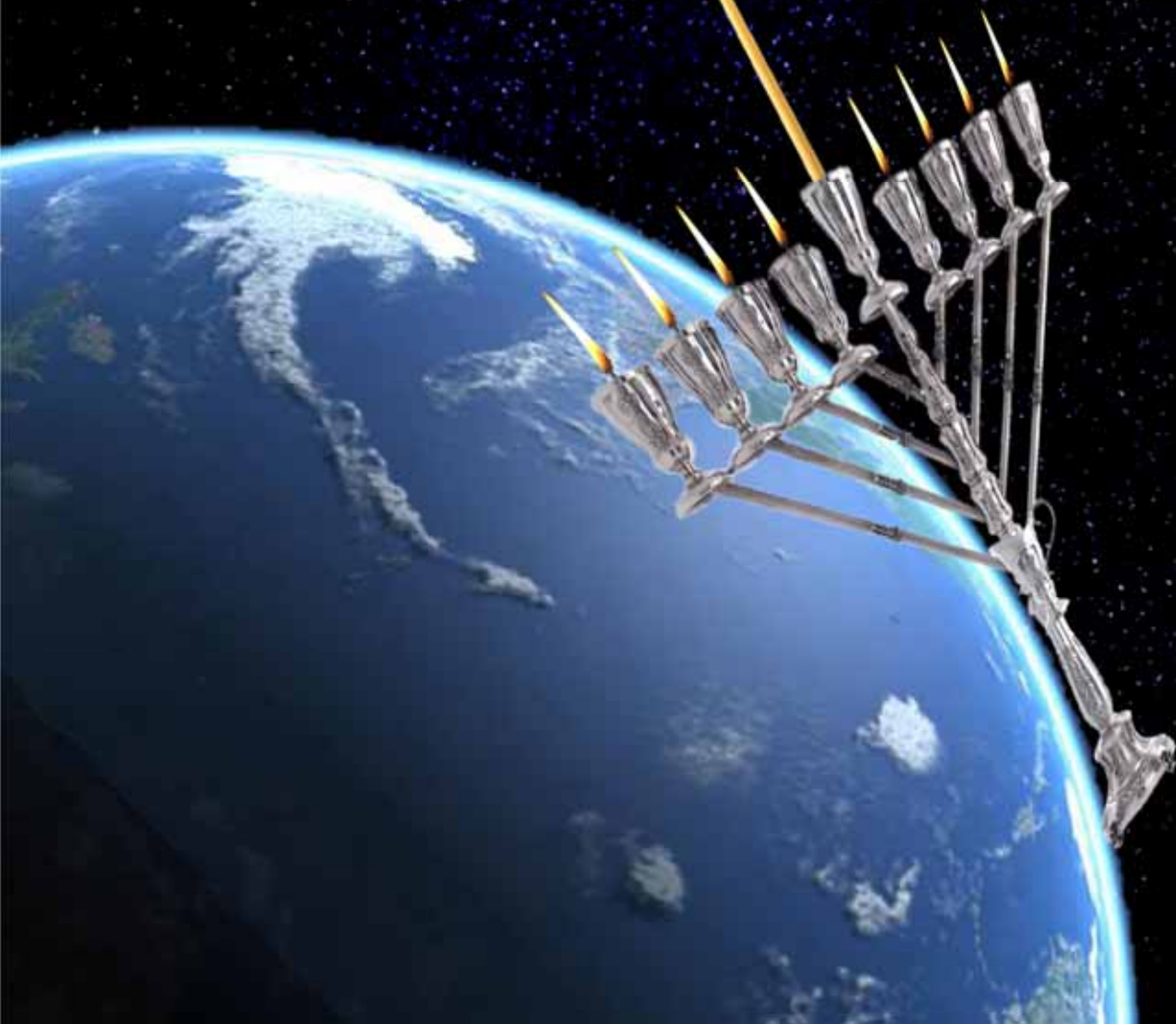
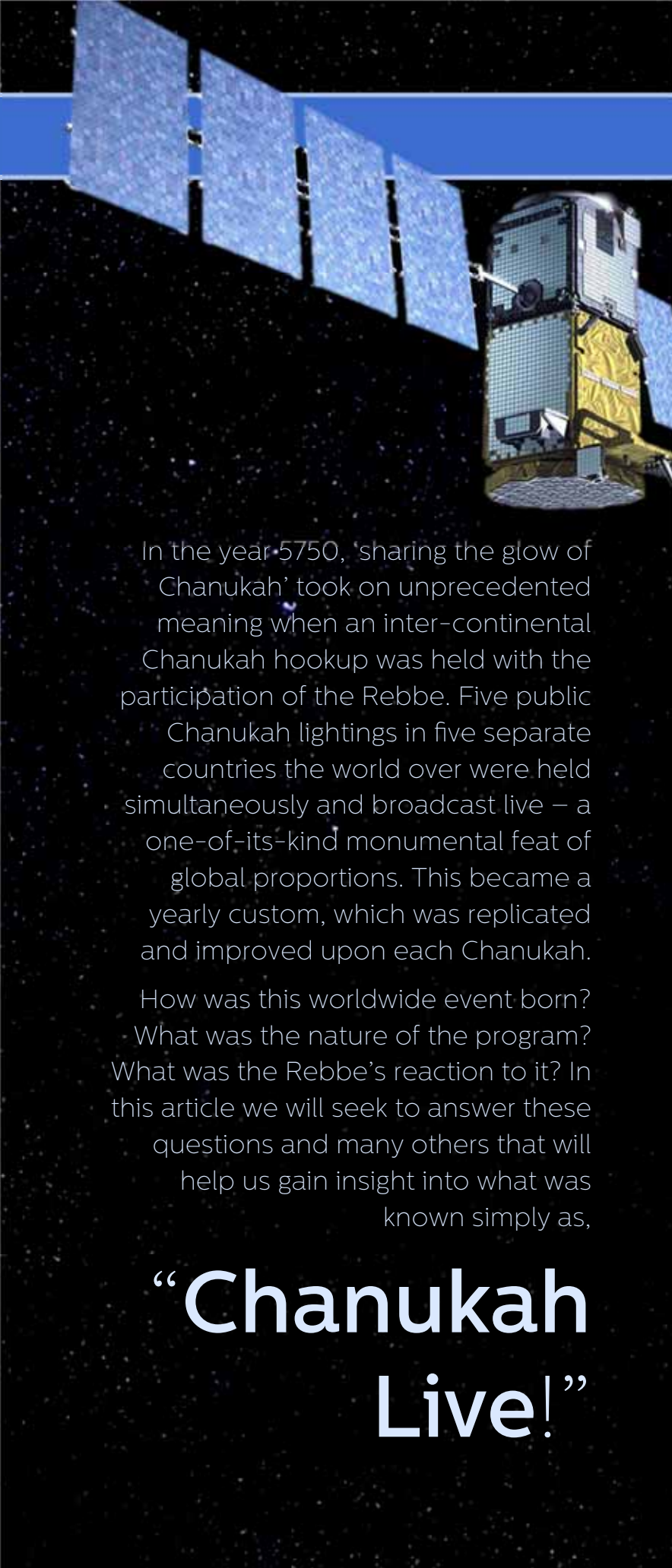


