

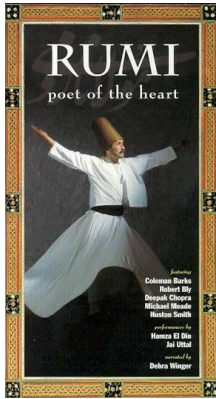
R EISENBERG PRESENTS

Regina Eisenberg

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June 4, 2010

Jelaluddin Rumi, the 13th Century Persian scholar and Sufi mystic founder of the Whirling Dervishes, taught religious tolerance and is the best-selling poet in America today.



Rumi: Poet of the Heart (1/60).

Producer: Haydn Reiss

Distributor: NETA

Rights Begin: August 1, 2010

Narrator: Debra Winger

SD Feed for Record:

Saturday, July 24, 2010 @ 1200-1300 ET/SD07

NOLA Code:

RMPH 00K1

Broadcast Rights: Unlimited Releases/3 Years

VOD: 30-Days from each Broadcast

Non-Commercial Cable: Yes

School Record: 30-Days from broadcast

Rating: TV-G

Screening DVD's on their Way

Also View Rumi Returning: Poet of the Heart at:

<http://www.reisenbergpresents.com/14185/170322.html>

(password required)

Not since the popularity of 'The Prophet' by Kahlil Gibran has a poet made such a dent in American popular culture. - New York Times

Dear colleague:

NETA and I are proud to be re-offering ***Rumi: Poet of the Heart***, a one hour documentary that tells the story of poet Jelaluddin Rumi, the 13th Century Sufi mystic, creator of the Whirling Dervishes, ecumenist and

best-selling American poet, revealing why his writings resonate in the Western world 800 years after his death. The program is being re-released at this post 9/11 time in order to provide additional perspectives about Islam and its esoteric branch, Sufism.

Rumi taught tolerance in the 1200s. When the United Nations declared 1995 "A Year of Tolerance," it identified Rumi and commended him for advocating tolerance among people from different ethnicities. Indeed, Muslims, Christians, Jews, Hindus and Buddhists attended Rumi's funeral.

In telling Rumi's surprising story, ***Rumi: Poet of the Heart*** recounts a tale that includes religious tolerance, the suspicious disappearance of a friend, some history about the Persian Empire, the background for the founding of the Whirling Dervishes, and how Rumi celebrated the sacred in everyday existence while transcending boundaries of religion, time and place to speak to all people.

Expressing the profound truths that directly enter the human heart, Rumi's poems explore ageless questions about life, longing, separation, return, meaning and purpose. Capturing the essence of love, Rumi reaches beyond the world of great poetry, to that wide audience of spiritual seekers -- be they Muslim or Sufi, Jewish, Christian, Hindu, Buddhist, Native American, Jungian, subscribers to the perennial philosophy, or New Age—an audience that public television has found eager for such programs over the years.

In addition to universal themes, *Rumi: Poet of the Heart* shares a second characteristic with earlier public television phenomena such as the Joseph Campbell programs. We saw that Bill Moyers was crucial to the success of the Campbell programs by helping set the context and make sense of the myths that Campbell brought to our attention. Preeminent contemporary translator of Rumi's poetry, Coleman Barks, retired from the University of Georgia, along with Robert Bly, Huston Smith, Michael Meade, and Deepak Chopra sets this context for Rumi.

Early on, viewers experience how important Coleman Barks' translation is for feeling the intensity and passion of Rumi. Here is one poem:

"The Reed Flute's Story"

"Listen to the story told by the reed,
Of being separated.

"Since I was cut from the reedbed,
I have made this crying sound.

"Anyone apart from someone he loves
Understands what I say."
-Coleman Barks translation

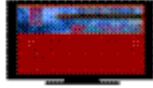
Rumi: Poet of the Heart is produced by Zinc Films. Producer, director, writer is Haydn Reiss. Narrated by Debra Winger, this upbeat program skillfully weaves commentary, music and performance. Oud virtuoso Hamza El Din and singer Jai Uttal offer exhilarating musical performances. It is distributed to public television stations by NETA. Funded by Friends of Poetry and Witter Bynner Foundation for Poetry, local underwriting is permissible.

Please contact me if you have questions. I'll be in touch with you about your carriage plans shortly. A fact sheet follows.

Very truly yours,
Regina

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fact sheet

Rumi: Poet of the Heart

Program Blurb:

Jelaluddin Rumi, the 13th Century Persian scholar and Sufi mystic founder of the Whirling Dervishes, taught religious tolerance and is the best-selling poet in America today.

Narrator:

Debra Winger

View Rumi: Poet of the Heart at:

<http://www.reisenbergpresents.com/14185/170322.html>

(password required)

Episodes/Length:

1/60

Rights Begin:

August 1, 2010

Rights:

Unlimited/3 Years

Video:

SD 4x3

NOLA Code:

RMPH 00K1

SD Feed for Record:

Saturday, July 24, 2010 @ 1200-1300 ET/SD07

Audio/Visual:

Stereo/Closed Captioned

SAP:

DVI

V-Chip Rating:

TV-G

Producer:

Haydn Reiss

Underwriters:

Friends of Poetry,
Witter Bynner Foundation for Poetry.

Local Underwriting:

Local underwriting is permissible

Broadcast History:

PBS Plus Release—10/1/99-9/30/02

DVD:

PBS Home Video, 800-PLAY-PBS

Websites:

www.rumipoet.com

www.netaonline.org

www.stationrelations.com

www.reisenbergpresents.com

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