrant meaningful Orthodoxy known to all people and all Jews. How bad are we at our own P.R.? If most of what we know and assume about Jewish orthodoxy is coming from what we read in the headlines, see in movies and in episodes of Law & Order, then we still have a lot of work to do in this area. Work that Allison Josephs, Founder of Jew in the City has taken head on for the past 10 years. How did she end up in the path of Orthodoxy and why did she decide to become vocal about the beautiful life she found and re-educate Jews about Orthodoxy? And what about the Jews who grew up

Orthodox? What could Allison possibly offer them? These important questions and more answered today by Allison Josephs of Jew in the City.

**[THEME MUSIC]**

**Yael Trusch:** Allison Josephs, welcome to Jewish Latin Princess. How are you?

**Allison Joseph:** Thank, God! I'm doing well.

**Yael Trusch:** It's such a pleasure to connect with you and to have you on the show. I feel like we have, we're two myth busters in one room. Well, one virtual room I guess.

**Allison Joseph:** Exactly.

**Yael Trusch:** Could we call ourselves myth busters? I know I could call you myth buster.

**Allison Joseph:** I try. I definitely – I never expected that the myths that we would be busting would have to actually be for Orthodox Jews as well. When we started out, it was supposed to be for people that we had learned less, so it's a little bit crazy to, now 10 years into this, see that people can be raised. You know with – it could deal with Jewish educational and observance and not know Judaism as well as they should. But, we sort of went where the people, the mission took us, so.

**Yael Trusch:** What a great point! That's a great point. I'm glad you even started with that. So let's... why don't we... why don't you tell us what is the mission of Jew in the City?

**Allison Joseph:** So, it's actually a conversation I'm having right now with my board. Because 10 years into the organization, our initial, our original mission statement has kind of expanded because our work has expanded. So we were founded back in 2007, the mission was breaking down stereotypes about religious Jews and offering a humorous meaningful look into Orthodox Judaism.

**Yael Trusch:** Okay.

**Allison Joseph:** Since then, in the last couple of years, last two years, we've gotten involved now with Orthodox Jews that were raised Orthodox and yet were raised without really a new understanding of Judaism or

raised without a positive connection or really experience with Judaism, and so now, most unfortunately, we've had to expand our work into reeducating Orthodox Jews about Orthodoxy. And so, to try to have come up with a mission statement that encompasses all of it, we're looking to something now like making vibrant and meaningful Orthodoxy known and accessible to old, sorry, let me try that again. Because we're doing it right now. Making vibrant and meaningful Orthodoxy known to old people and accessible to all Jews, something like that.

What we're realizing now is that our job is twofold, both to educate that it's meaningful, it's relevant, it's something positive in their lives, and that for anyone who is interested in information that we've put out there, that we should make sure that there are channels for them to achieve, that type of lifestyle. But it's actually a very big sort of task that we've taken on, so, yeah.

**Yael Trusch:** Yeah, that's – I hear you. So, you have accomplished so much in the last what, 11 years, right? You started somewhere around 2007?

**Allison Joseph:** 2007, right! Yeah, I guess we're ten and a half years into our work.

**Yael Trusch:** Right, and like you said now, the evolution has let you – it's actually such a huge responsibility. Was there ever a point where you felt like, whoa, my shoulders are not broad enough to carry this? Or what in the world am I doing? This is just insanity, how did I take this on?

**Allison Joseph:** Oh, yeah! All the time, but I mean, I think something that I sort of point out to my husband is that, there's fewer female leaders in the Orthodox world, so, I remember one point I wrote, an op-ed that was a front page article for the Jewish press. The next week like Bibi Netanyahu did and I've sort of felt like, really! And this was like eight years ago when I had barely done anything.

Sometimes it sort of felt like, is this it? Is this the best that we have? Because that's kind of scary. So I sometimes get these moments of I don't know too much, I'm like not that good of a person. I try to be good, but I feel like there's hopefully better people out there than me, and yet, here I

am in this role and meaning I took it on because I've really – when it comes down to ultimately is that my life has been so blessed by living a life of positive and meaningful and relevant Orthodoxy.

And I had a beautiful life before but it wasn't a meaningful life and so having Torah and mitzvahs in my life has just impacted it so positively in terms of just waking up every day and having so much gratitude and just sort of seeing the craziness of the world through a lens of something bigger than myself and having something to give over to my children when bad things and crazy things happen like every day.

So, it's been such a positive force in my life that I really feel this fire to make sure that every Jew knows about this and has access to this if they want it. But, at the end of the day, I am still Baal Teshuva. I'm not the most learned person out there, I don't come from generations of scholars and yet I have what I have and I think I do have what to offer.

**Yael Trusch:** Exactly.

**Allison Joseph:** Well, it may not be in a perfect world I might make this and that change ultimately. I think, a big part of life is just doing and—

**Yael Trusch:** Yes.

**Allison Joseph:** Far too often, people talked about what they will do but those people don't end up doing. You can't talk, you have to do, so that's what – I try to be a doer and even if the setting isn't perfect, you have to just kind of work with what you have.

**Yael Trusch:** Right! Amazing! But, so what was the—I mean there are many people who find meaning in Judaism as adults or later on in life, but you took it on – you took it to the next level. You said, you were driven to bring this out to the world to communicate it, but what was the impetus for you to say, you know what, even though I may be, I don't know, one might not think I may be the most cool—whatever it is, whatever the resistance would be, I'm going to do this. Was there a point that you said, I'm going to do this, I'm going to start these videos, I'm going to start a website. Was there a point that triggered that and you said, this is what I'm meant to be doing?

**ALLISON JOSEPH:** Yes. I was first working in Jewish outreach. Really, after I became Observant, I started trying to teach my family and friends and everyone around me. I felt like, although, I had been given every privilege and an incredible education, that this super important piece of life which was basically the meaning of life, had been kept from me. And I felt a little bit, I don't know, betrayed I guess.