AND THERE WAS
Light!





In the year 5750, 'sharing the glow of Chanukah' took on unprecedented meaning when an inter-continental Chanukah hookup was held with the participation of the Rebbe. Five public Chanukah lightings in five separate countries the world over were held simultaneously and broadcast live – a one-of-its-kind monumental feat of global proportions. This became a yearly custom, which was replicated and improved upon each Chanukah.

How was this worldwide event born? What was the nature of the program? What was the Rebbe's reaction to it? In this article we will seek to answer these questions and many others that will help us gain insight into what was known simply as,

“Chanukah Live!”

Preface: To properly document this remarkable part of Lubavitch's history is both immensely necessary and intensely challenging. Over a year of intense research, and interviews with founders and those involved, and uncovering never-before-publicized documents, brought this article to fruition.

The Chassidisher Derher would like to extend a special Yaasher Koiach to a few of the individuals who selflessly gave of their time and much more so that Chassidim around the world be able to relive the extraordinary moments in this article:

*Chairman of Agudas Chassidei Chabad **Rabbi Avrohom Shemtov**, JEM Founder **Rabbi Dovid Krinsky**, Rabbi Yosef B. Friedman, Rabbi Eliezer Zaklikovsky and Rabbi Mendel Feller.*

A UNIVERSAL MIVTZA

Chanukah has been perceived by many around the globe as a time to focus on family, yet the Rebbe transformed Chanukah into a time to radiate Chanukah's light to all who come within our sphere.

The Rebbe's persistent encouragement brought about a new phenomenon which has become widespread practice: Public Menorah lightings.

Chassidim and Shluchim around the world mobilized to bring this new Mivtza to fruition. Some organized public lightings; others visited people in their homes, while still others took to the streets to bring Chanukah's light to every last Jew.

In the winter of 5734 Rabbi Avrohom Shemtov spearheaded efforts to conduct the first public Menorah lighting at the Independence Hall, near the Liberty Bell in Philadelphia, Pennsylvania. This hallmark Menorah lighting continued each year in the same location as the practice became commonplace around the world.

At first a smaller Menorah was used at the Liberty Bell, however, in 5739, Rabbi Shemtov coordinated the fashioning of a 32-foot Menorah to be used instead. His forethought in ensuring the Rebbe's Mivtza was carried out in the grandest fashion was a forerunner of numerous replicas of these large Menorah's around the globe.

Twenty years later, as Chanukah 5750 drew near, Rabbi Shemtov had a team of artisans put finishing touches on a magnificent new Menorah at the same height of its predecessor.

Thoughts began to swirl in Rabbi Shemtov's head



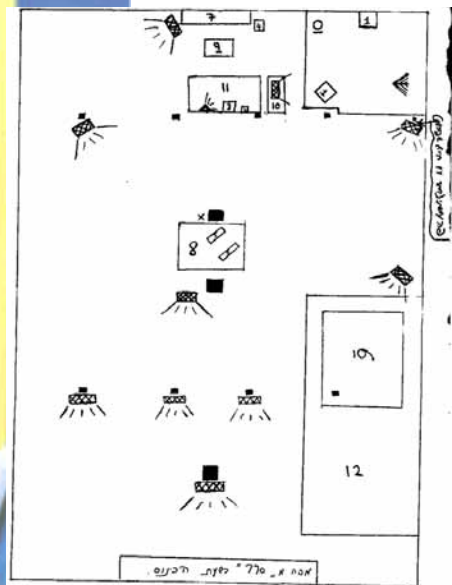
THE SCHEMATIC RABBI H. DOVID KRINSKY PRESENTED THE REBBE WITH.



A CREW OF BOCHURIM HELPS THE CAMERA CREW GET SET UP.



SATELLITE DISHES ARE SET UP ON EASTERN PARKWAY OUTSIDE 770.



A MAP DRAWN BY A BOCHUR WHO WAS LEARNING IN 770 AT THE TIME, GIVES A BIRD'S EYE OF WHAT THE SETUP IN 770 WAS LIKE.

as to how best celebrate this new Menorah. Guided by the Rebbe's constant urge to utilize newest technologies for purposes of Yiddishkeit, Rabbi Shemtov set his eyes onto an idea of global proportions—literally.

