

# Early Childhood Newsletter

Yeshiva Toras Chaim Toras Emes

Parashas Emor

May 2, 2014  
Candle Lighting 7:34 P.M.

## MAZEL TOV:

Dr. Allan and Sandy Jacob on the birth of a grandson to their children Rabbi Shmuli and Alli Jeger.

Rabbi Shmuli and Alli Jeger on the birth of a boy.

Rabbi Moshe and Jennifer Lehrfield on the birth of a granddaughter to their children Menachem and Sarale.

Rabbi Mordechai and Esti Palgon on the engagement of their daughter Deena to Simcha Striks.

## CONFERENCE NIGHTS

TUESDAY, MAY 6  
NURSERY, PRE-KII, KI & KII

TUESDAY, MAY 13  
PRE-KI, KIII & KIV

Please go online to schedule an appointment with your child's teacher. If you need assistance, please call the school office.

## SAVE THE DATE:

The long awaited launch of the community-wide The Safety Kids Program in South Florida will take place the week of May 12. Parents are expected to come to the parent training for Toras Emes on Monday evening, May 12 at 8:00 p.m. in the school auditorium. Please make arrangements now to attend this critically important event to ensure the safety and well-being of our children.



Sunday, May 25  
Beit David Highland Lakes Shul

Please visit [www.ytcteam.org/auction](http://www.ytcteam.org/auction) to order tickets

## AROUND THE WORLD IN SONG AND DANCE

PRE-KI  
THURSDAY, MAY 22  
10:00 A.M.

PRE-KII  
WEDNESDAY, MAY 21  
10:00 A.M.



## NURSERY – MORAH TAMI

Pesach is now over and the yeladim in Nursery have returned to school happy and excited to share the many wonderful experiences that took place during Chag HaPesach.

There are also many new and exciting activities going on in the Nursery. We discussed the concept of Sefiras HaOmer and how we count the Omer from the second night of Pesach until Shavuot. We made a path to Har Sinai and each day after davening, the yeladim add another circle on the road to Matan Torah. We can hardly wait to reach the top!

Kachol, lavan, degel and kotel were some of new Hebrew vocabulary words that were **introduced this week in honor of Israel's 66th birthday.**

Parashas Emor was a great review for us all. We talked about all the different Yomim Tovim that take place during the year. We **learned the song "All Around The Year" sung to the tune of "The Wheels On the Bus"**.

### All Around The Year

All around the year

Whenever Yom Tov comes along  
Each one has a special rule, a mitzvah and a song

The shofar in the shul goes tu, tu, tu  
On Rosh Hashana morning

The wind in the Sukkah goes swish, swish, swish  
All Sukkos long

The Chanukah dreidel goes spin, spin, spin  
Eight days long

The Gragger on Purim goes grr, grr, grr  
When we read the megillah

The matza on Pesach goes crunch, crunch,  
crunch  
At the seder table

## NURSERY – MORAH SUSAN

This week, we started a unit on Birds, Bees and Butterflies. We used Q-tips and sponges to create birds. We also created bees out of yellow and black construction paper.

We learned a new song about beehives:

### The Beehive

Here are the beehives  
(make two fists)

Where are all the bees?  
Hiding away where nobody sees.

Here they are  
(wiggle fingers)

They are all alive  
One, two, three, four, five.

The children created butterflies by dripping paint on paper and then folding the paper in half. The children were amazed at their beautiful creations. They are now hanging on our bulletin boards.

Every week in the Nursery, we focus on a new book and make projects that are based on these books. This week, the children listened to the story The Kissing Hand by Audrey Penn. They made a handprint with a heart on it just like the mother bear does in the book so that her son will feel safe and loved while he is at school.

PRE-KI & II MOROT HEIDI & NECHAMA

We are so excited to be back in school after Pesach vacation. We spoke about how we count sefirah every day from Pesach until Shavuos. As we count the Omer each day, we are also trying to be very kind to our friends. We learned the concept of "V'Ahavta L'Reacha Kamocho".

