

Media Contact: Steven Chaitman

* For additional info & interviews with mentors

steven@jewishrockradio.com

314-991-0909



***Jewish Star Talent Search* cultivates a new generation of musical leadership in North America**

St. Louis, MO – Jewish Rock Radio has launched Season 3 of the [Jewish Star North American Talent Search](#), focused on identifying musically talented Jewish teens and young adults (ages 14-27) with a passion and desire to impact the Jewish world. Through its premier Jewish Star Academy program, Jewish Star aims to cultivate the music and leadership skills of this emerging generation of Jewish leaders. Jewish Star Season 3 features expanded eligibility from previous seasons as well as triple the number of Jewish Stars who will be selected for learning and mentoring opportunities through Jewish Star Academy.

18 Jewish Stars, to be announced November 5, 2020 on the Jewish Rock Radio Facebook page, will receive:

- Widespread recognition on all JRR platforms including social media, press, and website
- International exposure on an exclusive JRR broadcast
- Personalized marketing consultation with JRR to help them take the next step on their journeys to impact the Jewish world
- FREE registration for the [2021 SLBC National Conference](#), February 14-16, 2021, for
 - Immersive leadership and performance skills training
 - Networking with top talent in the Jewish artist community

Season 3 opened on August 18, 2020 and entries must be received by October 13, 2020. **View the Jewish Star promo video, recommend a Jewish Star, and enter at the Jewish Star webpage:**

<https://jewishstar.jewishrockradio.com>.

Entrants submit homemade music videos as an individual or part of a group performing a song that highlights a talent of their choice: vocal performance, songwriting, songleading/music leadership or instrumental performance, along with an application indicating their desire to impact the Jewish community through music. The selection team will review the videos and applications and also serve as mentors in the Jewish Star Academy Mentoring Program. Celebrity mentors include [Chava Mirel](#), [Rick Recht](#), [Naomi Less](#), [Joe Buchanan](#), [Eliana Light](#), and Rabbi [Josh Warshawsky](#).

“Jewish Star not only attracts and identifies new, young, Jewish talent, but also helps to educate the masses about the impact of Jewish artists on Jewish identity,” said Rick Recht, Founder and Executive Director of Jewish Rock Radio. “I’m especially proud of Jewish Star Academy, which is the core of this whole initiative, because it gives established Jewish artists the opportunity to step up and support future generations of Jewish artists who will inspire the Jewish world for many years to come!”

Jewish Star recognizes Jewish music as a soul trigger that amplifies important experiences and acts as a soundtrack for Jewish lives. Additionally, Jewish artists employ music to strengthen Jewish identity, inspire, teach, and engage youth and young adults. While there are many musically talented individuals in the Jewish

community, there are few efforts to attract, identify, develop, and spotlight new, young musical talent who will serve as some of the most powerful educators, worship leaders, and role models for future generations. Jewish Star Season 3 will continue to identify new Jewish music talent, offer mentorship and skills development, and provide mass exposure opportunities to shine a light on these emerging leaders.

ABOUT JRR

[Jewish Rock Radio](#) (JRR) is the first high-caliber, 24/7 international online Jewish rock radio station. The mission of Jewish Rock Radio is to strengthen Jewish identity and engagement for youth and young adults through the power of music. JRR engages Jewish youth, young adults, and families by broadcasting exciting contemporary Jewish rock music from the US, Israel, and beyond. Founded in 2009 by Jewish musical pioneer, Rick Recht, Jewish Rock Radio is a powerful platform that spotlights the wealth of cool Jewish engagement opportunities available to teens and young adults. With over 1.5 million listening minutes each month, JRR regularly impacts thousands of teens, young adults, and families. The staff of JRR manages selection, licensing, production, and distribution of PJ Library music albums worldwide, distributing over a million albums during the last several years. JRR's extensive work with PJ Library also includes PJ Library Radio, PJ's online Jewish music portal for kids and families.

ABOUT SONGLEADER BOOT CAMP (SLBC)

[Songleader Boot Camp](#) (SLBC) was launched in 2009 by founders, Rick Recht and Rabbi Brad Horwitz (Director of the Jewish Community Center's Helene Mirowitz Center of Jewish Community Life) to create immersive, inspirational, and strategic Jewish leadership programs for Jewish clergy, educators, and songleaders. SLBC provides powerful Jewish leadership training opportunities led by nationally renowned Jewish leaders, educators and music artists. SLBC teaches participants about the many vehicles they have to create powerful, interactive connections, expand leadership abilities, and learn specific skills and techniques to inspire change in their communities. SLBC offers a profound exploration of the physiology, psychology, strategy, and execution behind explosive Jewish teaching and songleading.