He thought to himself: "Perhaps we can hold Chanukah lightings in multiple cities world-wide simultaneously, and we can link them with a video broadcast via satellite? For example, we can coordinate that Menorah lightings in Philadelphia, Washington, and Eretz Yisroel should be held at the same time and connect them in this way."

As the idea formulated in his head, it occurred to Rabbi Shemtov that in the present time, when Hashem's aura can be felt most strongly where the Rebbe is found, this would be the ultimate "Aliya L'regel"—short of coming in person. An inter-continental hookup, which could also be viewed on any personal television, would show Chanukah being celebrated in 770 in conjunction with four other public lightings around the world.

The broadcast would enable countless Jews to not only have a glimpse into the Rebbe's Chanukah, but for them to be seen by the Rebbe.

On the other hand, an interconnected broadcast of such vast proportions had barely been attempted even in the secular world, so Rabbi Shemtov realized that this idea would be a giant challenge.

With a bit of trepidation he wrote a tzetel with a detailed overview of the project. He was delighted to receive the Rebbe's response and an indication that the Rebbe would participate in person!

This would mean that the Rebbe would deviate from his usual schedule of davening Mincha at 3:15 and join the program, which would begin sometime earlier.

GROUNDWORK AND SKY-WORK

A small group of Shluchim and Bochurim worked feverishly to assemble a program that would bring the Rebbe great Nachas. At its helm, Rabbi Avrohom Shemtov brought to the team Rabbi Hillel Dovid Krinsky, founder of Jewish Educational Media, and the one

who pioneered the broadcasting of the Rebbe's Farbrengens.

In anticipation of and following each Chanukah Live, Rabbi Shemtov and Rabbi Krinsky would consistently write reports to the Rebbe regarding the goings on.

On one occasion they presented the Rebbe with a "schematic," which described how the broadcast was transmitted. A "schematic" is a term used for a diagram that describes the design or concept behind a sophisticated project.

On another occasion, Rabbi Levi Teitelbaum designed a map with color pins on all the locations it would be aired, whether on cable or local TV.

The costs and labor that it would take to produce a broadcast of such proportions were tremendous. Yet this small group toiled enthusiastically on bringing the idea to fruition.

The program was unique in its structure and great thought was given to each detail. Thousands of children from the New York area would gather inside 770 for a Tzivos Hashem rally. At the same time the participating events being held elsewhere would commence.

Inside the main shul of 770 an extensive camera crew and numerous screens were sprawled about. In order to broadcast, huge satellite dishes needed to be rented and brought to each location. In Crown Heights they were parked on Eastern Parkway in front of 770.

All the footage would be streamlined via the Galaxy3 communications satellite to the control center. There, Rabbi Yosef B. Friedman selected the choicest views to be shown on the screens at all locations and for those watching on their personal televisions. Rabbi Friedman would give instructions to the cameraman and managers at each locations over satellite phones and transistor radios.

In 5750 this control center was in a broadcasting studio in Manhattan. Its distance from 770 led to some unnecessary challenges in the smoothness of the broadcast, so in future years a mammoth control trailer was set up outside 770 on Kingston Avenue, complete with satellite

• Commanding • CHANUKAH'S GLOW

Throughout the years of Chanukah Live there were numerous command centers and individuals who hosted the program.

5750 – The entire program was controlled by Rabbi H.D. Krinsky and Rabbi Y.B. Friedman remotely from the CBS studios in Manhattan. Together with them in the control center, sat **Rabbis Shmuel Kaplan** and **Manis Friedman**, who accompanied the broadcast with continuous explanations and translation. One could only hear their voices and not actually see them.



5751 – After encountering numerous problems the previous year because of the remote location of the command center, a mobile-studio was rented. Rabbi Mendel Lipsker joined Rabbi Kaplan to give a live commentary from a small room in the control trailer.

5752 – From this year forward, an office in 788 Eastern Parkway was set up specially for the purpose of hosting the broadcast. In it sat Rabbi Shmuel Kaplan and a member of the Chanukah Live team by the name of Jerry Levine, who moderated the program in a most professional way.

After Gimmel Tammuz, when Chanukah Live was broadcast from the Rebbe's room, a command center was set up in the zal of upstairs 770.



RABBI YEHUDA KRINSKY OVERSEES THE PREPARATIONS.



RABBI H. DOVID KRINSKY MULTITASKS TWO PHONES AT A HECTIC POINT OF THE BROADCAST.



RABBI ELIEZER ZAKLIKOVSKY AND RABBI MENDEL FELLER HARD AT WORK COMMUNICATING WITH THE BROADCASTERS TO ENSURE ULTIMATE PERFORMANCE.



poles and the studio equipment.

Two individuals would “host” the program, offering running commentary as the event aired. Sitting in the studio these moderators would often be joined by special guests including Chief Rabbi Yisroel Lau and others.

The team would work with studio professionals for weeks before to create video clips in tribute to the Rebbe and describing the work of Lubavitch the world over. These were peppered throughout the broadcast. Many of these clips also included good wishes from dignitaries around the globe to the Rebbe.

ON AIR!

Beginning the evening prior, a crew of Bochorim cleared out 770 and reset it to best accommodate the program.

Inside 770, a number of Bochorim and members of the Chanukah Live team sat along the cameramen to help guide them as to where the camera should be focused. In 5750, Rabbi Avrohom Shemtov, and in the years following,

Rabbi Mendel Feller, stood right alongside the Rebbe's Bimah with a transistor radio, to transmit any requests, and directives as necessary.

Only children, along with their teachers, counselors, and a select few others were permitted to be in 770 throughout the duration of the program. Bochorim squeezed into the Ezras Noshim of 770 to witness the proceedings, yet when the main Shul in 770 overflowed with children they were made to leave to give space for more children to participate.