**Yael Trusch:** Yeah, cheated a little bit.

**ALLISON JOSEPH:** Cheated that my parents wanted to make this wonderful life for my sisters and me and they never bothered getting around to telling us why we are alive and when I ask them that, when I was 8 years old, and I guess sort of, what I should profess that with is that there was a triple murder in my childhood. A father in my school went crazy when I was eight and killed both of his children himself and so –

**Yael Trusch:** Oh, God!

**ALLISON JOSEPH:** I walked into my fourth grade homeroom on a cold December morning and discovered that one of my classmates had been murdered the night before and besides the fact that it was horrific and tragic, it really opened up this Pandora's box for me about like, whoa! So, I don't know how long I have here and where do you go when this is all over? And then I got to the sort of the days question is, what do you do before you get there? And I realized that my parents had never actually talk to us about why we're alive.

We had all these things to just fill our time with in this world to be successful and to collect things and to be a nice person or a good person but then it was sort of you spend your whole life sort of adding up education plus—

**Yael Trusch:** Yes.

**ALLISON JOSEPH:** Family plus career, sort of all these lines in the equation and then you get to the equal sign and it ends up with a big zero because there's actually nothing that you'll hold on to after a lifetime of working and –.

**Yael Trusch:** Yeah, where was the mission behind all these?

**ALLISON JOSEPH:** It didn't make any sense to me even as a child, when I asked my parents, they just stare back at me and I thought this is bad news. And then I went to teachers and friends and family members and I realized that, no one actually knew what they were doing here. Which just seem like, how was this happening? How was everyone just okay with sort of going through the motions of life and no one is talking about what it leads up to, so. I sort of put myself on this journey to discover what we were here for except the World Wide Web hadn't been invented yet so I was like eight. Now ten and I was losing sleep, I was having minor panic attacks. I was trying not to think about it but it didn't really work because I kept coming back to it. At 16 years old, I met the first Orthodox Jew I'd ever gotten to know. And then after school, Hebrew High program. My parents just sent us to meet nice Jewish boys that we were supposed to have bacon cheese burgers with.

**Yael Trusch:** And then marry.

**ALLISON JOSEPH:** And then marry, exactly, and then raise our kids. Not eating any chametz on Pesach, but having milk and meat at our Seders which is how I was raised. And so it's very interesting and then, so this teacher, I was expecting him to be a rock-throwing-women-subjugating extremist because he has helped me understand Orthodox Jews week, because I didn't know any in real life. I only read about them in the headlines, I'd only seen them in movies and Law and Order.

And so this guy wasn't actually extreme or backwards. He was actually nice and normal in thinking. And when I realized that his life wasn't all about the stuff he couldn't do, his life was actually pretty free and pretty enjoyable and I was the one that was lacking, I was the one that was lacking in meaning in purpose which he had. He prayed every day, he had Shabbos, he had a belief in something higher than himself.

So I slowly started to learn and grow and make changes in my life, become more observant and everyone in my world was terrified of the cult that I had joined. You're going to have 10 children, they're going to subjugate you and, thank God, that didn't happen, and so, like I said at the beginning, when I discovered my birthright, I really felt so strongly that every Jew has

the right to know who they are, where they come from. It's not just Jewish jokes, it's not just gefilte fish, it's not just how many doctors and lawyers we have which were all the things that my mother tried to sort of raise us on to have Jewish pride and she gave over what she knew because that's what all she knew.

**Yael Trusch:** Right.

**Allison Joseph:** And she did try to in build in my sisters and me a sense of belonging to something important but gefilte fish and Jewish jokes is not actually that important. Here's something far more important that we have, she just wasn't aware of so, I felt that I wanted to get this message out there and I was working at Partners in Torah for like 5 years and I interviewed about 3,000 birthright alumni.

And I was sort of without realizing it, coming across the same myths and misconceptions. I would have a woman tell me, I had a great time in Israel. Everyone had become more religious but if ever I became an Orthodox, I wouldn't be allowed to work. And I said, really? What commandment is that?

Or I had a guy tell me, Israel was amazing, I feel so spiritual but when we went to this religious community, they threw garbage on us. And I had to remind him that may have dressed religious but they didn't act religious. So, I was sort of dealing with this misunderstandings without realizing that there was a bigger trend here and sort of the aha moment was in 2005. My second daughter was, I don't know, 6 years old, a journalist from Spain was working on a story in Brooklyn. And while she was working on the story, she was known to seeing all these Orthodox Jews around. She was very curious about them and hadn't seen them before because well you know; they keep us out of the country. So that—

**Yael Trusch:** Right, they don't hang out in Spain.

**Allison Joseph:** When you spelling an entire people, you don't get to see them as much. And so she wrote a post on Craig's list, will an Orthodox woman sit down with me for an interview? So a guy I knew from the Key River Worlds emailed me, had seen the post. He said, quick, respond before some crazy person does. So I did and she came over the

next day. And from the moment she walked into our apartment which had mustard colored walls and funky furniture, I could see the stereotypes melting away.

**Yael Trusch:** The elephant in the room.

**Allison Joseph:** Yeah, exactly. And for about three hours and mostly me talking, her mind was completely changed. She was expecting to find me meek and frumpy and closed minded and uneducated and dirty and instead, she had met me and the truth is like I'm not an anomaly. There are ton of other people like me in the Orthodox world that like we just never got any coverage, we just never get any exposure. And really the crooks, creeps and extremists are the ones that rule the headlines because that's what the media knows and that's what the media likes to report on.

**Yael Trusch:** Right.

**Allison Joseph:** So, after she left, I said to my husband we are doing the worse job at PR people just don't actually ever see the positives in our community. And I think this is where the missing link in the outreach movement of why would anybody want to explore more about Torah and mitzvah if they think the people that are sort of carrying it on are a bunch of lunatics?

So, maybe what we need to do is start like a worldwide Orthodox make over campaign. And then I said to myself, or maybe I need to do this and then it was sort of like, how do you do this? How—like I didn't have a background in PR or media and so that was one of those areas where despite the fact that maybe I wasn't qualified like on paper, sort of that drive and that fire behind the mission is really what fueled me to say, well, I don't have the formal background but I watched a lot of television so probably, I could figure out a way to get some messaging out there. So right around that time YouTube was coming on to the scene, and as a child, as I was having this very deep thoughts about life and existence, I was also having very shallow thoughts which was when am I going to get my own television show?

I'm a priestess. And I think it really comes to a sort of like down to the secular model of success.

