

Gossip Boy

Omri Hayoon has managed to fascinate much of the country with his celebrity scoops.

By LAHAV HARKOV

Omri Hayoon is sitting in a trendy Tel Aviv café. As he eats a chicken sandwich and sips his orange juice, people twice his age **approach** the table to shake hands with one of Israel's most powerful **gossip** bloggers.

“People love to write that I’m just a boy, I’m only 19,” Hayoon says, “So just put down that I’m 20; my birthday’s in August.”

Despite having the **attitude** down, Hayoon is anything but a **typical** teen. His own personal life can fill its own blog, but Hayoon has brought powerful Israeli media players to their knees with his reports on some of television’s biggest stars.

Hayoon began his online career at age 17, when he began to write for online fan forums for different Israeli TV shows. He decided to **concentrate** his **efforts** into a blog of his own, which he called “On the Way to Fame.” Since then, his blog has become the most popular in the country. The blogger’s biggest stories are about the stars of reality shows, such as *Big Brother*, *Survivor* and *A Star Is Born*. “My first big scoop was about Omer Adam from *A Star Is Born*,” Hayoon says. His blog was the first, in 2009, to **reveal** that Adam was **actually** only 16 years old. Soon after, Adam was thrown out of the show. “This was in the beginning, when I had no idea what I was getting into,” Hayoon said. “I got an e-mail about his age, and I didn’t think about why someone would send it to me. I just **published** the information, and everyone **quoted** it.”

Hayoon has 20,000-30,000 visitors per day to his blog; his Facebook page has 90,000 Likes and he has an iPhone application.

“I don’t think I’m hurting people,” he says. “If someone lies and becomes a public **figure**, he should take **responsibility** for what he does.

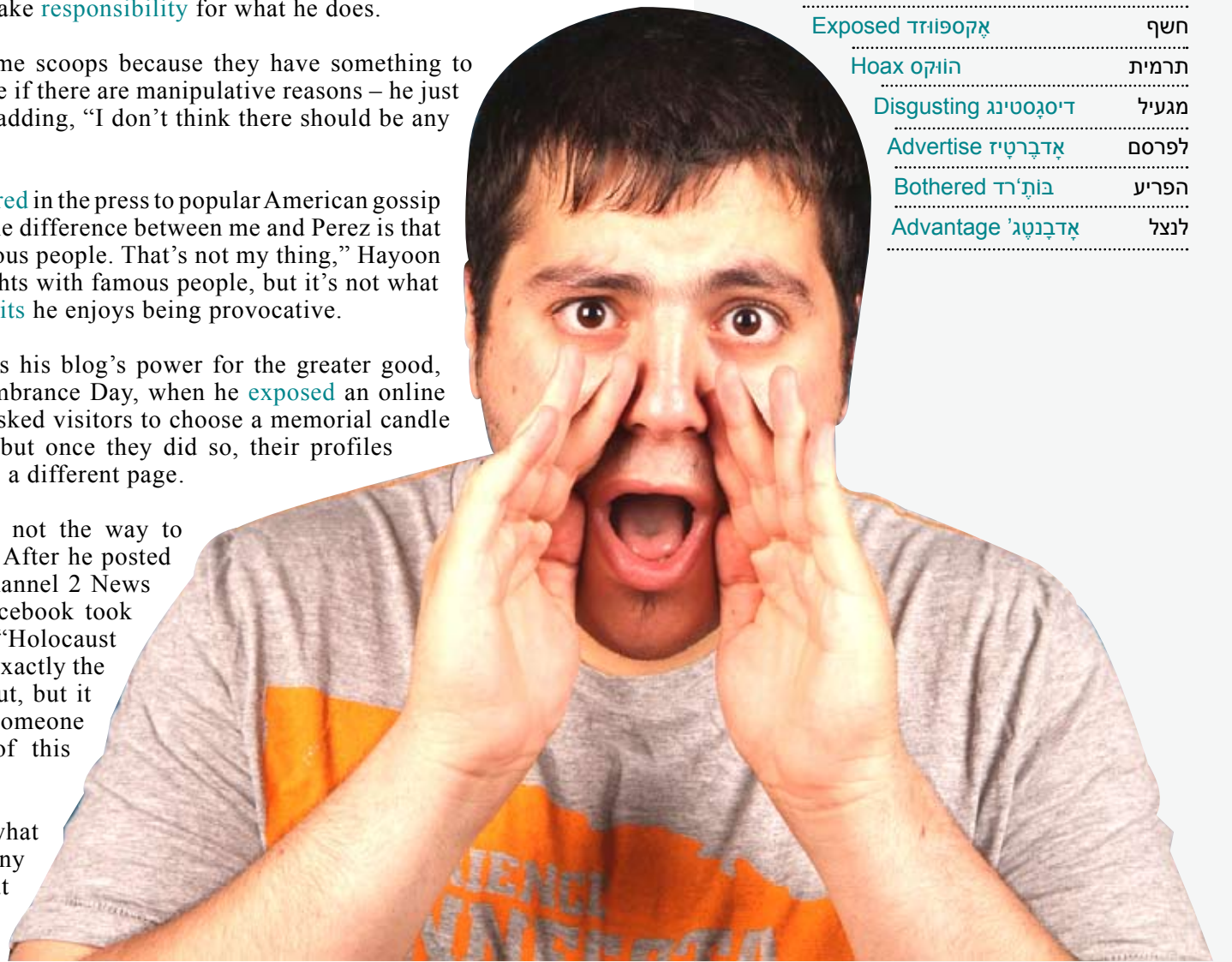
“A lot of people send me scoops because they have something to **gain**. A writer doesn’t care if there are manipulative reasons – he just wants an item,” he says, adding, “I don’t think there should be any limits to free speech.”