Our Hebrew letter of the week is Kaf. Some of the vocabulary words that we learned were:

קוף  
קדוש  
קיר  
קשת  
קידוש

This week's parsha is Parashas Emor. We spoke about Shabbos, the Yomim Tovim and the concept of making a Kiddush Hashem.

PRE-KI & II- MORAH JUDY

The Pre-K children are eagerly preparing for their "Song And Dance Around the World Performances." They have selected their costume themes and are completing their invitations. Learning new vocabulary words and preparing props and decorations was lots of fun.

Pre-KII was excited to receive a visit from Rabbi Ephraim Shapiro, Yeshaya's Tatty. Rabbi Shapiro represented the letter "Tt" for tatty, tomato, tzitzis, teacher and our favorite word, Torah. The Pre-K children also made beautiful greeting cards and signs which they used to greet Rabbi Shapiro as he entered the classroom.

Our letter this week was "Vv". The children sounded out the letter "Vv" for victory, voice, very, vine, vulture and volcano. A favorite "Vv" book was Verdi by Janell Cannon; a story about a young snake and his cycle of life through the seasons of the year.

Pre-K children spent time this week learning simple addition problems. They created classroom graphs showing winter and spring activities and winter and spring clothing.

KINDERGARTEN I, II, III & IV  
MOROT BAYLA, HEIDI & RENA

How happy we were to see each other after our long vacations. After sharing all our Pesach experiences with each other, we settled down to a busy week.

We talked about Sefiras Ha'Omer-the 49 days which we count from Pesach to Shavuos. We discussed how we prepare ourselves for Kabbalas HaTorah on Shavuos by doing extra mitzvos. We made Sefiras Ha'Omer charts. Each day as we count the Omer, we check off the corresponding day on our charts. We also learned that during Sefirah, weddings and haircuts are not permitted because of the terrible plague which afflicted the students of Rabbi Akiva.

Mrs. Funny Face came to visit and introduced us to the sounds of the kibbutz and shooruk. The children are getting very good at blending the nekudos with the letters. Thank you for reviewing the homework sheets. The reinforcement at home gives your child extra confidence.

The yeladim have learned that Pirkei Avos is a very special sefer that teaches us how to act towards other people and towards Hashem. We learned the mishna "Havei dan es kol adam b'kav z'chus"- Everyone should be judged with the benefit of the doubt. This led to a very interesting discussion on how we should treat others.

For Parashas Emor, we discussed the ways in which we can create a Kiddush Hashem in our daily lives. We also learned about the korbanos that were offered every day of the Yomim Tovim in the Bais Hamikdash. Our Parsha project reflects the Yomim Tovim which the Torah commands us to keep and the special mitzvos that we do on each holiday.

KINDERGARTEN I, II, III & IV  
MOROT BERNEY, PEARLY & TALIA

We finished letterbook "Kk/Qq" and jumped right into letterbook "Jj". We had a jam packed week filled with many joyous activities. We jogged around and jumped as much as we could. In our Lippincott reading series, the concept of quotation marks was introduced as well as the sight word "said". The children are making progress with their sight word vocabularies. Because they are reading so much, they are becoming more comfortable with writing in their journals. In fact, their journal writing is quite impressive. They sound out words and write them the way they think that they should be spelled. Sometimes, their "inventive" spelling makes more sense than the correct way.

In math, we are reviewing the numbers 1 through 20, and counting by ones, fives and tens.

Our social studies topic is an important one. We started a unit on pollution. The subject has much relevance because of Earth Day and the recycling done in our communities. We learned that there are different kinds of pollution such as land, air, water and noise. We are now much more aware of how we can all work together to prevent pollution. In art, we made pictures of what we like about our environment.



