

About The Five Towns Jewish Times

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Every community has its own unique personality and voice. Like its 5 Towns namesake, the 5 Towns Jewish Times is reliable but adventurous, refined but prone to the unexpected. Above all, the 5 Towns Jewish Times is unfailingly direct and refreshingly candid in its weekly reporting of local and regional news and happenings, as they pertain to residents of the 5 Towns, New York City's five boroughs, and throughout greater Long Island.

Mission Statement:

The 5 Towns Jewish Times is committed to showing the best of our Orthodox Jewish community, while reflecting reality. The 5 Towns Jewish Times is committed to address all matters of note from a position of intelligence, integrity, and accuracy; and to report difficult social, political, and religious issues from all viewpoints without bias, whitewashing, or journalistic oversimplification.

Editorial Policies:

The editorial policy of the 5 Towns Jewish Times is to maintain a middle-of-the-road point-of-view to shed light on all reasonable perspectives in a fair and balanced way. The 5 Towns Jewish Times editorial policy, as it pertains to Israel, is to remain firmly committed to the safety and support of Eretz Yisroel and its people, and to the success of the government of the State of Israel. The 5 Towns Jewish Times also presents legitimate and constructive criticism of the Israeli government's policies when and where warranted.

About the 5 Towns

The 5 Towns of Nassau County (Inwood, Lawrence, Cedarhurst, Woodmere, and Hewlett) is a suburban enclave bordering on Far Rockaway, Queens, and approximately ten minutes Southeast of Kennedy Airport. The community is largely centered around the Long Island Railroad, which carries a significant percentage of 5 Towns residents to and from New York City on a daily basis. Many 5 Towns residents are Orthodox Jewish professionals, entrepreneurs, esteemed members of academia, and charismatic religious leaders.

The 5 Towns is renowned as a community of fascinating individuals

and colorful personalities. Aside from spacious homes, abundant trees, and rolling backyards, the 5 Towns boasts a wealth of bustling shuls, world class yeshivas, dazzling shops, a tantalizing variety of restaurants, active political discourse, and an impressive infrastructure of community activism and charitable activities.

The voice of the 5 Towns' Orthodox Jewish community, the 5 Towns Jewish Times, week after week, successfully captures the local lexicon and compellingly conveys the frenetic, though charming, pace of life that is unique to the 5 Towns Orthodox Jewish community.

About the Publisher:

Larry (Arye Leib) Gordon was born and raised in Crown Heights, and is a resident of Lawrence in the 5 Towns since 1992. Larry is a veteran journalist, writing stories on Jewish life and related issues for thirty years. He is also the acknowledged creator of modern Jewish radio.

This distinction is due, for Larry, in 1977, pioneered the first weekday morning Jewish music and news program on FM radio—91.1 WFMU at New Jersey's Upsala College. Larry's program, the "Hebrew and Jewish program," and the format he created, is the direct, originating predecessor of the world famous JM in the AM radio show hosted by Nachum Segal.

Larry's interest in journalism is inspired by his father, Nison Gordon, *a"h*, who traveled from Poland when he was 18-years-old to report on life in New York City as the American correspondent for a Polish newspaper. Larry's father's became a well know Yiddish writer, writing for "The Day," "The Day Morning Journal," and "The Algemeiner Journal," during a career that spanned over 45 years.

Larry's own foray in newspaper reporting began in 2000. In response to an aggressive and antagonistic effort led by the Lawrence municipality to limit the establishment and growth of local Orthodox shuls, Larry wrote a series of articles for the local Nassau Herald, which resulted in an abrupt policy reversal.

Recognizing the necessity for an unfettered Orthodox Jewish voice (the Herald's editor was fired for printing Larry's articles and his subsequent articles were refused) in the 5 Towns, Larry established the 5 Towns Jewish Times, what was then a thin newspaper published twice a month. Today, the 5 Towns Jewish Times is published 50 times each year.

Larry's ultimate vision for the 5 Towns Jewish Times is the fluid juxtaposition of print, broadcast, and online media to provide one

reliable resource for information, news, advocacy, fundraising, and promoting achdus within and throughout all the disparate Jewish communities of the United States and the world.

Circulation:

Every Thursday, the 5 Towns Jewish Times is placed on newsstands and in Shuls and community centers throughout the 5 Towns, Brooklyn, Queens, Manhattan, and Jewish communities across the North and South Shores of Long Island. The current print run each week is 20,000 papers. The paper is distributed for free in the 5 Towns and on Long Island and sold for \$1.00 in the five boroughs of New York City and to weekly subscribers.

Demographics:

The 5 Towns Jewish Times is proud of its readership. Each week the paper is sought after and read by a predominantly Orthodox Jewish, mainly affluent and upwardly mobile audience. The paper has repeatedly demonstrated that it surpasses similar media in terms of the number of corporate leaders, professionals, decision makers, artists, members of the rabbinate, members of academia, and Jewish activists who actively seek and bring home a copy of the 5 Towns Jewish Times each week.