

Grades 9 - 12 JSU/JSC Program

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**SHINE
ALIGHT**
on Antisemitism

Educator Background Information/ Knowledge

The #ShineALight Campaign

The #ShineALight Campaign is a national initiative to create a collective light of celebration spreading the Jewish joy of Chanukah. Sponsored by two New York-based funders and the UJA-Federation of New York, the campaign is designed as a counter-expression to antisemitism and other messages of hate acts towards Jews and Israel. The Jewish Education Project is a proud content partner of the #ShineALight Campaign and is delighted to provide these materials to Jewish educators. We encourage you to utilize this education content in the weeks leading up to and through Chanukah (this year and in the future), and if applicable, at other times of the year.

Educator Lesson Notes:

This is a program that will work well for Jewish teens or a mixed Jewish and non-Jewish teen group. Concepts are explained in a way to engage the entire group. This program has been designed for a before-school, lunch-time or after school club setting.

A key guiding question of this activity is: How does sharing Judaism publicly (like on our social media, in public spaces, at school and at work) mimic the idea of putting our Chanukah in our windows facing the street? The Hebrew term for advertising miracle is *pirsumei neisah* or פרסומי ניסא

Supplies can be found under each activity and a comprehensive supply list is at the end of the document.



Social Media

If your social media and safety policy allow, please join the national #ShineALight Campaign by sharing photos and videos on a variety of social media platforms (Facebook, Twitter, Instagram, YouTube, TikTok), and let the world know what you and your learners did today to inspire and celebrate the light of Jewish joy. Encourage teens with social media accounts to share images from today and their Chanukah celebrations using this hashtag.



Prep & Activity Time

Approximate Prep Time: 10 minutes

Approximate Total Activity Time: 33 minutes

Lesson Flow:

Warm-up Activity: How Do You Spell Chanukah? (5 minutes)

Activity One - Why Do We Put a Chanukah Menorah in the Window? (5 minutes)

Activity Two - Quotes about Putting Chanukiyot in Windows (10 minutes)

Activity Three - Other Ways to Show and Share Jewishness During Chanukah and Other Times (10 minutes)

Conclusion/Wrap-Up (3 minutes)

Educator Activity Guide



Warm-Up: How Do You Spell Chanukah?

(5 minutes)

Optional: White board/markers or flipchart/markers

Computer/projector/screen to display - REFERENCE EXHIBIT A, or several printed copies to pass around

Notes to Educator: Since teens might not know each other well, this is a fun way to engage the group to include Jews and non-Jews, and get them laughing.

1. Ask teens to share their name, grade, and favorite spelling of Chanukah.
2. You can make your own Chanukah spelling document on a slide, create a list on a board or flipchart.
3. For comparison, or use the image (or spelling suggestions) from [YidLife Crisis Facebook group](#).
- Reference A



Activity One: Why Do We Put a Chanukah Menorah in the Window?

(5 minutes)

Optional: Copies of the full articles or excerpts from - REFERENCE EXHIBIT B

Notes to Educator: This activity is intended to (re)orient teens to the tradition of putting a Chanukah in the window as a public display of Jewishness.

1. Educator lets teens know that the central question we are exploring today is, 'How does sharing Judaism publicly (like on our social media, in public spaces, at school and at work) mimic the idea of putting our Chanukah in our windows facing the street?'
2. Educator asks the teens if anyone knows why Jewish people traditionally put their Chanukah menorah, Chanukah, in the window for Chanukah.
3. Encourage one or two teen volunteers to explain why. [The Hebrew term for advertising the miracle is: *pirsumei neisah*.]
4. If teens are spot on with the reason Jews put a Chanukah in the window, move onto the next part of this lesson. If they need a little more assistance or you want to incorporate more context, share the quotes below or have a teen read from a printout - Reference B.
 - a. "The intent [to display the Chanukah] instead is to publicize the miracle, not about the oil lasting eight days but of the victory of a small band of Maccabees over a large army in history's first battle for religious freedom, which was taught to us by our sages and is contained within the Talmud," Dubov said. See article: [The Mitzvah of Displaying a Chanukah Menorah Publicly](#).
 - b. "We can tackle darkness and evil with the light of just one little candle. We add one more each night as if we are adding to our efforts to bring more good deeds into this world. Today, our non-Jewish neighbors have respect for Jews who are proud of their religion. This is exactly what the founding fathers of the United States wanted [freedom of religion] to mean." See article: [The Mitzvah of Displaying a Chanukah Menorah Publicly](#).
 - c. Bruce Fieler explained that Chanukah is different from most home holidays, "because it's about putting the menorah in the window. It's a public statement of what you believe in. With Passover, the mitzvah is to publicize the miracle to the next generation of your family. With Hanukkah, the mitzvah is to publicize the miracle to the outside world." See article: [Why We Put the Hanukkah Menorah in Our Windows](#).



