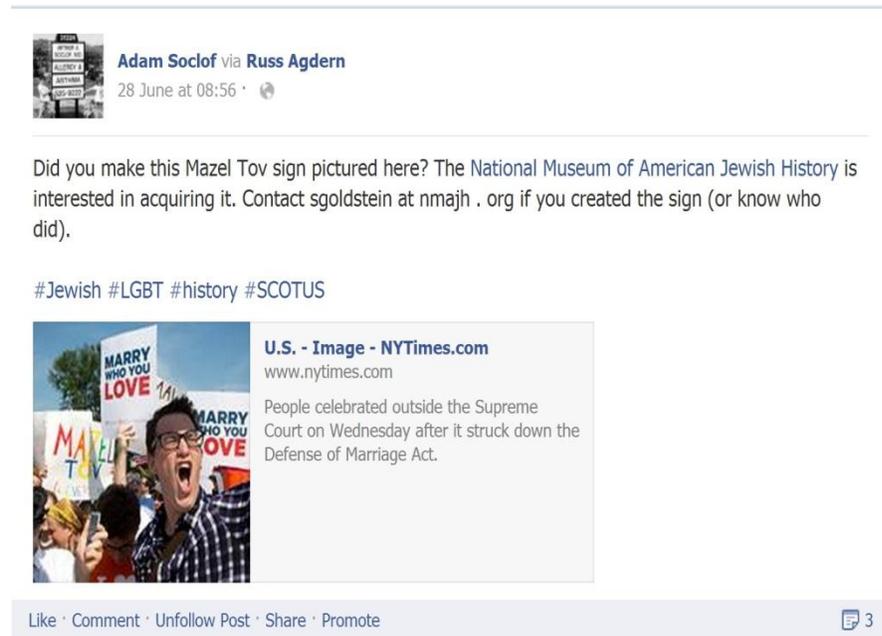


# Making Jewish history, one Facebook post at a time

By [Adam Soclof](#)

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Adam Soclof via Russ Agdern  
28 June at 08:56 · 🌐

Did you make this Mazel Tov sign pictured here? The National Museum of American Jewish History is interested in acquiring it. Contact sgoldstein at nmajh . org if you created the sign (or know who did).

#Jewish #LGBT #history #SCOTUS

U.S. - Image - NYTimes.com  
www.nytimes.com  
People celebrated outside the Supreme Court on Wednesday after it struck down the Defense of Marriage Act.

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Shortly after the U.S. Supreme Court ruled the Defense of Marriage Act unconstitutional, the National Museum of American Jewish History in Philadelphia put out a call to action on Facebook: Exhibitions coordinator Shira Goldstein wanted to track down a rainbow-colored ‘Mazel Tov’ sign spotted by the lens of a [New York Times](#) [photographer](#).

One month later, Becca Rosen at [The Atlantic](#) informed readers that I played a small role in connecting Goldstein to the sign’s creator, Cody Pomerantz:

How exactly the search made its way to Pomerantz is a bit unclear. Here’s what we do know: His colleague at CAP, Hannah Slater, is the one who put the whole thing together. On Friday the 28th she opened up Facebook and saw a post from a friend of hers named Adam Berman, who had shared it from a friend of his, whom Slater does not know. The text was signed by yet a third person, “Adam S.,” whom neither Slater nor Pomerantz knows. “I have no idea how many people may have shared the message before I saw it,” Slater says.

By my count, it took [eight or nine Facebook posts](#) to connect Shira Goldstein to Cody Pomerantz. In that respect, it doesn’t feel like a significant achievement that the text of my post was the version that made its way to Pomerantz. Still, I’m starting to contemplate the longer-term implications of my social media activity:

*[Setting: Pearly white gates, middle of the night. Angel, on administrative duty, purses his lips and snorts as he flips through maddening volumes of paperwork.]*

**Angel:** Not gonna lie. You're kind of on the fence here. Did you do anything of historical significance during your time on Earth?

**Adam S:** Umm... I once re-posted something to Facebook and got a gay marriage -related posterboard to a Jewish museum in Philly.

**Angel:** What did it say?

**Adam S:** 'Mazel Tov to everyone.' In rainbow letters.

**Angel:** Wait a minute, YOU'RE Adam S? We've been looking all over for you! You're a shoe-in.

**Adam S:** Seriously? I mean, I'm flattered. I just thought the whole gay marriage bit might be a bit of a gray area in these parts.

**Angel:** Dude, that was, like, 50 years ago. Hey guys, meet Adam S. He's a slacktivist genius. Let's L-I-M-B-O!

**Adam S:** Wait, you don't do the hora in Heaven?

**Angel:** Hora? Ha! Love these newbies. Hey Boruch, crank up that Miami Sound Machine!

**Adam S:** You mean Miami Boys Choir?

**Angel:** Miami Boys Choir — hilarious! Where do you come up with this stuff?

Read more: <http://www.jta.org/2013/07/29/news-opinion/making-jewish-history-one-facebook-post-at-a-time#ixzz2aXPNZBZ4>