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First Contemporary Online Synagogue Receives WOMMY Award for Word of Mouth Marketing Success

OurJewishCommunity.org Shares WOMMY Spotlight with Ford, Sony, Best Buy, Random House and other Industry Giants

Rabbi Laura Baum speaks at Word of Mouth conference and distributes condoms with Jewish slogans

CINCINNATI (November 22, 2010) – Leave it to Rabbi Laura Baum to link condoms and Judaism in a presentation to the 5th annual Word of Mouth Marketing Association (WOMMA) Summit in Las Vegas, where she accepted a WOMMY award on behalf of OurJewishCommunity.org.

OurJewishCommunity.org, the world's first contemporary online synagogue, was recognized at the Nov. 17-19 WOMMA conference for its extraordinary social media and word of mouth marketing campaign. The Cincinnati-based online synagogue won a bronze WOMMY award in the category for "best word of mouth communication program to introduce new products/services."

The WOMMYs celebrate the people, agencies, and brands behind the most innovative and effective word-of-mouth marketing campaigns implemented within the past year. There were 115 submissions from around the world and 18 winners were chosen.

In a separate session at the WOMMA conference, Baum and Dave Kerpen, CEO of Likeable Media, co-presented a session on using social media for topics that are often considered taboo. Likeable Media is a New York-based word of mouth marketing firm that provides pro-bono services.

Baum talked about OurJewishCommunity.org and its success in reaching tens of thousands of Jews in 155 countries using Facebook, Twitter, blogs, websites, YouTube, live streaming, and other online resources. Kerpen presented on a New York City condom usage campaign to prevent the spread of sexually transmitted diseases.



Because of the two related subjects, OurJewishCommunity.org distributed condoms at the WOMMA summit with the slogan “Spreading Judaism, not STDs,” and also released a top 10 list of other Jewish slogans appropriate for condoms.

Rabbi Robert Barr of OurJewishCommunity.org said, “We give voice to contemporary Jewish ideas and we are grounded in the modern experience. Thus we feel it is important to address the issues that people are dealing with today, everything from religion to sexuality. At OurJewishCommunity.org we know that no topic is off limits – religious, philosophical, or practical. OurJewishCommunity.org is meeting Jews where they are and welcomes exploring what it means to be a Jew in the 21st century.”

“Hearing OurJewishCommunity.org recognized for its word of mouth marketing success alongside such companies as Best Buy, Ford, and Sony was truly extraordinary,” Baum said. In the last two years we have proven that an online Jewish community makes good sense for the 21st century, and people want to share the online community with their friends.”

“This is the third year our agency has won a WOMMY,” said Kerpen. “It is particularly exciting to win this year with such a wonderful non-profit organization.”

The 2010 WOMMY Award winners were selected based upon the following criteria: a clearly identified business problem; a well-articulated insight into the problem; a creative solution; and results that relate back to the business problem.

Among the other companies and products honored with WOMMY awards were: Best Buy, I Can’t Believe It’s Not Butter, Random House, Time Warner, Best Buy, Ford, Sony, Nokia, Ford, and LG.

“The cases demonstrate the best strategic and creative ideas applied to real business problems,” said David Rabjohns, CEO and founder of MotiveQuest LLC and Chair of the 2010 WOMMY Awards.

About OurJewishCommunity.org

OurJewishCommunity.org is the world’s first progressive online synagogue. Launched on September 1, 2008, OurJewishCommunity.org has reached more than 55,000 individuals in all 50 states in the U.S. and in more than 150 countries. The online community features blogs, audio podcasts through iTunes, video podcasts through YouTube, streaming holiday services, discussion boards, holiday eCards, recipes, educational materials for all ages, and more. We have almost 2,000 followers on Twitter (www.twitter.com/JewsOnline) and over 6,000 Facebook fans (www.facebook.com/ourjewishcommunity).



Laura Baum, Rabbi, OurJewishCommunity.org

As the Founding Rabbi of OurJewishCommunity.org, Rabbi Laura Baum works to engage Jews through social media and other technology. Baum was recently named one of the 50 most influential female rabbis by the Jewish Forward. “Baum’s Blog” is a central feature of OurJewishCommunity.org as are Rabbi Baum’s YouTube podcasts. An expert on social media and the changing needs of the Jewish community, Rabbi Baum has created a new model for engaging those seeking a new way to connect to Judaism.

Rabbi Baum was ordained by Hebrew Union College in 2008 and is now an adjunct instructor there. She graduated from Yale University in 2001 Summa Cum Laude, Phi Beta Kappa, and with distinction in the Psychology major. She is also pursuing an M.B.A. at Xavier University.



Robert B. Barr, Rabbi, OurJewishCommunity.org

Rabbi Robert B. Barr, ordained by Hebrew Union College in 1981, is the Founding Rabbi of Congregation Beth Adam in Cincinnati, Ohio. Under his leadership for the last 30 years, Beth Adam has grown from 6 members to over 300. The congregation has a significant voice and is a resource for liberal Jews worldwide. Rabbi Barr first imagined the online congregation and has played a continuing role in its development, including his weekly podcasts (“Barr’s Banter”) which are available on iTunes.

Rabbi Barr is active in the leadership of many Jewish organizations and has twice served as president of the Greater Cincinnati Board of Rabbis. Recognized by his peers as a leader in the evolution of modern, liberal Judaism, his writings have been published in journals, books, and web sites around the world.

About WOMMA

WOMMA, <http://WOMMA.org>, is the leading trade association in the marketing and advertising industries that focuses on word of mouth, consumer-generated and social media platforms -- or marketing techniques that include buzz, viral, community, and influencer marketing, as well as brand blogging. The organization is committed to developing and maintaining appropriate ethical standards for marketers and advertisers engaging in such marketing practices, identifying meaningful measurement standards for such marketing practices, and defining “best practices” for the industry.

High Resolution Photos available at: <http://bit.ly/ojcpres>