**Yael Trusch:** Yes.

**Allison Joseph:** If people know your name and see your face you must matter.

**Yael Trusch:** You must have made it.

**Allison Joseph:** Even if it's for a horrible reason like people make these, they make videos, different types of videos that are not so clean, or maybe are famous for being famous, we have some reality stars like that. Like, we're not actually contributing in any way and yet because people know about them, suddenly, people care about them. So that was sort of the world that I was raised in.

If my name is in lights, if my face is blown up somewhere then that might matter. And then my mother would tell us stories about Natalie Department was discovered in this pizzeria and this kid from Hebrew school was discovered there. So I had this delusional idea that it's just a matter of time before a Hollywood scout finds me in that show.

So, needless to say that it did not happen. And as I got older, I realized that that actually was foolish and I just thought that, that side of myself that sort of craved the spotlight, not actually such a nice part of one's self.

In fact, according to Judaism, it's actually a pretty lowly self to want attention. So I just thought that I would to get rid of myself – get rid of that part of myself instead of like, okay and say you know that's a lesser level. But what ended up happening was with YouTube come into the scene where you could broadcast yourself, I realized that I could take this side of myself and I could serve Hashem *b'chol lehavcha*

**Yael Trusch:** Yes.

**Allison Joseph:** I could use my *yetzer hara* to get out this mission and this message but I think what's so important is that people that create content have to be mission driven. People that have written to me for advice, they have been like, I want to start a blog, what blog should I start? And I'm like, don't, don't do it. What do you mean? And I'm like, no! You need an idea. If you have an idea, if you have something you care about, that you care to tell the world about that you care to share. Then let's

discuss what medium, what platform are you going to use to spread the information. But don't just blog, because everyone has a blog.

**Yael Trusch:** Right.

**Allison Joseph:** That's useless and we don't need any more noise. And that's really like self-serving. And that's something that I think you should run away from. If there is a purpose, if you have an angle, there's a struggle that you went through, if there's a cause that you care about and sort of uniquely passionate or sort of situated to speak about, well, then, make as much noise as you can.

But if you just want to make noise for the sake of being a noise maker, then that's really not a Jewish idea. I did have this passion and I did want to tell this story and I did want to share with other Jews about their birthright and I did see that YouTube was a way to do it, and so I started filming these YouTube videos. And that was how Jew in the City begun.

**Yael Trusch:** I wanted to still two such important messages that you've said here. I mean, number one, Hashgacha Pratis, understanding that there was Divine Providence in what happened and really internalizing that, one minute, if this reporter, if I got the chance to change the by Hashgacha Pratis by Divine Providence who talked to this woman for three hours, there is something here.

God wants me to do something with this and I'm going to have to figure it out, right? I'm going to have to use whatever my resources are and whatever experience I have to do this because this is something I care about and it's important. And which ties unto your second message which is being mission driven and really doing things for a higher purpose and a higher goal and preserving Hashem and changing the world obviously, so really—

**Allison Joseph:** The thing about Hashgacha Pratis is that you don't know that it's happening while it's happening meaning like, thing is that I could have just, but sometimes like the car doesn't hit you and like that's a pretty clear Hashgacha Pratis but meaning like the interview could have happened and I could have—

**Yael Trusch:** Not done anything with that.

**ALLISON JOSEPH:** That was a good experience and then go back to work tomorrow.

**Yael Trusch:** Right.

**ALLISON JOSEPH:** So, I think it's not so clear like meaning in terms of people you're saying like what's my mission and how do I know what it is? It's not always so clear. I think maybe more what I would say, yes! It was important that that interview happened and I had sort of this, "aha moment." So sometimes you get this "aha moment" but then, I think the really the important thing is that do you do something with them?

**Yael Trusch:** Right.

**ALLISON JOSEPH:** We don't always get to choose when we have our "aha moments," but do you will? Does it come and does it pass? Or do you find a way to continue it into something bigger? So, I think that's really an important thing. People don't always... like Jamie Geller, who's someone that we've honored and she's a friend of mine. She mentioned to me that she got her first break in a television by someone's sister who was at High Holiday services when she was 14 and she saw her in the bathroom and she said I want a job and so she's sort of—that was Hashgacha Pratis, this person that had these means to a connection to a sort of a harder place to get to was in her life, but then she took it!

**Yael Trusch:** Right!

**ALLISON JOSEPH:** She sort of took the moment to do something about it, to be bold to ask for a job in the bathroom in the High Holidays, and then the woman said, okay, reach out in four years when you graduate and she did.

**Yael Trusch:** A 100%, yeah.

**ALLISON JOSEPH:** So, it's like, it's recognizing when you have opportunity in your life. It's being bold to do something and then it's taking the necessary follow up to make it happen. And not everybody is willing to do that to sort of, be so bold and to kind of stay so driven on what they care about. But I think that, those are some of the qualities that can really help people.

And so meaning, I could have looked at myself and said, I don't know PR, I don't know media. I studied philosophy for all that was worth. What right do I have to do this? And yet I really felt like this needs to be done and so it doesn't matter if it's not the perfect set up. I think—

**Yael Trusch:** I'm going to do it.

**Allison Joseph:** Yeah.

**Yael Trusch:** Yeah, a 100%. And speaking about doing, I mean you started this and in a way you took—it was something a little bit risqué in the Orthodox world back when you started—a woman appearing in videos, often talking about taboo topics that nobody really was maybe openly addressing in such media. What was the reaction? Was there any resistance? Any criticism? Those first days? Early days?

**Allison Joseph:** Occasionally. Sometimes I would get a message from someone like, “Why are you wearing nail polish?” And I'm like, seriously? My nail polish is bothering you and you're on the internet right now? Like there's maybe some more you know racy stuff in my nail polish on the internet. And so, yes, occasionally I would get comments from people like that, but honestly, like anything that you do, anything that you do is going to cause some sort of push back and sort of—and the promise the internet opens up all sorts of nastiness and it's really people that have issues with themselves get sort of a free and anonymous base to give someone else a hard time.

**Yael Trusch:** Right.

**Allison Joseph:** I had sort of – a little of a couple of stories. One, was this anonymous blogger was kind of giving me a hard time at one point. And I think he liked me and he also liked me like some negative comments about Mayim Bialik and I wrote to him. I was like, until you, as you're throwing punches from the shadows, I said come out from your hiding place and show your face and then you can make your negative comment.

**Yael Trusch:** Right.

**Allison Joseph:** But I said, you're a coward who's hiding behind anonymity and we actually show our faces and put our names on real

things. This guy never bothered me again because I had really shut him up.