Activity Two: Quotes About Putting Chanukiyot in Windows

(10 minutes)

Optional: Copy of the 2021 AJC Report on Antisemitism, one or two to pass around

Optional: Copies of the Deseret news article, one or two to pass around

Four copies of - REFERENCE EXHIBIT C for readers to take turns reading

Optional: laptop/projector/screen to display the tweets/images in Reference Exhibit C

Notes to Educator: In this activity, teens will hear some pros and cons to public displays of Jewishness.

Enabling them to hear "from the mouths" of those impacted should help bring both the struggle and pride to life.

1. Educator asks teens how publicly displaying a Chanukiah allows Jewish people to connect with their Jewish and non-Jewish neighbors/community.
2. Educator asks teens whether there are pros and cons to publicly displaying one's religion.
3. Educator shares with students [2021 AJC Report on Antisemitism](#) survey results.
 - a. In a recent survey of American Jews by the American Jewish Committee, one in four respondents said they "avoid certain places, events or situations out of fear" for their "safety or comfort as a Jew." Nearly a third of the more than 1,200 respondents said they avoided "publicly wearing, carrying or displaying things that might help people identify" them as Jewish.
 - b. Some news outlets distilled the information and interviewed local residents: [Deseret news article](#).
4. Educator asks four volunteers to read aloud four examples of how people feel about displaying a Chanukiah in their window. They can be read in any order. - REFERENCE EXHIBIT C.
 - a. Ask one or two teens to briefly respond with their thoughts after reading each scenario. Respond to any questions they may have that come up through the reading of each scenario.
 - b. Uncomfortable (text statement by Abigail Esman):
Abigail Esman, a 59-year-old journalist, said she splits time between New York and the Netherlands for work. When she's in New York she feels completely safe, she said, but Holland is a different story. "I would feel uncomfortable with my neighbors looking at me (with my menorah in the window) and knowing I'm a Jew," said Esman. "I would be afraid of being attacked in the street, throwing stones in my window, having my house set on fire."
 - c. Solidarity (text statement by Daniel Amspaugh):
"I'm not Jewish, but I will be celebrating Hanukkah in my house in solidarity with the Jewish community. I have had mixed feelings about putting a menorah in my window, but whatever persecutions the Jewish people suffer, they don't suffer alone, and neither would I," said Daniel Amspaugh, a 33-year-old who lives in Frisco, Texas.
 - d. Comfortable Tweet (Tweet by Mike Goodseed):
"For the life of me I don't understand this. I live in Brooklyn (the home to all anti-Jewish violence) not only am I not afraid, I'll be attending tens of large public lightings of the menorah. I am openly Jewish and have never been afraid to show it,"
 - e. Comfortable Tweet (Tweet by BaaadJuJu)
"Proud to display our menorah in the window, mezzuzah on our door and star of David around my neck! ESPECIALLY since this flyer was found on a tree less than 100 feet from our door last year!"



Activity Three: Other Ways to Show and Share Jewishness During Chanukah and Other Times

(10 minutes)

Copy of Bruce Fieler quote on REFERENCE EXHIBIT B or display on projector

Laptop, projector, wifi. speaker/screen to show TikTok video OR text the link to the teens to watch on their own devices

Notes to Educator: This conversation helps teens look at the public display of a Chanukiah as a connection with other people and other faith communities. Teens are encouraged to think about social media as a vehicle for communicating their Jewishness, during Chanukah and other times of the year, in a public way.

Facilitator may want to read this article about Rachel 'SJ' Stamler-Jonas and preview her TikTok video.

