

# Important Notice

Free Translation

Adar I 5779

To all directors of [Lubavitch] institutions,

Greetings and blessings,

This letter addresses an important and timely issue:

In recent years, various news websites have been created which publicize news related to the Chabad-Lubavitch community, such as COLlive and other similar sites.

We would like to clarify a number of important points regarding these sites:

- 1) At the Rebbe's instruction, a standard procedure for all matters of publicity related to Lubavitch was established years back. Any publication for the broader public that mentioned the Rebbe, Chabad, Lubavitch, or the like, had to be approved before publication. Today as well, it should be necessary to receive approval of G-d fearing Anash Rabbonim for all widespread publicities associated with the Chabad community.
- 2) The website COLlive and similar ones are not under the approval of any accepted rabbinic body.
- 3) The abovementioned websites sometimes publish articles and comments whose content runs contrary to the way of Torah, and particularly to the Rebbe's outlook (such as op-eds that question Lubavitch standards regarding the attitude to secular culture, the unique roles of men and women, the leading role of Rabbonim, etc.). Furthermore, they publish articles and comments which include prohibited slander and gossip (which had more than once caused actual loss to institutions and individuals). Moreover, the standards of *tznius* are grossly violated (for example, they publish photos of obviously immodest women, photos of men and women mingling in an inappropriate way, etc.).
- 4) The abovementioned website ridicules clear rulings by Rabbonim, (for example, recently a psak was published by Anash Rabbonim concerning the MicDrop events, and COLlive published the ruling together with their criticism of it, and along with a link to purchase tickets to the event!).

[It should be noted that these examples aren't exceptions to the rule but regular occurrences.]

Therefore, we would like to state clearly:

- The content presented on these sites very often runs contrary to the values of Chassidus Chabad and the Rebbe's holy institutions.
- The conduct of Anash should be in line with our Rebbeim's directives under the guidance of Anash Rabbonim and Mashpiim.
- We should applaud and support those members of Anash and institution directors who have committed not to advertise or send news to these websites until they meet the above-mentioned standards.
- Every member of Anash must strengthen himself to educate his family and his surroundings by teaching them what is the authentic way of Yiddishkeit and Chassidus.

May it be His will, that we should immediately merit the actualization of the prophecy “The land will be filled with the knowledge of Hashem” and “All will know Me from their smallest to their greatest.”

Signed: (signatures received thus far in order of א-ק)

**Rabbi Gedalya Oberlander**

Rov of Heichal Menachem,  
Monsey

**Rabbi Avrohom Osdoba**

Badatz of Crown Heights

**Rabbi Boruch Hertz**

Rov of Anash in Chicago

**Rabbi Sholom Ber Groner**

Rov of Anash in Johannesburg,  
South Africa

**Rabbi Zusha Winner**

Rov and Rosh Yeshiva of  
Tomchei Temimim Chovevei  
Torah

**Rabbi Shlomo Segal**

Badatz of Crown Heights

**Rabbi Shimon Raichik**

Rov of Congregation Beis Levi  
Yitzchok, Los Angeles

**Rabbi Yisroel Rosenfeld**

Rov of Lubavitch community,  
Pittsburgh

**Rabbi Levi Yitzchok Raskin**

Dayan and Rov of Lubavitch  
community, London

**Rabbi Dovid Schochet**

Rov of Lubavitch community,  
Toronto

**Rabbi Ezra Schochet**

Rosh Yeshiva of Ohr Elchonon  
Chabad

**Rabbi Yossi Schusterman**

Rov of Anash in California

**Rabbi Leib Schapiro**

Rosh Yeshiva and Rov of Anash, Miami

P.S. If the owners of the current websites (or anyone else) want to establish a new website in an acceptable manner (for which they are deserving of blessing), they must follow the guidelines specified already by Rabbonei Anash around the world, in their ruling from Teves 5770 (as many Hebrew sites do successfully). Importantly, they must be under constant oversight of an official and recognized board of Anash Rabbonim and Mashpiim.

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We are joining the Rabbonim in signing this important notice:

(signatures received thus far in order of א-ק)

**Rabbi Nosson Gurary** – Head Shliach of Chabad Upstate New York

**Rabbi Zalman Aharon Grossbaum** – Head Shliach of Ontario and Merkos board member

**Rabbi Yisroel Deren** – Head Shliach of Western and Southern New England and Merkos board member

**Rabbi Sholom Ber Wineberg** – Head Shliach of Kansas

**Rabbi Meir Shimon Moscowitz** – Head Shliach of Illinois

**Rabbi Moshe Feller** – Head Shliach of Minnesota and Merkos board member

**Rabbi Avrohom Korf** – Head Shliach of Florida

**Rabbi Shmuel Kaplan** – Head Shliach of Maryland and Merkos board member

## Letter of Rabbonim from 5770

בד"צ דק"ק שכונת קראון הייטס  
BETH DIN OF CROWN HEIGHTS

בית דין רבני חב"ד  
בארה"ק ת"ו

ב"ה

13 Teves 5770

Greetings and blessings,

It has been brought before us a number of cases where Chabad news internet sites misused their platform to flare up *machlokes*, smearing of individuals, and also violated the standards of *tznius*. All of this publicly disgraces Chabad. We have therefore decided the following:

- 1) Any news that is a disgrace to Lubavitch may not be published.
- 2) News about *machlokes*, fights or an attack of one person against another may not be published.
- 3) Comments of any sort on any articles are not allowed. The comments section on the websites should be entirely closed.
- 4) Links to news websites, television or newspapers that aren't *Chareidi* may not be posted.
- 5) Images or videos in which women are shown cannot be displayed.
- 6) An overseer must be appointed whose job it will be to oversee the implementation of the above points. The management of the websites must relay to the Beis Din in its country the name of the overseer, his phone numbers and email address, before 21 Teves 5770. From that date onward, the websites must follow everything said above.
- 7) The above does not imply an approval for everyone to browse the internet, which was discussed in our letter from Rosh Chodesh Sivan 5669.

We are certain that all the websites will keep these guidelines exactly, and we will not need to take further steps. In this manner, we will sanctify the name of Heaven, raise the pride of Chabad, and add in *achdus* and *Ahavas Yisroel* always. May we merit very soon the revelation of Moshiach with the true and complete redemption.

Signed:

**R. Zev Dov Slonim**

**Crown Heights Beis Din**

**Worldwide Rabbonim**

**R. Yitzchak Yeruslavsky**

**R. Avrohom Osdoba**

**R. Levi Raskin – London,  
England**

**R. Mordechai Ashkenazi**

**R. Yaakov Schwei**

**R. Berl Bell – Montreal,  
Canada**

**R. Michael Halperin**

**R. Yochanan Gurary**

**R. Tzvi Telzner –  
Melbourne, Australia**

**R. Yosef Hecht**

**R. Mendel Gluckowsky**

**R. Shamai Endeh – S.  
Paulo, Brazil**