**Yael Trusch:** Right.

**Allison Joseph:** And then I came to a discovery a few years ago that even Moshe Rabeinu had haters. Here, he was appointed by G-d Himself to lead the Jewish people and Korach.

**Yael Trusch:** Yes.

**Allison Joseph:** Comes out and tries to stir people up against him. Why? Because he's jealous as most of the haters online are. And what I realized once I sort of looked to that story and compared it to what we deal with on the internet or modern day leadership is that, the Torah is trying to tell us that with leadership comes descent, with leadership comes jealousy. This is just the formula of what leadership looks like. And once I recognized that the Torah is telling me that this is the package, then I could stop worrying. I could say to myself, I want to make sure that what I do is respected and respectable to the people I respect. And I respect a wide range of people. I had people to the left of me, to the right of me, and I bounce ideas off of people. I get feedback, I have advisers, so, I need to make sure the people that I consider sane and normal in the world are okay with my approach and what I'm doing. And if the crazies and the jealous people can't handle it, well, that's their problem. And so you have to be willing to kind of understand that there are people that you're never going to see eye to eye. And Lipa Schmeltzer, actually, who's no stranger to descent and controversy, told me that really like a great *chidush* that Mordecai goes and saves the Jewish people, you know that's kind of a big deal.

And it says in the Megillah, after he saved them, and most of them held of him, so it's all just like this, whoa! Big idea like you could literally save people's lives and you'll have people complaining that you didn't save them the way they wanted to be saved. And so that's why I think, yeah, I'm saying we had, we had some push back. I never considered anything that we did to be kind of too out there. Obviously, if I wouldn't have done it I wasn't trying to be crazy edgy, and the idea was always to do it when it's a

*tzenua* way. I mean even some of the topics that we dealt with like the hole in the sheet or the mikveh. The way that we handle the material, try to be sensitive and not you know very explicit with the topics so that people could learn about it but we could still be sensitive to issues of *tznius*.

With our mikveh video for instance which has like over a hundred thousand views. I've been told by people in random mikvehs around the country, you don't know how many women have tried out mikveh for the first time because they saw your video and they called us up.

**Yael Trusch:** Wow!

**Allison Joseph:** So in terms of getting metrics for donors, to tell them like, how our content is affecting people, it's a huge disaster because people's lives actually will completely change. They will—they have heard from people years later.

One woman wrote to me on Facebook and she was like, "Oh, I need advise on skirts." And I don't always respond to every person that writes to me just because I'd literally don't know if it's a lunatic, but I decided to respond to this woman. And then after she asked me about the skirt, she's like, "Oh, by the way, my daughter and I are religious now because of your videos. We're moving to a Jewish community next month." And I'm like, "Oh, well, thanks for letting me know." That would have been helpful to kind of offer that feedback sooner, but that's kind of – I started this in order to give people that information and it's so wonderful to hear when people feel inspired enough to make changes and adapt to a Torah observant lifestyle and then talk about how meaningful their lives are right now, that's such a wonderful thing to hear but a lot of people like doesn't occur to them to ever actually write-in and let you know, "Oh, by the way, you changed my life." So—

**Yael Trusch:** Right, right. Did you aspire at the beginning to become what it's become today? I mean it is... you are changing lives, I mean and the amount of content and the brand and the rebranding that you've done for Jewish Orthodoxy, it's something unparalleled. Did you think it would get to this point?

**ALLISON JOSEPH:** When my husband first asked me when I started like what, kind of when will you know that you've made it? I told him that I want to be on the Tonight Show. So, I haven't done that yet, so I don't know if I consider a success yet. Meaning like, I think, I'm kind of a person that kind of has the opinion—go bigger, go home, so I certainly didn't start this to not be successful. It's hard to sort of measure—

**Yael Trusch:** Measure.

**ALLISON JOSEPH:** Where success is. Certainly, when I go out, I don't have any anonymity. Pretty much everywhere I go in the Jewish base at least people, know who I am, and know where I live, and so, that's kind of a weird thing because I sort of romanticize fame when I was a child. And then when you're living in fame or whatever, how much fame I've achieved and I'm trying to yell at my kid in public and then I realized that everybody knows who I am, then suddenly, oh, that's kind of a downside of fame.

I mean, I ultimately like I can see what our numbers are for our site traffic. I can see our following growing, but we don't have all the stories, like it would be so wonderful if we could see the—we had over half a million people on our website last year. It would be so wonderful if we had like over half a million stories or maybe half a million were in a deeply touched maybe over only fifty thousand we're or twenty five thousand but still, that's huge. Think about like a Jewish center that or even ten thousand, maybe ten thousand of the half a million people were deeply touched, but we don't actually have access to all those stories so—

**Yael Trusch:** Right.

**ALLISON JOSEPH:** It's a little bit frustrating to on one hand see reach and see numbers growing on the other hand it's only every so often someone actually write-in with a story. And when they do, thank God! It's an amazing story and stories all over the world, but it's really a bit of a frustration to not actually, because like you don't do something like this to become rich. And as I noted like the fame part of it is actually kind of a weird and challenging side effect that sort of doing it in real life is actually less pleasant and I certainly imagined it would be, so, really, what I do this for is to give Jews

that feeling that I have, and the blessing that I have. Every story that we hear, is really like a “payment” or you know the schar . . .

**Yael Trusch:** Yeah.

**Allison Joseph:** For the efforts but a lot of people never think to talk about how watching these videos is what -- I was in South Carolina a couple of years ago and then someone came up to me and said she was raised Conservative but couldn't stand the Orthodox and she was working in a hospital in kind of the middle of nowhere South Carolina and she started watching our videos and suddenly like a light bulb went off like we're going to become more observant.

We can become observant and have these spiritual lives and not become extremists. And she told her husband and she moved her husband to a Jewish community. And suddenly they're going to reform school and from shul and mikveh and Shabbos and – but like, I only got that story when I went to South Carolina.

**Yael Trusch:** Right.

**Allison Joseph:** She'd never share it with me before that so that same thing happened when I spoke in Sydney, Australia. It's like if I have to literally travel around the world to hear each story, that's going to take a long time. So I have to figure out a way to, yeah.