To accommodate the thousands of Bochorim and Anash that so desperately wished to be a part of this epic moment several screens were set up throughout Crown Heights. In the small Shul of 770 two screens stood. One played the broadcast while the other streamed footage from the camera of Reb Chaim Boruch Halbershtam, which was constantly focused on the Rebbe. Two additional screens were placed in the Ezras Noshim of 770.



CHASSIDIM WATCHING THE EVENT FROM A JUMBO-TRON OUTSIDE 770.



RABBI MANIS FRIEDMAN AND RABBI SHMUEL KAPLAN PROVIDE RUNNING COMMENTARY TO THE PROGRAM.



JERRY LEVINE PUTS LAST MINUTE TOUCHES ON HIS SCRIPT FOR THE BROADCAST, AS RABBI AVROHOM SHEMTOV SPEAKS RAPIDLY INTO THE PHONE.



IN THE COMMAND TRAILER RENTED SPECIALLY FOR CHANUKAH LIVE.

In 5750 and 5751, giant screens were placed in the Oholei Torah ballroom. In 5752, a truck with a jumbo screen loaded on the back, parked in front of 770 and droves of people watched the broadcast from there.

Once everyone had assembled in 770 and all the equipment was in place, the Rebbe would enter the Shul amid lively singing. The moderating of the broadcast would start a short while before the Rebbe entered the Shul to prepare the viewers for what was to come.

In the main shul of 770 the screens did not display the background commentary that was happening live simultaneously, and the program began with Mincha, as a children's rally would usually begin.

When Mincha concluded, the Rebbe turned to a second Bima facing the crowd in 770, which also had screens set up for the Rebbe to view the broadcast.

Typically, at this point in a children's rally the 12 Pesukim would be recited, however, during Chanukah Live this took on a new twist. The Chanukah Live team put in much effort to ensure that every location taking part would have a substantial moment on the screen at least three times throughout the broadcast. Each place would be seen by the Rebbe at least for one Posuk, during their Menorah lighting, and while they were singing Haneirois Hallolu.

Hence the Pesukim were said in a global succession. The Rebbe would watch the monitors very closely and often repeated the words of the pesukim after the children. At the culmination of the recital of the Pesukim, everyone joined together in the Brocho of "Yechi Adoneinu Moreinu Verabeinu" and burst into the singing of "We want Moshiach now."

At this point the Menorahs would be lit at each location consecutively. Usually the one who lit the Menorah, or another individual standing together with him in each location, would say a few words and end off with a Brocho to the Rebbe.

All through Chanukah Live each year, Chassidim recognized a rare sense of serenity in the Rebbe's face. It was clear that the Rebbe had great pleasure from

the entire program. Moreover, there were particular moments when it seemed the Rebbe's face would light up with joy.

Each year the tens of thousands of people that gathered at the Eiffel Tower in France, would elicit broad smiles from the Rebbe. During the first Chanukah Live, when a hookup showing Jews in Moscow celebrating Chanukah freely for the first time in decades, the Rebbe showed sheer delight.

Once the Menorah was lit in all locations, concluding with the kindling of the spectacular Menorah in 770, Haneirois Hallalu was sung in tandem throughout the world. As the participants at each location would see themselves on the screen, often they would excitedly wave and jump, out of great joy of being seen by the Rebbe.

HEARD AROUND THE WORLD

Now for the highlight of the entire broadcast: Chassidim watched enthusiastically as the Rebbe addressed the entire world, literally, giving the order of the day in a Sicho, and in most years two or three!

Simultaneous translation into English by Rabbi Manis Friedman could be heard anywhere other than in 770. In 770, as at every childrens rally, Rabbi J.J. Hecht would deliver a summary of the Rebbe's message. After his passing, this was done by his son, Rabbi Sholom Ber Hecht.

In many of the Sichos given during Chanukah Live the Rebbe tied the event with the giving of Tzedokah and personally distributed various forms of money in the years 5750, 5751 and 5752.

As this unforgettable evening came to a close nothing lay more in the hearts of Chassidim worldwide that the Rebbe have boundless energy to accomplish all his heart's desires, that he only derive Nachas from all his Chassidim, and that he speedily lead us all to Yerushayim with the revelation of Moshiach.

Echoing these deepest wishes, each year Birkas Kohanim would be recited at this point followed by a heartfelt Brocho from Rabbi J.J. Hecht, and after his passing, his son Rabbi Shimon Hecht. ■

It is difficult to acquire an accurate picture of the breathtaking moments that occurred during Chanukah Live without describing each year on its own. Constraints render it impossible for us to describe each detail, however we will attempt to present a glimpse through the highlights we have compiled below.

The diaries presented here are from Chanukah Live in the years 5750, 5751, and 5752. The final Chanukah Live the Rebbe participated in was in 5753, however, Chanukah Live continued for many years afterward.



5750

decided to move on.

The seventh Possuk was recited by a girl in Paris, France, with audio connection. Suddenly a few people noticed that the girl could be seen on one of the screens in the back of the Shul. They hastily lifted the screen and turned it so that the Rebbe be able to see it. Upon seeing the child on the screen and hearing her recite the Possuk, the Rebbe repeated after her, word by word, along with the children.

Suddenly, Moscow appeared on the screens. Upon seeing the Moscow celebration for the first time, the Rebbe's face lit up as he looked strongly at the screen, which showed a boy leading the crowd in "Yechi Adoneinu Moreinu Verabeinu," and continuing with the song "We want Moshiach now."

Following the Pesukim, a film was presented of President George Bush receiving a Menorah from a delegation of Shluchim and after its conclusion, the Rebbe applauded strongly along with the crowd for a short while.

An additional video presentation was then shown of

On the night before this great event, unparalleled in prior history, 770 was prepared accordingly. Benches filled the entire Shul, leaving a very narrow space for the Rebbe to pass through on his way into Shacharis.

The program began with the Rebbe entering the Shul at 2:50 to lively singing of *al nisecha*, and continued with the regular schedule of a children's rally.