1. Educator or teen can read the following statement from Bruce Fieler aloud to group:
 - a. "Hanukkah is the perfect holiday for a multicultural world. It's a statement that I want to preserve my values and trumpet my beliefs—not that other people have to adopt them, but that other people accept them. And I think each home has to be the center of those values, so that instead of the light coming from the outside world, which is what television is, ultimately dissolving everybody into their own rooms, the light comes from inside the family and illuminates the neighborhood." - REFERENCE EXHIBIT B
 - b. Questions for teens:
 - i. Can someone translate what Bruce Fielder is saying? (maybe something like ... values are created in the home, based upon our history, so Chanukah and the tradition of putting our Chanukiah on display allows us to share these values with everyone)
 - ii. Do you agree with Bruce Fieler assessment of Chanukah being a great opportunity to connect with other cultures, people of other faiths, etc.?
 - iii. Have you seen your community bring Chanukah to the people? Such as public candle lighting in the park, driving around with Chanukiyot on the top of cars? What message does that send?
2. Educator shares: Rachel 'SJ' Stamler-Jonas (a Jewish influencer) launched a TikTok campaign highlighting Chanukah and antisemitism last year.
 - a. Rachel 'SJ' Stamler-Jonas explained that she views social media as a "digital window." When she posted about Chanukah, she was putting her Judaism in the "window."
 - b. One of the reasons she did this, particularly during the height of COVID isolation, was because it "helps those who are isolated and alone."
 - c. Educator shares or sends link to students of this TikTok video (facilitator can share out with teens if they want)
3. Educator asks teens how they can personally take Rachel 'SJ' Stamler-Jonas' approach this Chanukah and during other times of the year to share their Jewishness.
 - a. Questions for teens:
 - i. During Chanukah and other times, how can you show your Jewishness with your classmates, friends, neighbors, followers, etc.?
 1. Some examples could be:
 - a. Jewelry
 - b. Clothing
 - c. Inviting people to join you for Shabbat or holidays
 - ii. During Chanukah and other times, how can you use social media to express your Jewishness?
 1. Some examples could be:
 - a. Posting images or videos about Jewish holidays, Israel, Jewish life, etc.
 - b. Liking, commenting, sharing, etc. about Jewish holidays, Israel, Jewish life, etc.
 - c. Donating and posting about Jewish causes you care about



Conclusion/Wrap-Up (10 minutes):

Notes to Educator: Thank students for engaging in the conversation today. Tell them that this conversation is just the beginning. Now it is up to them to figure out how they can share their Jewishness - put it on public display - for others (if Jewish) or how they can support their Jewish friends in sharing their Jewishness (if not Jewish - aka allyship). In other words "Shine A Light" on their Jewish joy and pride!

Reference Document

REFERENCE EXHIBIT A
Multiple Spellings of Chanukah

YidLife Crisis
December 3, 2019 · 🌐

It's coming...
HT @hey.alma
#Khanike #Hanukkah #Chanukah #Hanukah #Hannukah
#Chanuka #Chanukkah #Hanuka #Channukah #Chanukka
#Hanukka #Hannuka #Hannukkah #Channuka #Xanuka
#Hannukka #Channukkah #Channukka #Chanuqa

<i>lawful good</i>	<i>neutral good</i>	<i>chaotic good</i>
Chanukah	Hanukkah <small>@hey.alma</small>	Hanukah
<i>lawful neutral</i>	<i>true neutral</i>	<i>chaotic neutral</i>
Chanuka	חנוכה	Hanuka
<i>lawful evil</i>	<i>neutral evil</i>	<i>chaotic evil</i>
Chanuqa	Hannukka	Xanuka

👍👎❤️ 345 80 Comments 900 Shares

👍 Like 💬 Comment ➦ Share 🌐

Reference Document. continued

REFERENCE EXHIBIT B

Activity One: Why We Put a Chanukiah in the Window

The Mitzvah of Displaying a Chanukah Menorah Publicly

The Detroit Jewish News

By Stacy Gittleman

11/15/2017

“The intent instead is to publicize the miracle, not about the oil lasting eight days but of the victory of a small band of Maccabees over a large army in history’s first battle for religious freedom, which was taught to us by our sages and is contained within the Talmud,” Dubov said.

“We can tackle darkness and evil with the light of just one little candle. We add one more each night as if we are adding to our efforts to bring more good deeds into this world. Today, our non-Jewish neighbors have respect for Jews who are proud of their religion. This is exactly what the founding fathers of the United States wanted [freedom of religion] to mean.”

Full Article: <https://thejewishnews.com/2017/11/15/mitzvah-displaying-chanukah-menorah-publicly/>

www.ReformJudaism.org

December 14, 2016

Bruce Feiler

Hanukkah, he explained, is different from most home holidays, “because it’s about putting the menorah in the window. It’s a public statement of what you believe in. With Passover, the mitzvah is to publicize the miracle to the next generation of your family. With Hanukkah, the mitzvah is to publicize the miracle to the outside world.”

“For that reason,” he said, “Hanukkah is the perfect holiday for a multicultural world. It’s a statement that I want to preserve my values and trumpet my beliefs—not that other people have to adopt them, but that other people accept them. And I think each home has to be the center of those values, so that instead of the light coming from the outside world, which is what television is, ultimately dissolving everybody into their own rooms, the light comes from inside the family and illuminates the neighborhood.”