**Yael Trusch:** Right. And I guess also it has to do with the fact that maybe these transformations are very new ones and multifaceted in a way that you may have opened one door of you know like a light bulb went on but then three months prior they met somebody at a JCC meeting and they start putting the pieces together.

**Allison Joseph:** For sure! No.

**Yael Trusch:** It's hard to distill, oh, it was because you and your website.

**Allison Joseph:** Right.

**Yael Trusch:** It was an amalgam of experiences of which people like you had a big part, or people like me. You know like – so I see what you're saying but it's very hard for a person to distill—oh, what was that? You know, that moment.

**ALLISON JOSEPH:** Moment. Right! No, look for some of them that come to the talk or write a letter. I think they are able to. I mean, I know, we can't do the in person like follow up once the light bulbs goes off then they're going to need to go to their local, you know from the community or Chabad or whatever it is and then start doing the hard work. And I never intended that we would do that piece of it. I just wanted to be sort of the initial piece of information to sort of change people's perceptions and then once they we're equip with that knowledge, then you know, hopefully they could find the resources themselves or if not, write to us and ask for it so—

**Yael Trusch:** Right.

**ALLISON JOSEPH:** Yes, for sure, it's not, watch the Jew in the City video and then poof! The person's religious. There's all the hard work that goes into it afterwards, but I'm saying at least have someone let us know that I saw the Orthodoxy and see so differently and then after interacting with your content, it changed my perception. It caused me to start learning and then you know x, y, z happened.

**Yael Trusch:** You know, what you're saying actually just reminded me that I told my children earlier this year, I was reading a few articles on how much the Lubavitch Rebbe appreciated good news, just people coming back to him or writing back with good news. And I said to my kids, you know what? It is so important like, we not to just communicate, look to our leaders for guidance on when things are not going great, but you know let's share the successes and communicate the good.

So if anybody listening has been following Jew in the City for years and something touched them and really just drop that email like just say it, communicate it, you know.

**ALLISON JOSEPH:** Thank you.

**Yael Trusch:** Fill Allison's bucket. As my friend would say.

**ALLISON JOSEPH:** Thank you so much.

**Yael Trusch:** It is really important. And you've done a beautiful job of doing it. Yeah, that's a very important thing. Now you mentioned your husband and he asked you at the beginning, when will you know you've made it. You've, Allison, you've treated this, I believed you treat it as a

business, you've run it as a business. At what point did this happen? Was this intentional from the beginning? Or is that something that, you know, after the wheels were turning, you were like okay, I really need this is more than just a passion project.

**ALLISON JOSEPH:** I mean, I didn't have a business background or a non-profit background. I did not start this with a business plan, with seed money. I really started with an idea. My husband was in his last year of Law School. I was the sole bread winner of the family. I was expecting our third child and I said to him, I don't know, how I'm going to fund this or really even what I'm doing because I was creating a social media organization but social media had barely been invented yet.

So, it was terrifying. I didn't realize what I was kind of jumping unto but I saw that through YouTube, there was now a chance for people to have a direct conversation with other people in a bigger way and I knew that there was a power to that because you know if could change people's minds one on one over a coffee or on a plane ride, then I can do that on a mass level. So it was definitely hard to create a social media organization before social media was invented and try telling that to someone, I'm saying, like what kind of investors you're going to get.

**Yael Trusch:** Right.

**ALLISON JOSEPH:** The platform hasn't even rolled out yet. So, I didn't know sort of the business side of it when I started. But what I basically said was, I don't have any of these things worked out, but I think I can change the world. Do you mind if we go into some debt and take out more student loans.

**Yael Trusch:** Wow!

**ALLISON JOSEPH:** While I figure this out and they told me that my Orthodox husband would subjugate me. But instead, he said to me, you know go after your dreams. And so we got ourselves into a good amount of debt because I would be working for free day after day and paying a baby sitter to watch my babies as I was having more babies in the middle of all these. And I would go to the bank account on Friday to go pay the baby sitter to the ATM machine rather and sort of see our bank account

getting smaller and smaller and say to myself, you are a lunatic like you need to quit. You need to get a real job. This doesn't make any sense. And yet I kept telling myself, what are you going to tell Hashem? Like when you get to Shamayim, He's going to tell you, I gave you the ability to have a presence. I gave you this powerful story of searching for meaning. You had all that and you were afraid about not having a big enough bank account?

**Yael Trusch:** Wow!

**Allison Joseph:** So I stuck with it. And I think things really turn the corner with our first all-stars 2012, before that I was kind of just like a crazy lady on my couch, making different videos and with the first all-stars video, suddenly, we had a U.S. Senator that was part of our video content and New York Times Best-Selling Novelist, Faye Kellerman. And I think that was sort of the next level and we had a party to celebrate that. And the Wall Street Journal came and covered it. And my best friend was like, no offense, but we kind of didn't think this was going anywhere until now.

So, I'm like, hey! Even at that point though, we've got a fiscal sponsor, and so we had an ability to collect donations through a non-profit that was lending us their non-profit status but the idea of having to raise money for a living was a horrible you know... it just that I would wake up every day and have to say, Tzedakah, Tzedakah... It just seems so unappealing. I was really raised that you work for your money and you earn money.

But what I did do was I kept getting people asking me to speak. So, I first, I thought I'm not a speaker. I don't know how to speak, but then I kind of like got over that and said, well, maybe if I speak, I'll become a speaker. So, I stuck a speaking button on my page on the website and suddenly speaking engagements started pouring in. So, I started eking out a living like that. I would raise little bit of money here and there to sort of update our website and make some videos. And then, thank God! Two-and-a-half years ago, we got sort of our major, our first major funding. We got our first 6-figure gift from a couple of donors. And that kind of took us to the next level. Another sort of interesting hashgacha pratis moment, they were interested particularly in our Ex-Hasidic work. In 2014, I was approached by some

Ex-Hasidim at an outreach talk in Monsey and they said, we were raised ultra Hasidic, that meant after 10 years old, I stopped playing ball. After 13 years old, I stopped secular studies. I can't live like that anymore. Can you help us be firm like you? We don't want to live observance but we can't stay where we were. So, this was really like an eye opener for me because I had been hearing from some Ex-Hasidim up until that point but no one had come to me sort of believing me that my life was real.