Upon reaching the third Possuk, a boy from Moscow was said to recite it, but as it turned out, only the audio was transmitted without any video connection. The sixth Possuk was supposed to be recited by a girl from London, but after a while of not succeeding in making a connection (during which the Rebbe expressed his astonishment quite a few times), it was



LUBAVITCH ARCHIVES

Mr. Bill Hayden, Governor General of the Commonwealth of Australia bestowing his wishful greetings at a Chanukah celebration. The Rebbe clapped briefly after this.

The time for the Menorah lighting ceremonies arrived at last. Moscow was first, and the connection went very well, enabling the Rebbe and the Chassidim in 770 to see and hear clearly. The linkup to London and France for their ceremonies did not turn out very successful, so Rabbi Hecht announced that the program would move on to kindling the Menorah in 770.

Upon hearing this, the Rebbe turned towards him and exclaimed "Eretz Yisrael!" After this repeated itself a second time, Rabbi Groner approached and the Rebbe asked him, "What is with Eretz Yisrael?" Rabbi A. Shemtov spoke anxiously into the phone, trying to ensure that the satellite reach Eretz Yisrael, but was unsuccessful.

The Rebbe asked that the footage of Rabbi Mordechai Eliyahu be replayed and several attempts were made, yet to no avail. So, the program continued in 770.

[During the rest of the program Rabbi Chaim B. Halberstam worked valiantly to get the footage of Chief Rabbi Eliyahu's speech, and after the Rebbe finished the Chaluka the Rebbe was told that the clip was available but the entire program would be viewable the following day. The Rebbe replied that he would watch the footage the next day in its entirety.]

The schedule held the kindling of the Menorah in Eretz Yisrael next, but again, the attempt to access Eretz Yisrael failed, and the children continued with Aleinu. As the Sharf children recited the Kaddish De-

rabonon, suddenly the face of Rabbi Mordechai Eliyahu speaking fervently appeared on the screen, although his voice could not be heard. The Rebbe grinned and exclaimed "Eliyahu!"

Rabbi Hecht then announced that the kindling of the Menorah in France will now be shown. As he uttered these words, a video of the already ignited Menorah in France turned up on the screen. Once seeing this, many of the children shouted out at once "It's already lit!" and the Rebbe smiled broadly.

Here the Rebbe began to say the first Sicha, lasting approximately eight minutes. After the Sicha, a joint singing of "Haneiros Halolu" took place simultaneously around the world, with Avraham Fried leading the singing in Moscow, and the enormous crowd of over 20,00 people participating from Paris.

The Rebbe then continued with the second Sicha, which lasted until after the hook-up was disconnected. Following the translation (by Rabbi S.B. Hecht, as Rabbi J.J. Hecht was not feeling well), the Rebbe told Rabbi Groner that he would **personally** hand out four coins to each child present(!) and give dollars to the "Tankistim" to be distributed to the adults.

This "Chaluka" came as a complete surprise to all, and Chassidim suggested that the number four might correspond to the four decades of the Rebbe's leadership being celebrated that year.

On his way out of the Shul, the Rebbe waved at five of the news reporters from CBS, and shook hands with one of them.

The historic event came to a close at 6:30 that evening. ■

5751

Plans for the second annual Chanukah Live broadcast started a while before Chanukah. A number of steps were taken to avoid various difficulties that arose the previous year. Indeed the broadcast went much smoother in 5751.

This year the event was held on the afternoon leading into the eighth evening of Chanukah, and 11 locations participated! This was a sharp increase from the four locations that had taken part the previous year. The cities that were part of the broadcast were: Manhattan, Hong Kong, Melbourne, Moscow, Buenos



Aires, London, Sydney, Johannesburg, Cape Town, Paris and Montreal.

Two screens faced both sides of the Rebbe as he approached the bima after Mincha. After a global rendition of the 12 Pesukim, all burst into lively singing

of “We want Moshiach now,” and the Rebbe clapped along. When Rabbi Shimon Hecht said to give a hand for all the children who said the pesukim so beautifully, the Rebbe applauded strongly.

At this point a pre-prepared video composition, showing Public Menorah Lightings done by Shluchim around the world, in places that weren’t included in the live-broadcast, namely: Toledo, California, Cairo, Casablanca, Montevideo, Chicago, in the Red Square outside the Kremlin and at the White House.

When Casablanca, Morocco, was shown, the Rebbe asked: “Is this Morocco?” In the clip from Uruguay, the President of Uruguay lit the Shamash on the Menorah, and continued with giving a short Chanukah message.

A clip of Prime Minister Yitzchak Shamir speaking warmly about the Rebbe was shown afterward, preceding the lighting of the Menorahs.

The Menorahs were then kindled at all the places participating in the live broadcast, starting off in Yerushalayim, where it was lit by Chief Rabbi Mordechai Eliyahu. Rabbi Mordechai Eliyahu followed the lighting of the Menorah, speaking passionately about Chanukah and the Rebbe’s visionary leadership. After the Chief Rabbi concluded, one of the Children who had just been rescued from Chernobyl gave a Brocho to the Rebbe, and thanked the Rebbe for giving them the chance to leave the terrible situation they were coming from.

As the children from Chernobyl were shown, Chasidim perceived a unique glow pass over the Rebbe’s face.

When the Menorah was lit in each location, the Rebbe gazed at the screen along with all those gathered in 770. Mayor of New York, David Dinkins, spoke at the lighting of the Menorah in Manhattan. After the lighting in Montreal a clip was shown of the Prime Minister of Canada Brian Mulroney speaking about the lessons we learn from Chanukah and thanking the Rebbe for all he does for world Jewry and humanity.

When the Menorah was lit in 770, Haneiros Hallalu was sung, and the Rebbe encouraged powerfully, turning to all sides of the Shul.