**Roshet HaYeshiva**  
Rabbi Benyamin Luban  
Rabbi Yisroel Y. Nisman  
Rabbi Meirlechai Palgon

**Founding Rosh HaYeshiva**  
Rabbi Bentzion Chait

**Principal**  
Rabbi Kalman Baumann

**Director**  
Mrs. Naomi Bloom

**Assistant Director**  
Mrs. Talia Levine

**President**  
Dr. Allan I. Jacob

**President**  
Dr. Jonathan Rubin

**Vice President**  
Rabbi Moshe Lehrfield

Erev Shabbos Parashas Emor 5774

Dear Parents,

I came across the following article which I wanted to share with you. It contains information which may or may not shock you – either way – **it's worth reading and knowing about.** With the realization that railing against the institution of social media puts one in the same category as the Luddites – the 19<sup>th</sup> century movement to reverse the advance of the Industrial Age – this article helped me realize once again, why Torah Jews (should) find many aspects of social media so distasteful. We allow anti-Torah attitudes **and practices to subtly become the new `normal`, tearing away at the fabric of our Torah values.**

Have a truly likeable Shabbos,

Rabbi Kalman Baumann

Please see article on reverse side.

# Watch for fakes on social media



**David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is the CEO of Fight Back! and co-founder of FightBack.com. Email David and Amanda at [info@fightback.com](mailto:info@fightback.com).**

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LAST YEAR I met with representatives from a reputable social media company to discuss our accounts. They presented a formula to grow our audience, suggesting that we utilize their fake followers to generate conversation and increase engagement from real users and that we purchase “likes” so we would appear to be more successful. Because, let’s face it: In today’s world, clout and value are gauged by the number of social media followers, views and “likes” an organization or individual has.

The problem is that that clout and value can be an illusion. The business of selling fake followers, fake views and fake “likes” can be lucrative. And it’s the reason you can’t trust that all of the numbers and conversations you see online are actually real.

Obviously we didn’t jump on that train, because we’re not in the business of duping people. But in the social media world, using fake user accounts and clicks to up one’s numbers and visibility is not outside the realm of what is sometimes suggested.

A recent Associated Press examination found a growing global marketplace for fake clicks. And although many tech companies crack down on the purveyors of fake clicks, as with any other type of fraud, the schemes keep getting more and more creative. It’s a game of cat and mouse, and sometimes Whac-A-Mole.

While the Federal Trade Commission (FTC), the nation’s consumer protection agency, has policies against deceptive advertising and fake endorsements, it has no categorical approach to dealing with potentially deceptive “likes.” The FTC has not sought any legislation or any changes to the Federal Trade Commission Act (the primary statute that the agency enforces) with regard to social media clicks.

FTC spokesperson Betsy Lordan says there is

no immediate plan to issue any guidance concerning social media “likes,” because “it is not clear what consumers’ understanding and expectations are, nor is it clear how much weight consumers actually give to ‘likes.’ Nor is it even clear that they constitute commercial speech.”

There is a gray area if people are given incentives to post their “likes” online. Take the example of an employee of a company writing a review of the company’s product and not disclosing his or her relationship (or “material connection”) to the company: A consumer could logically infer that the review is unbiased, and could therefore be deceived. “When it comes to ‘likes,’ it is not clear that consumers have the same expectation that the ‘likes’ will be unbiased,” Lordan says.

The FTC would likely consider buying fake “likes” and views and using them to sell a product or service a deceptive practice. The same goes for fake followers touting products and engaging real users.

Followers, “likes” and views can come at a low price. If you do an online search for fake “likes” you will see many sites selling them. One site sells 5,000 YouTube views for \$9.99. You can buy 500 Twitter followers for \$5. Another advertises 5,000 Facebook “likes” for \$54.99.

Systems on Facebook and YouTube detect and block accounts that are being used for fraudulent purposes and help to identify suspicious behavior. However, if one user account gets shut down, another could be opened by the same individual, even though systems are in place to help detect and block further abuse by a particular user. And, of course, the user always has the option of opening up shop on another social media site.

Although fraudulent activity violates the terms of service of social media sites and action is taken to shut down activity when it is detected, there’s just too much traffic and information to police by hand without automated systems.

So what can you do? Report suspicious behavior by other users to whichever social media site you are on. And look critically at “likes” and endorsements as you research the purchases you make. ☞