Instead the feedback I was getting was, this is lies, this is a white-washing, and this is not Orthodoxy. And that wasn't true, actually. It was completely Orthodoxy. And I haven't just stuck into my circles. I have friends in the Chabad, I have this Yeshiva friends, I have some Chasidic friend, so—

**Yael Trusch:** Right.

**Allison Joseph:** So, from my perspective. You know we were giving a pretty accurate picture of a range Orthodox communities portraying the Orthodox world as thinking people, kind people, people living with meaning, trying to make the world a better place. People that get to choose to live how they live. That the people that were coming to us that were complaining, or people that have been forced into their observance, or people that had been made scared if they stepped out of line. People that were raised anyone different than them was going straight to hell. People really that had been limited in terms of what they can do even if it was technically allowed but their community didn't do it.

So the engagement I have with this people at first was very negative but this couple that came to my talk said we believed you. And we'd like to live like this. Can you help us? And even though, it was never anything that I intended to do, and even though, I don't really speak Yiddish, I felt like, well, don't I want to give Jews like the blessing of living a life of meaningful Torah and mitzvos and if they weren't getting that where they came from, don't I have an obligation to share with them the beauty of being religious? So this initial couple that approached me, I got interrupted after their question and when I looked up they were gone. And so—

**Yael Trusch:** Oh, no!

**ALLISON JOSEPH:** I felt horrible that I lost the lost couple and I—on the way home I started calling people at different Jewish organizations and I kind of flagged for them. I think this is an issue. I think there might be people that have been raised in extreme situations. I want to just clarify that when I say extreme, I don't mean that anyone ultra-Orthodox or Haredi or Hasidic or Yeshiva is extreme. What I mean is that, there are extreme families or groups within these communities that are being raised in unhealthy and dysfunctional ways. And I think those are the people that by in large we're seeing, who have such negative feedback about Orthodoxy. And when I put this out there, I got feedback from people like, Uh, we can't, and who is going to pay for this? And this is really controversial and it's kind of crazy idea also so I kind of—that was sort of my, “aha moment.” I thought I had “aha moment” and it just sort to seem too big. It seemed like sort of like, I don't even know to begin to take this on. And so I guess, I'll just stay busy trying to reach the other 90% of Jews that could keep me busy for a while.

And so nine months later, I had a second “aha moment” and this time, I did not drop it this time. I said—I approached my board and I said we are doing something. I read a blog post about a woman that was raised in Korea Seoul and she was from like one of the most right wing families of – one of the most right wing communities in the world. She got divorced and left Kriyas Joel with her son to just move in to mainstream Monsey and she couldn't make it. For 3 years, she tried to get her son into Yeshiva and they didn't want an Ex-Hasidic, a “Yiddish speaking” on his way down kid so he can't get into Jewish school.

The neighbors didn't want have him for Shabbos, nobody invited them. And they were so lonely. She eventually started paying a neighbor to play with her son on Shabbos. And after 3 years of basically feeling like garbage that nobody wanted, she said to heck with this people. She picked up and she went to Footsteps, she left observance.

And I realized in that moment, oh, so we build Footsteps. We built an organization for people that want to live the Haredi world and become secular. And how do we build it? We built by not caring and not being

inclusive and not saying, I will. I'll make room for you at my Shabbos table. I'll make a room for you at my school. You're a fellow Jew and if you want access to my world—

**Yael Trusch:** Right.

**Allison Joseph:** I will help you. Feel comfortable here. We couldn't do that. We had, we were too suspicious. And so that pushed me over the edge and I said to our board, we are taking this on. Now once again, I had no business plan, I had no seed money, I just felt like this is a major problem, because by saying positive things about the Orthodox world, I had been sort of raising the ire of this community for a while. But I understood why there were so much ire, because the people that were raising this unhealthy dysfunctional ways were really, they were raised—I met a woman on 9/11 as the sut was collecting in her school in Brooklyn in Bais Yaakov. They gather the girls into the auditorium and tell them, you knocked down those building with your skirt length.

**Yael Trusch:** What?!

**Allison Joseph:** Yes! This is what we are dealing with. This is what is going on. So for the people that is not working out for so we can't just sit back and let someone think that's Judaism. That's abuse. And so—

**Yael Trusch:** Yeah, let's say that again for listeners. This is not Judaism. This is not Orthodoxy. This is just a minority of a minority of a minority but it happens sadly.

**Allison Joseph:** And it's happening from educators. And so, do you see the problem? The problem unfortunately, I will tell you with full disclosure is that I used to do the—this is just a few bad apples line. I believed, unfortunately, it's bigger than that. I don't think it's a majority, it's still a minority, but I don't think it's a small minority.

And that's a very sad thing for someone who has spent her career touting the positives of the Orthodox community. And it doesn't mean that I don't think that the Torah itself is still a perfect. It doesn't mean that I don't think that there is tremendous beauty and positivity within so much on the Orthodox community. But my rub is a big believer of standing up to what's wrong and not being silent in the face of problems.

And so, this is towards to how our mission has now expanded. We show the beauty, but we have to also acknowledge the challenges and we have to work to fix the rod and the dysfunction at its root, because until we do, surprise, surprise; it's the very same things that make the negative headlines are the very same things that pushed these people away.

And it's not Judaism, it's something dressed up looking all religious and all firm and sounding very holy but it's not. It's actually the wolf in sheep's clothing. So we need to not be afraid to call it out where we see it and fight against it because I really feel like this is the future of the Jewish people, because we have now a situation where the larger Jewish world sees the religious community by our problems. They see us by the dysfunctional extreme things that are not Judaism. And even we have a size small population that believes that these dysfunctional unhealthy things are Judaism.

So for people that lead with goodness and kindness and non-judgment, we need to make our voices louder and not just sort of stand, I believed by, as extremists, you know kind of make all the noise and make all the headlines, we have to really take, sort of take back the brand and take back the noise because the crazy people make a lot of noise unfortunately. So that's now —so I wrote a blog post about these two stories. The good thing is that the couple that I lost and then found. The guy wrote to me and said, oh, that was me.

**Yael Trusch:** Oh, wow!

**Allison Joseph:** And I said, great, come to Shabbos, yeah! So the guy came for Shabbos, thank God they're doing great. And then we had a couple of people stepped forward and say they wanted to help us spearhead our effort which was perfect because I actually had no capacity to do anything new so we had these volunteers that really helped us established sort of that the basic foundation of Project Makom.