The Rebbe then spoke three Sichos. The first and second one were about 15 minutes long, and the third one lasted for about five minutes. Throughout the Sichos the Rebbe discussed how each Yid and children in particular is a “Ner Lehoir,” sharing the glow of Yiddishkeit with the people around him, a message which is emphasized greatly throughout Chanukah.

The Rebbe announced that he would distribute three coins to each child so that the idea of children

HORAOS FROM THE REBBE to the organizers of Chanukah Live

After Rabbi Shemtov initially wrote to the Rebbe describing an overview of Chanukah Live, the Rebbe responded as follows:

נכון הענין. על דבר פרטים, בהתייעצות עם אגודת חסידי חב"ד העולמי.

The idea is proper. Regarding the details, you should consult with Agudas Chassidei Chabad Haolomi.

After the program the Rebbe wrote the following reply to Rabbi Shemtov:

הרי הצליח הן בהלראות והן בלהראות

I see that you’ve already been successful both in the “seeing” and in the “being seen.”

In preparation of and following each Chanukah Live, Rabbi Shemtov would consistently write reports to the Rebbe. On Zos Chanukah 5751, Vov Teves 5751, and on numerous other occasions the Rebbe responded with an encouraging phrase based on the Gemora¹:

“לראות ולהראות!”

To see and be seen!

In other instances, such as on 29 Kislev 5751, the Rebbe spoke to Rabbi Shemtov as he received a Dollar, mentioning the full quote from the Gemora brought earlier, and concluded with a request that he persist in sending reports:

“כדרך שבא לראות כך בא ליראות”

“Just as one came to see [the scene in the Beis Hamikdosh] so too he came to be seen [in Hashem’s presence].”

In 5751, Rabbi Shemtov submitted plans for that year’s Chanukah Live, and received an answer on the sixth eve of Chanukah:

ושיהיה באופן של 1) אראנו 2) נפלאות

And may it take place in fashion of 1) I will show you 2) wonders.

After Rabbi Shemtov had presented the Rebbe with a specially designed album titled “One Hour. Forty Years.” the Rebbe wrote the following response:

הרי בזה משמש את “קונו” (תואר לאצילות)

Indeed, with this you are servicing your “holder” (a title used for Atzilus).

1. Chagiga 2:a. This Gemara discusses the Mitzva of Aliya L’regel, which entails that one see Hashem’s glory, as well as be seen in Hashem’s presence. The Rebbe used this as an allusion to the incredible achievement of Chanukah Live, which enabled one to see the Chanukah celebration in 770 and just as well be seen by the Rebbe.

giving Tzedakah be done with the strength of a “Chazakah.” The Sichos ended with the Rebbe giving a Brocho that we merit to be redeemed from this golus before the end of the last night of Chanukah, so that we will still be able to light the evening lights in the Beis Hamikdosh Hashlishi.

The Sichos were translated by Rabbi Sholom Ber Hecht. This was followed by Birchas Kohanim given by Rabbi Chaim Hakohen Gutnick. When he gave the Brocho he gazed directly at the Rebbe, and chanted the words one by one, and the children repeated them after him. Those closely following the Rebbe’s every move noticed that the Rebbe was also repeating each word of the Birchas Kohanim.

5752

This would be the third year of Chanukah Live, and with it would come a number of amendments to the program from the way it had been done previously. It would be held on Sunday afternoon leading into the first eve of Chanukah.

The moment Shabbos concluded and the Rebbe had left the Shul after Maariv, the main Shul in 770 was emptied and locked. There were less than 24 hours to complete the preparations for the grand event, and so the team entrusted with setting the Shul worked feverishly.

Rabbi Levi Teitelbaum led the groundwork, first beautifying the Rebbe’s stage with new red carpets, and a black curtain behind the Menorah. A lighting professional dimmed the lights in most of 770 and had spotlights facing the Rebbe’s Bima. 770 was decked out with a banner displaying the greeting “Happy Chanukah” in many languages.

At 2:50 the Rebbe entered the Shul to live music and exuberant singing of “Al Nisecho.” Following Mincha the Rebbe turned to face 770 and the program began. Torah Tziva was said by a student of Beis Rivka of Crown Heights. Shema was said at the Kosel, by a child who had just been airlifted from Chernobyl following the Nuclear Reactor disaster that had taken place there. He also gave a heartfelt Brocho to the Rebbe, thanking the Rebbe and his Chassidim for bringing him to Eretz Yisroel. The Rebbe gazed deeply at the screen as he spoke, smiling broadly. Bechol was then said in Moscow where over 6000 Jews gathered inside the Kremlin congress.

The principals of each school then came up to the Rebbe’s Bima to receive the coins from the Rebbe, and then in turn gave them out to the students of their respective schools. When the Rebbe finished giving out to the principals, the Rebbe turned to two female photographers who had been standing in the Ezras Noshim right near the Rebbe, and reached up to give them a rolls of coins each.

Suddenly the Rebbe turned around and asked that Rabbi Moshe Teleshevsky be summoned to sing Sheyibone Beis Hamikdosh. He was quickly sought and led 770 in the singing of Sheyibone, and the Rebbe encouraged the singing very strongly. ■



After the Pesukim ended the crowd in 770 burst into the singing of “We want Moshiach Now,” and the Rebbe moved from his place slightly, to encourage the singing of all in 770.

At this point a video exhibit was shown, focusing on the rebirth of Yiddishkeit in the former Soviet Union, and concluding with the historical airlift from Chernobyl to Eretz Yisroel. A second one was screened that showed Chabad activities with Israeli Soldiers, bringing joy to the battlefield, as its background music boomed in 770.

