

HARDCHARLIE HiP-HOP SHABBAT INFORMATIONAL GUIDE

Imagine a beautiful Friday night Shabbos meal – the quiet glow of candles, the smell of warm challah and chicken soup, and the sound of friendly conversations between guests around the table. What could possibly make the situation better? Obviously, some chassidishe rapping!

FREQUENTLY ASKED QUESTIONS

Why are you doing this?

Since joining Chabad twelve years ago, the Rebbe's shluchim have taken me in and nourished both my stomach and soul. Although I dream of being a major financial backer of every Chabad house in the world, I recognize that especially now as I'm in the early years of my career, doing so is particularly difficult. For me, all I needed to do was taste the delicious cuisine and admire the rabbi's epic beard before I was completely hooked; unfortunately, some Jews need more than food and facial hair to forge a deep connection with a shliach and his family. I have the following three goals for this program:

- 1) Help Chabad houses develop relationships with students who otherwise wouldn't be interested in a typical Shabbos meal.
- 2) Inspire students who are active in Chabad to become even more involved and passionate for the holy work shluchim do on a daily basis.
- 3) Bring an artform that is often portrayed negatively in media into a more positive light, while building the HARDCHARLIE brand.

What will you discuss during your performance?

For the most part, I'm going to first open up with a little about me and my background, and will mainly talk about how Chabad and its wonderful shluchim have impacted me over the years. I will speak about the difficulties of doing teshuva and discuss why it is absolutely vital to be strong supporters of Chabad and Israel; I will also teach some chassidus concerning the subject matter elucidated upon in my lyrics. If there are any other topics you would like me to specifically touch upon, I'm happy to do so, as long as it has nothing to do with thermodynamics or economic theory.

What takes place during HiP-HOP Shabbat?

The night begins typically with a regular mincha and ma'ariv service. (If you're interested, I have actively participated in ten different Chabad communities, and have developed a large repertoire of melodies for Friday night davening from around the country. Basically if you'd like a chazzan, I can hook you up.)

Following the davening, we'll go through the pre-meal rituals and so on. I request that towards the end of the salad course, as plates are being collected and soup is served, the rabbi gives me a quick (2 minute max) introduction, and I begin with my story. I will have booklets for your guests with all of the lyrics I recite, so they'll be able to follow along and appreciate the content of what I've written. I will speak between 15-20 minutes, and then we will have intermission (Dinner!!!). As the dinner course concludes and dessert is served, I will talk/rap for another 25-30 minutes. If the crowd is very engaged, I can always go longer; if they're not, which based on past experience doesn't ever happen, I can also speak for a shorter period of time as well. The thing I care about most is the guests' comfort and keeping them entertained. Recently, I've just been speaking for 40 minutes straight, and students have stayed glued long enough for me to finish. Once the meal wraps up, I generally first sit down to eat, as

doing so beforehand usually leads to me spitting food particles at all of the guests while I rap. Because I am eating late, I will likely have loads of energy and will farbreng with whomever wishes to stay until their hearts are content.

Because I'm also a clinical psychotherapist, I like leading discussions/classes on developing a Jewish identity, maintaining healthy relationships, and I also like to talk about how I use the sefirot in treating my patients. These classes typically take place Shabbos day.

Motzei Shabbos, I'll lead a beautiful havdallah service, and then I can either DJ for you with all kosher Israeli dance music (no women singing), or do a full show of my raps with the backing tracks. I have lyrics videos that can be projected behind me while I rap. This is actually the ideal performance type for my music. It's really cool, and every time we're able to do a show like this, people love it.

Sounds awesome, but how much do you charge?

For right now, it's \$700 plus my travel expenses. I should say off the bat that my main goal is to help Chabad – I'm going to work with you if you want me. If you have a smaller turnout for some reason at your meal, I'm going to be fair. Chabad has always treated me with a "no pressure, just pleasure" mindset, and I plan to reciprocate. The only thing I cannot negotiate is my travel expenses – I'm making peanuts as I work in a small rehab in Catasauqua, PA, otherwise known as the middle of nowhere, and money is extremely tight for me as it is. I will say that if you'd like me to do more than one performance, I will not charge you any more than the previously listed amount. That means that if you want students to hear me on Friday night and your community members to hear me Shabbos day, I'm all for that – no extra charge. If you'd like me to do a show Motzei Shabbos with my background music and my guitar, also, there's no extra fee – just tell me in advance. Another option for you is to split my fees with another nearby Chabad house. Let's find a way to make it work. L'chaim!!!

How can we get in touch?

You can call or text me 24/6 at 224-430-3659, and you can also shoot me a direct email via the contact section of www.HARDCHARLiE.com. I can't wait to hear from you!!!