And then after about a year and a half of us, kind of doing some basic ground work for getting this started, we got our first major gifts that we've ever gotten. And this now fueled our organization to be at a whole other level, where now, we have a paid staff. And quarterly board meetings and

budget meetings and strategic fund raising plans. And so we were not really operating so much like a business before that but we are really taking on these project that people warn me, you don't have the capacity to do, you don't have the experience to do—but again, it was under that sort of initial mission that I had, that I wanted people to see the beauty of the Torah observant life that I got to appreciate that as really what, that was that again hashgacha pratis moment that I didn't let go of the second time. And that's really how we have got into a whole other level today. Our budget right now, we're in about three and a half. \$350,000 let's say like. It wasn't making sense saying it before. \$350k budget per year but please God, you know I expect in the coming years to grow by 10 times that. I believe will be a 3 million plus budget in the coming years with the sort of the amount of work that we have kind of decided to undertake and it's definitely terrifying to think about raising that amount of money and managing a staff that large, but at the same time, if you ask me a few years ago, if we would be where we are today, I would have said, no way. I can't imagine doing that; I don't know how to do that.

**Yael Trusch:** Right.

**Allison Joseph:** Thank God! Here we are.

**Yael Trusch:** So, what kind of services does Project Makom offer?

**Allison Joseph:** So we, we begin, our programming begins at Jew in the City. So on our platforms, at Jew in the City, we are literally re-teaching people that had a bad experience of the Orthodoxy a healthy and happy and positive and meaningful Orthodoxy. And so, for some people, they never actually contact us. They just see our content and they make the changes themselves.

So, for instance, I was at the YU graduation a few years ago, and I saw this family with peyots and double-headed coverings and beaming faces, and I was quite curious how this ended up happening. And I wrote to our Project Makom group. I know a lot of you do not have family support but there's someone here today that does. So you should just know that there's goodness in the world somewhere happening. Guy writes back, oh, that's my friend. I'll introduce you. He introduces me to the friend and the friend

says to me, I want to thank you for all your Jew in the City videos. I watched them back when I was in my Satmar Yeshiva. I said, really? That's surprising! I wasn't expecting this video to reach Satmar. And I said, can I ask you? Did they happen to impact you? He said, a thousand percent. I was miserable where I was. I went online to see what else was out there.

**Yael Trusch:** Oh, gosh!

**Allison Joseph:** I discovered another way to be *frum*. And I went out and got it. And so, again, he never told me that story. No one ever tells me stories. I have to find them. But, so that was sort of a way for us to see that part of those hundreds of thousands of hits that we're getting are people in this community that are living with an abusive and extreme kind of Judaism and then can find something that's more balanced and more integrated. But then for people that need our help, they're contacting us on our website, [www.projectmakom.org](http://www.projectmakom.org) and they can sign up for Shabbos placement.

We run monthly events which are Torah classes, which are social events, which are career-based classes. We offer support groups, which are not housed under our organization because we are not a mental health organization but we partnered with the AMUDIM and they're offering this support groups specifically for our people there because we've discovered is that all of our participants are coming from trauma.

All of them are trauma victims. And so, as we re-introduce a positive and healthy Judaism to them, we also need to consider the fact that, they've gone through some serious struggles. And we have WhatsApp group that's very active. When they come to our organization, they thought that they were like alone in the universe. And there's no one else like them and then they discovered that there's somebody, other people, so, in just a year, we start off with an intake where they sign up on our website and then we called them up and make sure we're looking for sort of a certain base level of healthiness. If someone's spiraling out of control, homeless, jobless, doesn't have food – we're sending them to social services. We're not

taking that on. I've thought of religious issue. They need to just get their lives stabilize so that they're just having basic stability of surviving.

**Yael Trusch:** Right, right!

**Allison Joseph:** And once they have that stuff in order, then, they can come to us and we can help them build community. We can help them explore different communities that are out there and we can help them re-learn Judaism and get mentored by someone who wants to be their friend. So, they come to our group so we're about 15 months into our intake process, where we're screening and we're kind of doing this higher level and we're already up to 110 members. And that's turning people away as well. So, I think we're just scraping the tip of the iceberg here. So it's—

**Yael Trusch:** Amazing.

**Allison Joseph:** Definitely overwhelming but we're—

**Yael Trusch:** You're doing it.

**Allison Joseph:** Doing.

**Yael Trusch:** And what about Jewish all-stars, how do we get to nominate? Tell us about... that's always an exciting thing to look forward every year?

**Allison Joseph:** So one of the stereotypes that I wanted to breakdown because Jew in the City really started off as a platform to breakdown stereotypes of Orthodox Jews. So that misconception mentioned before about the woman that want to become religious but wasn't allowed to work.

**Yael Trusch:** Right.

**Allison Joseph:** That was one thing that I grew up of a lot and the other thing was kind of see like Orthodox men and beards and are just assumed as all Rabbis, so maybe also diamond dealers but more than that lacking the understanding that Orthodox men can have all sorts of jobs. So I thought I wanted to make a video showing that women can work and that men can have all sorts of jobs. And then I thought once I make such a video I should show people at the tops of their field. So really show that like Observance doesn't have to hold you back.

So I thought if I want to make a video, a video with like Joe Lieberman, and I want to do like you know with Supreme Court cloak and a Road Scholar.

And so we put together this video with the Maccabees and Faye Kellerman and Tamir Goodman, and really just a bunch of people that were extremely successful in their profession. And we called it the Orthodox Jewish All Stars. And really the idea was although they achieved great success, what really makes them an all-star is their conviction. Is that they rose to the top but didn't forget who they we're. And compromise their Judaism. And really like it's partially a shallow premise, that success and/or fame gets people excited.

So I fully admit that you know part of our hook for the all-stars is just sort of appealing to people's shallow side, but then once they're listening, our formula is—now we're going to tell you what actually matters. And what matters is living with convictions. What matters is living a spiritual life and a life that has depths and not just living to get your name higher up on you know a charge somewhere.