At 3:50 EST the Menorah Lighting circuit began. The lighting in Moscow came first, where Rabbi Aharonov led the proceedings. He invited Rabbi Avrohom Genin to kindle the Menorah. Rabbi Shlomo Cunin who was in Russia working on the release of the Lubavitch Library from the Russian government, took advantage of the free moment before the lighting of the Menorah to deliver a wholehearted Brocho to the Rebbe.

The next location to light the Menorah was at the Kosel by Chief Rabbi of Israel, Rabbi Mordechai Eliyahu. The Tzivos Hashem Choir (of Eretz Yisroel) led the crowd in the singing of Sheyibone, followed by a fiery speech by the Chief Rabbi.

The screens now focused on Melbourne, Australia,

where Rabbi Chaim Gutnick lit the Menorah, but without a Brocha, because it was already during the first day of Chanukah.

A definite highlight came at the Menorah Lighting in Paris. Rabbi Shmuel Azimov introduced the Chief Rabbi of France, Rabbi Avrohom Goldman, who spoke in French, standing in a truck-lift at 18 feet in the air. The boisterous crowd in Paris jumped up and down as they relished their moments with the Rebbe.

After the lighting, Rabbi Azimov called out “Lechaim Rebbe, Lechaim Rebbe,” and burst spontaneously into the Niggun the Rebbe had taught in 5734—Hoaderes Vehoemuna Lechay Olamim, to the tune of the French national anthem.

The trip around the globe came full circle at 4:20 EST with the Menorah being kindled in 770. In the middle of Haneirois Hallalu, the Rebbe motioned to Reb Leibel Groner and spoke instructions to him as the Rebbe’s hand covered the microphone. Later on, it was found out that the Rebbe had directed that packets be prepared with a dollar bill and a dime, so that the Rebbe would be able to distribute them to the children afterward. Hastily a group of individuals were assembled to fill the Rebbe’s directive so that they be ready within half-an-hour.

Ten minutes after the Menorah had been kindled, the Rebbe spoke the first of two Sichos that lasted 25 minutes, and a second Sicho for about 15 minutes. The Rebbe’s words had a high-spirited tone, and what the Rebbe addressed was unprecedented. The Rebbe went into detail discussing how much can be achieved through utilizing satellite technology, to spread the light of Yiddishkeit. The Rebbe even mentioned each participating location by name. It seemed that the Rebbe derived much Nachas from the event. Indeed this year was also unique in the incredible smoothness of the program, perhaps contributing to the Rebbe’s added Nachas.

The Sichos were translated simultaneously over the live broadcast by Rabbi Manis Friedman, and in 770 by Rabbi Sholom Ber Hecht. During the translation of the second Sicho, the Rebbe asked that a sample packet be shown to him.

After Chazzan Teleshevsky sang Yehi Ratzon, the Rebbe suddenly started speaking again, turning slightly to the right so it could not be heard over the microphone. Then the Rebbe turned and started the Niggun “Nyet Nyet Nikavo,” and 770 was swept into the lively singing as the Rebbe urged the singing vigorously.

The Rebbe turned to Daven Maariv at 5:25, after which the Rebbe gave out the specially compiled Chanukah Gelt packages to all the participants. As the Rebbe exited 770 the broadcast drew to a close. ■

“MOSCOW IS LIVE”?!



It was perhaps the most thrilling moment of a thrilling evening.

In the place where any sign of Yiddishkeit had been oppressed for over 60 years, a posuk of Torah was excitedly recited, as viewers around the world held their breath.

All these years the Rebbe refused to let the Yidden of the Soviet Union to fade away. Both materially and spiritually the Rebbe boosted these trapped Neshamos with incredible courage.

The emotionally charged moment that resulted when the Rebbe and these Jews saw each other face-to-face for the first time ever was truly historical.

The organizers related that these moments were the undisputed highlights of Chanukah Live. To witness the sheer joy on the Rebbe’s face each time the screen would display the Moscow lighting was simply invigorating. Tears flowed freely in the audiences as they internalized the magnitude of the moments.

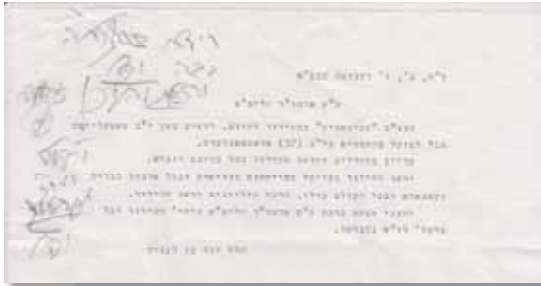
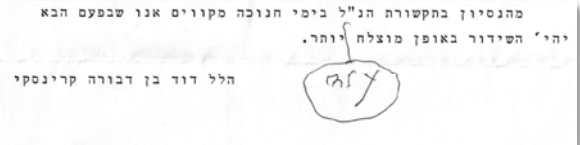
The Rebbe’s pride in these moments were highlighted in a conversation with Mr. Joseph Cayre during a Yechidus with members of the Machane Yisroel Development Fund, on 26 Adar 5751. Mr. Cayre thanked the Rebbe for advising him to invest in the video industry, which he ended up being very successful in. The Rebbe exclaimed to him:

“You know that in the video business this year they showed in Moscow, how the Chanukah licht are light-ed, by all the Jews around all the globe. From Australia, from the United States, from Moscow and from Kiev etcetera etcetera. It had a special impact on all the people who saw it, especially in Moscow. They danced around the video!”

פרסום ראשון DUCHOS

5750

This Duch written to the Rebbe by Rabbi Dovid Krinsky reporting about the first Chanukah Live broadcast. He concludes having acquired experience after one such event, he hopes that the next the time it will go a bit smoother "מוצלח יותר". The Rebbe added the word "עוד"; meaning that this event was also a success, but the next one will be even better.



