



University of Florida, Gainesville, FL 32611

May 12, 2006

Rabbi Elkanah Shmotkin
Director
Jewish Educational Media
784 Eastern Parkway, Suite 403
Brooklyn, New York 11213

Dear Rabbi Shmotkin:

This is in support of your efforts at Jewish Educational Media to preserve and make accessible the moving images of the Chabad Movement and the Lubavitcher Rebbe. The range of your collection, dating from the 1920s through the decades encompasses the entire visual history of Chabad. That your organization has been able to collect these materials is quite remarkable and shows a tremendous sense of dedication, and commitment to history. If only other producing organizations were able to do the same, and realize that these documents are even more important today than they were the day they were recorded, and will only continue to appreciate in value as time goes by.

As a scholar who has worked extensively with archives, researching for both books and films, a collection such as JEMs is invaluable. Being familiar with other Jewish related archives, such as YIVO, and the National Center for Jewish Film at Brandies University, the Jewish Educational Media Archive has the potential to provide benefits to scholars, researchers, students, and all those that are interested in Jewish life and culture from the perspective of Chabad Lubavitch.

For anyone studying the Chabad movement, or the life of the Lubavitcher Rebbe, the JEM Archive will be an indispensable resource. I very much hope that the NEH will provide support for this very worthwhile project of Jewish Educational Media. Please keep me informed about this project, and I look forward to visiting your facility some time in the future.

Jack Kugelmass, Director
Sam Melton Professor
Center for Jewish Studies
University of Florida
105 Walker Hall
PO Box 118020
Gainesville, FL 32611-8020
Phone: O: (352)-392-9245; H: (352) 338-9276; C: (602) 300-8422
Fax: (352)-392-5378
Email: JMKugelmass@aol.com or jkugelma@jst.ufl.edu