So our All Stars last year included the Treasurer of Ford Motor Company. We've had Joyce Azria, who's the Director of BCBG, Max Azria's daughter. We had Emmy winning, producer of Modern Family, Ilana Wernick. We've had some really top winners of science. We had Scott Barry Simon, who won the Henri Poincaré Prize which is the top honor you can get in mathematical physics. I don't even know what he's talking about half the time but like here in this like Torah believing and Torah observing Jew, got this top prize in Science. We do a video, we do a series of videos of the all-stars and we throw this Gala Party about every year and a half.

We are in the middle of All Star nominations. We close them out at the end of April, God willing. And then we'll start our deliberations and please God, we will be having a party in 2019, we, our next party. But you have a couple of weeks that you can still nominate someone on [www.jewinthecity.com](http://www.jewinthecity.com), you can see the top of our website. It says nominate an All Star. We had 500 people on our party last year in Manhattan.

**Yael Trusch:** Wow!

**Allison Joseph:** And the feedback that we got and here, I could actually hear a feedback because people, their faces are right in front of

me. So they actually got to deal me face to face. Things like, I've never felt so proud to be from. I've never felt to be Jewish because really the program that we ran, this is very tight program where each All Star does like a two minute video and then like a one minute speech. And it's really just this poignant and funny moments of them talking about, the blessing that came into their life, the conviction that they stuck with, and sort of the way that they've been respected by their colleagues in their fields for the sort of sticking to who they believe in, ultimately how Jewish observance is not a liability.

In fact, it is you know a value add to their lives. And I think a lot of times in sort of Jewish schools are sort of the messaging that the kids get is like everyone needs to be a Holly Robertson or a Rosh Yeshiva, and that's a wonderful things to do but not everybody's cut out for that. So for us to offer sort of the Yosef model or the Rambam model.

**Yael Trusch:** Yes.

**Allison Joseph:** You know sort of be at the top.

**Yael Trusch:** Being in the world.

**Allison Joseph:** Being in the world but you know kind of cling to who you are. It's a really important model to put forth and again I get so much joy out of making people feel proud of Jewish observance and positive about it. So it's really—it's just an incredibly evening of Kidush Hashem.

**Yael Trusch:** Amazing, sounds amazing. Allison let's do some JLP fill in the blanks to wrap it up and this is a part of the show where I'll give you an open ended sentence and you'll finish it with the first thing that comes to mind, okay?

**Allison Joseph:** Let's try it.

**Yael Trusch:** I'm Allison Josephs and I feel most spiritual when?

**Allison Joseph:** Shabbos is pretty good. I'm a fan of Shabbos.

**Yael Trusch:** Me too. I don't know how I ever lived without it, to be honest. Now, it's like nobody touch my Shabbos, please. My favorite mitzvah or when I feel most connected with is?

**Allison Joseph:** I also like mikveh. I think it's also a beautiful Mitzvah. I know some women struggle with it but I'm a big fan.

**Yael Trusch:** Yeah, it's a hard one, but it's very nice that you connect to that one. I've heard that before. Wow, powerful! My fondest sweetest Jewish memory is?

**Allison Joseph:** Oh, gosh! These are hard!

**Yael Trusch:** Yeah!

**Allison Joseph:** My fondest sweetest Jewish memory is ahhh... maybe the first time that I said *Shmone Esrei* completely. I got my first seddar on a summer trip to Israel when I was 16 and I was sort of breaking my teeth just to say the whole *Shemone Eserei* in Hebrew and maybe by the end of like three and a half weeks, I got my first full *Shemone Eserei* and that was kind of a special, special moment to be able to daven like that.

**Yael Trusch:** Yeah, I can totally, totally, totally relate. Something I wished I had learned about Judaism growing up is?

**Allison Joseph:** That Judaism is a road map for a meaningful life. That we have a purpose here, that was really my biggest struggle as a child that nothing seems to actually add up every time life was over.

**Yael Trusch:** When I give Tzedakah, I'd like to give to?

**Allison Joseph:** I'm a big fan of Jewish education so we are big supporters of my seminary Darchei Noam and Midrash Rachel Chappels

**Yael Trusch:** Beautiful, beautiful! And finally, I'm Allison Josephs and today I'm most grateful for?

**Allison Joseph:** Life! I wake up every day and I can't believe I get another day here. I really—well, obviously life has challenges, but really everyday that I'm healthy and I have my beautiful family and community and career that I care so much about, it's just life is a blessing.

**Yael Trusch:** Wow! Allison, you are just wonderful. Thank you so much for doing this. Everyone, Allison, is at [www.jewinthecity.com](http://www.jewinthecity.com) and don't forget if you want to nominate somebody for the Jewish All Stars, you can do it right there and explore that website in depth because there is a lot of very helpful, useful, and humorous content, so you'll find it and subscribe to your newsletter. You have a weekly newsletter, don't you?

**Allison Joseph:** We have a weekly newsletter we do, yet.

**Yael Trusch:** Well, Allison, thank you so much. This has been wonderful.

**Allison Joseph:** Thanks so much.

**Yael Trusch:** Thanks to Allison Josephs for stopping by. Her website is [www.jewinthecity.com](http://www.jewinthecity.com). And the new project serving those Jews who need help finding a new path within a Torah observing way of life, is Project Makom. And you can find it at [www.projectmakom.org](http://www.projectmakom.org). You can find Allison all over social media as @jewinthecity.

If you want to nominate anyone for the Jewish All Stars, well, I hate to say it but RUN with capital letters to [www.jewinthecity.com](http://www.jewinthecity.com) and click on the nominate an all-star button today! Because nominations ends today, April 30<sup>th</sup> 2018.

I hope you enjoyed the show and tell me what you thought about it. I know this one can be thought provoking, so I'd love to hear. I guess online media in the Orthodox must be on my mind since the past few weeks consecutively. We've had such incredible Orthodox women with a strong voice and presence online. We had Mara Strom of Kosher on a Budget, we had Nikki Schreiber of Humans of Judaism, Allison Josephs of Jew in the City today and next week, I get to welcome the Editor of the Jewish Woman.org, an extension of Chabad.org, Chana Weisberg.

Until then, if you haven't caught up on those episodes, I highly recommend you do and go live a rating and review. Let me know what you think. I love reviews and so does iTunes. It's good for the shows iTunes ranking. We want to make sure everyone finds the show and reviews are the way iTunes determines that this is a show worth putting up in the recommendations when people are searching for Jewish content. Until then, have a great week!

***[THEME MUSIC]***

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