

City College of New York  
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New York, N.Y. 10031

Department of Sociology

September 7, 2006

Rabbi Elkanah Shmotkin, Director  
Jewish Educational Media  
784 Eastern Parkway  
Brooklyn, NY, 11213

Dear Rabbi Shmotkin:

I am pleased to write a letter in support of your project. Your projected collection documenting the Chabad Movement and the Rebbe's life and work will be a major resource for scholars and for the interested general public. Researchers like myself, who specialize in Jewish Studies, social movements, and the sociology of religion, will find the 1,000s of hours worth of video collection extremely valuable.

Probably no other leader in the Jewish community in the 20<sup>th</sup> Century was as influential as Rabbi Schneerson. The opportunity presented by JEM to study his work is unprecedented, extremely important, and therefore deserving of wide financial support. Since these materials are in danger of being degraded, it is imperative that work begin on them now.

I look forward to visiting your collection in the future and know that it will be of tremendous help to me in my work. Please keep me informed of your progress.

Sincerely,

William B. Helmreich  
Professor of Sociology and Judaic Studies  
City College of New York