

Contact: Darcy Maher, 732-729-9877  
Email: dbmbildner@comcast.net

January 4, 2013  
FOR IMMEDIATE RELEASE

**“The Anne Frank Phenomenon”:**

**Lecture to Kick-off Exciting Season of Public Programs at Rutgers’ Bildner Center**

NEW BRUNSWICK/PISCATAWAY, N.J. – Professor Jeffrey Shandler (Rutgers University) will examine how Anne Frank’s *The Diary of a Young Girl*, one of the world’s most widely read books, has inspired dozens of musical compositions, thousands of YouTube videos, a museum visited by millions, as well as numerous works of art, fiction, poetry, dance, film, broadcasting, pedagogy, and even humor. Shandler will draw from his new book, *Anne Frank Unbound: Media, Imagination, Memory*, coedited by Barbara Kirshenblatt-Gimblett (Indiana University Press, 2012).

“The Anne Frank Phenomenon” will be held on Monday, February 4<sup>th</sup>, at 4:30 p.m., at the Douglass Campus Center, 100 George Street, in New Brunswick. The talk is sponsored by the Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers University and is free and open to the public. Professional development credits are available to schoolteachers who attend. Advance registration is requested by contacting [csjlsvp@rci.rutgers.edu](mailto:csjlsvp@rci.rutgers.edu) or 732-932-2033. Free parking is available. The lecture is the first of numerous public programs this spring sponsored by the Bildner Center on topics as wide ranging as art and memory and the conflict between Muslims and Jews in France. (The full program schedule is available on our website: [BildnerCenter.rutgers.edu](http://BildnerCenter.rutgers.edu).)

Shandler, a professor in the Department of Jewish Studies at Rutgers since 2001, is a scholar of modern Jewish culture, specializing in Yiddish culture, Holocaust remembrance, and the ethnography of contemporary Jewish life, especially in America. His publications include: *Jews, God, and Videotape: Religion and Media in America* (New York University Press, 2009); *Awakening Lives: Autobiographies of Jewish Youth in Poland before the Holocaust* (Yale University Press/Yivo Institute, 2002) and *While America Watches: Televising the Holocaust* (Oxford University Press, 1999). He is a fellow of the American Academy for Jewish Research, and he also currently serves as president of the Association for Jewish Studies.

The Allen and Joan Bildner Center for the Study of Jewish Life connects the university with the community through public lectures, symposia, Jewish communal initiatives, cultural events, and teacher training.

RUTGERS