Hayoon has been **compared** in the press to popular American gossip blogger Perez Hilton. “The difference between me and Perez is that he tries to fight with famous people. That’s not my thing,” Hayoon explains. “I had some fights with famous people, but it’s not what I’m looking for.” He **admits** he enjoys being provocative.

Sometimes Hayoon uses his blog’s power for the greater good, like on Holocaust Remembrance Day, when he **exposed** an online **hoax**. A Facebook page asked visitors to choose a memorial candle to put on their profiles, but once they did so, their profiles showed that they “Liked” a different page.

“It’s **disgusting**. That’s not the way to **advertise**,” Hayoon says. After he posted the story on his blog, Channel 2 News interviewed him, and Facebook took off the application. “Holocaust Remembrance Day isn’t exactly the topic I usually write about, but it really **bothered** me that someone would take **advantage** of this important day.”

“Like it or not, this is what I do,” he adds – and many people he writes about choose not to like him. But when you look at his readers – he is loved.



LOVE AND FAME

Dictionary	
ניגשים	Approach אֶפְרוֹחַץ
רכילות	Gossip גוֹסִיפּ
למרות	Despite דִּיסְפִּיט
גישה	Attitude אָטִיטיוּד
טיפוסי	Typical טִיפִּיקָל
לרכז	Concentrate קוֹנְסֵנְטְרִיט
מאמצים	Efforts אֶפּוֹרְץ
לגלות	Reveal רִיבִיל
למעשה	Actually אַקְצ'וּאָלִי
פרסמתי	Published פֻּבְּלִישֵׁט
ציטט	Quoted קוּוּטְד
דמות	Figure פִּיגור
אחריות	Responsibility רִיסְפוֹנסִיבִּילִיטִי
להרוויח	Gain גָּין
בהשוואה	Compared קוֹמְפָּרד
מודה	Admits אָדְמִיץ
חשף	Exposed אֶקְסְפוּוּד
תרמית	Hoax הוֹאֵס
מגעיל	Disgusting דִּיסְגֵּסְטִינג
לפרסם	Advertise אֲדִבֵּרְטִיז
הפריע	Bothered בּוֹתֵר
לנצל	Advantage אֲדִבְנֵטָג

Going Native

A new immigrant’s growing pains in Israel.

By LAURA ROSBROW

In **suburban** Canada, the usual cause for **alarm** is a lost dog; maybe a storm; **rarely** a **burglar**. Like many suburbs it’s a quiet place to raise children. This is why my Israeli friend’s aunt and uncle decided to move there. They love Israel, but wanted the best for their family. This seemed like the safest, most **affordable** option.

However, in a place with few surprises, there are also few people **equipped** to **handle** them. One day the aunt was taking a walk. Across the street, she saw a man **collapse**. She ran over to check his heart beat. It was gone. She started CPR and saved his life. She knew how to do this because she was a medic in the army.

My friend was thinking about visiting her and travelling around Canada, however, he was having second thoughts. He was worried Canadians wouldn’t be that interesting. I asked why? Canadians have great comedians like Mike Meyers, Jim Carey and Dan Akroyd. What is there not to like?

He explained that when her **neighbors** heard that she saved his life, people were **impressed**. They thought it was an amazing thing she did. But in Israel, that’s just something you do. It’s not that, “amazing.” If this seemed so challenging to them, they might not have a lot to offer.

This **reminded** me of another **conversation** I’d had **recently**. I was buying falafel. **Despite** my good-enough Hebrew, I still have an **accent**. The seller asked where I was from and I told him I was from the US. He told me he’d spent 10 years living in Miami and had moved back recently. He thought there was one key difference; In the US, your **quality** of life is better. In Israel, the people are more interesting.

Many people ask me why I moved to Israel from the US. As hard as reality is here, it also develops strengths. That’s why so many people, like my friend’s aunt, know how to give CPR. People are more **capable** because they have to be. Whatever may happen to Israel, I hope Israelis keep this sense of strength. This is what makes life more interesting here than losing a dog in a Canadian suburb.



Dictionary	
פרברי	Suburban סֻבּוּרְבָן
בהלה	Alarm אֶלָרֵם
לעיתים נדירות	Rarely רִירִלִי
פורץ	Burglar בֻּרְגֵלָר
זולה/ אפשרית מבחינה כלכלית	Affordable אֶפּוֹרְדָבֵל
מצוידים	Equipped אֶקְוִיפֵט
להתמודד	Handle הַנְדֵל
מתמוטט	Collapse קוֹלַפֵּס
שכנים	Neighbors נִיבּוֹר
התרשמו	Impressed איִמְפְּרֵסֵט
הזכיר	Reminded רִימִינֵד
שיחה	Conversation קוֹנְבֵּרְסַיִשׁן
לאחרונה	Recently רִיסְנֵטִילִי
למרות	Despite דִּיסְפִּיט
מבטא	Accent אֶקְסֵנט
איכות	Quality קוּאָלִיטִי
כשירים	Capable קִיפָבֵל

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