Full article: <https://reformjudaism.org/blog/why-we-put-hanukkah-menorah-our-windows>

Reference Document, continued

REFERENCE EXHIBIT C

Quotes about Putting Chanukiyot in Window

'I would be afraid of being attacked': Why some Jews won't put a menorah in their window this Hanukkah

By Gillian Friedman

Dec 21, 2019

With antisemitism sharply on the rise, the Deseret News talked to more than 50 Jews around the world about whether they will put a menorah in their window this year.

In a recent [survey of American Jews by the American Jewish Committee](#), one in four respondents said they “avoid certain places, events or situations out of fear” for their “safety or comfort as a Jew.” Nearly a third of the more than 1,200 respondents said they avoided “publicly wearing, carrying or displaying things that might help people identify” them as Jewish.

Four responses below:

- Solidarity (text statement Daniel Amspaugh)
- Uncomfortable (text statement by Abigail Esman)
- 2 comfortable (two tweets; Mike Goodseed and BaadJuJu)

Solidarity (text statement by Daniel Amspaugh)

“I’m not Jewish, but I will be celebrating Hanukkah in my house in solidarity with the Jewish community. I have had mixed feelings about putting a menorah in my window, but whatever persecutions the Jewish people suffer, they don’t suffer alone, and neither would I,” said Daniel Amspaugh, a 33-year-old who lives in Frisco, Texas.

Uncomfortable (text statement by Abigail Esman)

Abigail Esman, a 59-year-old journalist, said she splits time between New York and the Netherlands for work. When she’s in New York she feels completely safe, she said, but Holland is a different story. “I would feel uncomfortable with my neighbors looking at me (with my menorah in the window) and knowing I’m a Jew,” said Esman. “I would be afraid of being attacked in the street, throwing stones in my window, having my house set on fire.”

Comfortable Tweet 1



The screenshot shows a tweet from Gillian Friedman (@gillianreporter) dated Dec 3, 2019. The tweet asks: "Are you Jewish and feeling afraid or ambivalent about putting a menorah in your window this year, with anti-Semitism on the rise? Or the opposite: is it especially important to you to do so? I'd love to speak with you for a story. DMs are open and feel free to share." Below this is a reply from Mike Goodseed (@Mike_Goodseed) dated 8:34 PM on Dec 3, 2019. Mike's reply reads: "For the life of me I don't understand this. I live in Brooklyn (the home to all the anti-jewish violence) not only am I not afraid, I'll be attending tens of large public lightings of the menorah. I am openly Jewish and have never been afraid to show it". The tweet interface shows 8 likes and 2 replies, with a "Tweet your reply" button at the bottom.

Reference Document, continued

REFERENCE EXHIBIT C

Quotes about Putting Chanukiyot in Window, continued

Comfortable Tweet 2

 **Gillian Friedman** @gillianreporter · Dec 3, 2019 

Are you Jewish and feeling afraid or ambivalent about putting a menorah in your window this year, with anti-Semitism on the rise? Or the opposite: is it especially important to you to do so? I'd love to speak with you for a story. DMs are open and feel free to share.

 **BaaadJuJu** @BaaadJuJu

PROUD to display our menorah 🕎 in the window, mezzuzah on our door and star of David around my neck! ESPECIALLY since this flyer was found on a tree less than 100 feet from our door last year! ⬇️



4:47 PM · Dec 4, 2019 

♥️ 1 💬 1 ↗️ Share this Tweet

[Tweet your reply](#)

Comprehensive Supply List

Warm-Up: How Do You Spell Chanukah:

- *Options: White board/markers or flip-chart/markers*
- *Computer, projector/screen to display REFERENCE EXHIBIT A, or several printed copies to pass around*

Activity One: Why Do We Put a Chanukah Menorah in the Window?

- *Optional: Copies of the full articles or excerpts from Exhibit B.*

Activity Two: Quotes about Putting Chanukiah in Window

- *Optional: Copies of the 2021 AJC Report on Antisemitism, one or two to pass around*
- *Optional: Copies of the Deseret news article, one or two to pass around*
- *Four copies of REFERENCE EXHIBIT C for readers to take turn reading*
- *Optional: Laptop, projector, screen*

Activity Three: Other Ways to Show and Share Jewishness During Chanukah and Other Times

- *Copies of Bruce Fieler quote on REFERENCE EXHIBIT B or display on projector*
- *Laptop, projector, wifi, speaker, screen to show TikTok video OR text the link to the teens to watch on their own devices*