5751 BEFORE THE EVENT

This Duch was written to the Rebbe by Rabbi Dovid Krinsky about the final preparations for the event, along with a "schematic" displaying the various locations where the program will broadcast. He reports to the Rebbe that many millions of people will view the program on television, hopefully all across Russia as well, and requests the Rebbe's brocha for a successful broadcast.

The Rebbe responded:

יהא בהצלחה רבה וכו' והזמן גרמא] והענין גרמא וכו' ויבשר טוב] ואח"כ [ואחר כך] מהמשך וכו'

"May it be with much success. The time is opportune and the idea is appropriate. May you report good news [from the program itself] and then from the follow up etc."

5752

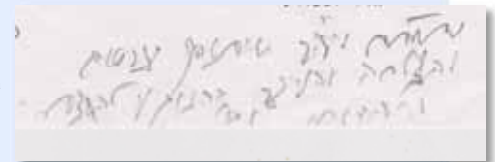
This report was written to the Rebbe by Rabbi Dovid Krinsky immediately after the event, full of excitement from the great success it was. He notes that the program reached a total of tens of millions of viewers all across the globe. In the United States alone, some 4,000 viewers called in at headquarters and many of them ordered the video recording of the event.

All the workers involved in organizing the broadcast, Jews and non-Jews, were all very impressed with the success of the broadcast. In fact the CNN headquarters in Atlanta, GA called to say that the broadcast went very well, and the executive producer asked that his name be mentioned to the Rebbe for a blessing.

The Rebbe responded:

נת' ות"ח ויה"ר שיתעסק בפרסום והצלחה והעיקר בנוגע להפצת היהדות וכו'

"I received [the report]; many thanks. May you [continue to] engage in publicity successfully; and primarily in regards to spreading Yiddishkeit etc."



The Lubavitcher Rebbe SHOULD LIGHT THE MENORAH!

In the year 5750, during the first "Chanuka Live," the Chief Rabbi of Israel at the time, Rabbi Mordechai Eliyahu, addressed the thousands gathered at the Kotel, with a passionate message to the Rebbe. His talk was being transmitted live to all the viewers around the globe, however, unfortunately, due to technical difficulties, the audio could not be heard in 770. The following day the Rebbe watched a professional video of the event including his remarks. Below you will find a free translation of his message and his fervent Brocho to the Rebbe.

"On this fifth night of Chanuka, we light five candles on the Menorah. The number five corresponds to the fifth sefira of Hod. Hod is a sefira that is often associated with the first Kohen Gadol, Aharon.

Regarding Aharon Hakohen it is told that he was 'Ohev Shalom' and 'Rodef Shalom', one who loved and pursued peace. In addition to meaning peace, the word Shalom means complete. This teaches us that Aharon's deep love of peace was wholesome in every sense of the word, regarding the Jewish Nation, the Jewish Land, and the Torah.

Furthermore, Aharon Hakohen was 'Ohev es Habriyos Umerkavan Latorah', he loved every Jew, and truthfully loving every Jew, means to use out your every opportunity to bring him closer to the Torah.

How many have done Teshuva?! How many thousands has the Lubavitcher Rebbe Shlita illuminated with the light of Yiddishkeit, through his divine wisdom and understanding?

The Rebbe is a giant in Torah, a great Rabbi who sends thousands of Shluchim the world over, to illuminate the souls of the Jewish People. Wherever there is a Jew, his Shluchim are there to kindle his spirit. Just like Aharon Hakohen, he is a true lover of Hashem, his Torah and his people.

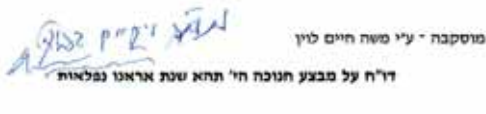
Esteemed Guests! The Greeks endeavored to persuade us to forget the Torah and its Mitzvos, but the Chashmonaim radiated a brilliant light, a light unique to Aharon Hakohen and his descendants that throws off darkness, and in its place comes Torah, Mitzvos and Yiras Shomayim.

Esteemed Guests! In Tehillim it is stated: 'Arbaim shono okut bidor' – for forty years G-dliness could have been struggling with the darkness of this generation. Yet these forty years have seen glowing lights and the returning of thousands to their father in heaven.

I am addressing you from a location which is just a few feet away from where the Beis Hamikdash once stood. The Shechina rests here and this place will be restored to its full glory once Moshiach arrives.

I can assure you, that when the Moshiach finally does come, he will teach that it is permitted for any Jew to kindle the Menorah, not just the Kohanim. He will then continue on and proclaim:

Whom shall light the Menorah? It is only fitting that one who has brought myriads of souls closer to their father in heaven, one who has permeated the Jewish people with the warmth of Torah, and infused the entire world with Hashems glow, that you, the Lubavitcher Rebbe Shlita, should be the one to light the Menorah!



A few weeks after Chanukah, Rabbi Dovid Krinsky gave a Duch to the Rebbe on behalf of Rabbi Moshe Chaim Levine who was in Moscow at the time, reporting on the Chanukah Live event in Russia.

The Rebbe responded:

נת' ות"ח ויקויים בפועל אראנו נפלאות

"I received [the report]; many thanks. May it be fulfilled in actuality: [the Rebbe drew an arrow to the words] *Ar'enu Nifla'os*."

5751 AFTER THE EVENT

This Duch was written to the Rebbe by Rabbi Dovid Krinsky immediately after the event. He notes that many of the technological experts he spoke to told him that a satellite link-up of such proportions was very rare and is prone to be full of unexpected complications. Nevertheless, the program ran relatively smoothly.

He ends off that this duch contains only brief highlights (*be'kitzur*).

The Rebbe responded:

נת' [נתקבל] ות"ח [ותשואת חן] ובטח יבוא (גם) בפרטיות המתאימה

"I received [the report]; many thanks. [Circling the word "*be'kitzur*"] You will certainly (also) write in greater detail, as befitting."

