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## **High-Tech High Holidays ...**

### **Yom Kippur Services to Stream Live via Facebook**

#### **Online Rosh Hashanah Services Attracted Global Audience**

*OurJewishCommunity.org Rabbis use Technology to Reach Thousands*

CINCINNATI (September 24, 2009) – Thousands of Jews around the world are participating in High Holiday services right from the comfort of their homes via [www.OurJewishCommunity.org](http://www.OurJewishCommunity.org), the world’s first progressive online synagogue.

For Yom Kippur, OurJewishCommunity.org today announced a partnership with Livestream, which will provide webcasting service which is integrated into Facebook and any other platform online. The services will be live-streamed at [www.Facebook.com/OurJewishCommunity](http://www.Facebook.com/OurJewishCommunity) in addition to at [www.OurJewishCommunity.org](http://www.OurJewishCommunity.org) with Facebook and Twitter chats.

Last week, OurJewishCommunity.org video-streamed two Rosh Hashanah services. The two live services attracted viewership from more than 1,100 unique computers, and hundreds more watched the archive later. The viewers watching the services came from 100 countries. Among those watching were members of the military serving overseas, people who are homebound, and some who are geographically isolated. Viewers ranged from young to old, and many families watched together.

“More than 50% of American Jews are unaffiliated,” said OurJewishCommunity.org Rabbi Laura Baum. “We know that there are many people who are looking for a connection to Judaism, but who had not previously found one. We seek to bring Judaism to people where they are.”

Those viewing the Rosh Hashanah services were able to chat on the web site and through Twitter. Many interacted with each other throughout the service. One Twitter follower wrote that she spent the “New Year with family” as she watched the service from Utah along with her brother who watched in New Jersey.

“One aspect that distinguishes our web presence is that we are a community,” said Rabbi Robert Barr of OurJewishCommunity.org. “As rabbis, we interact with our participants from around the world, and they interact with each other. Meaningful conversations happen during services and throughout the year at OurJewishCommunity.org. We are not just another web site; we are a community.”



In addition to the two Yom Kippur services that will be streamed live, there will also be a pre-recorded Memorial Service. The Memorial Service features 55 photos that the web site's participants submitted of deceased family members. All of the services will also be archived for future viewing.

This is the second year that OurJewishCommunity.org has video-streamed its High Holiday services live. All of the services are led by Rabbi Robert B. Barr and Rabbi Laura Baum at Congregation Beth Adam in Cincinnati. Beth Adam is an independent congregation that has written all of its own liturgy. Online viewers can download a PDF of the liturgy to follow along.

**To join the free community and view any of the services, visit [www.OurJewishCommunity.org](http://www.OurJewishCommunity.org) or [www.Facebook.com/OurJewishCommunity](http://www.Facebook.com/OurJewishCommunity).**

**Upcoming Dates/Times:**

Sunday, September 27, 2009 at 8:15 PM EDT (Yom Kippur Evening)

Monday, September 28, 2009 at 10:30 AM EDT (Yom Kippur Morning)

Monday, September 28, 2009 at 4:00 PM EDT (Yom Kippur Memorial)

**About OurJewishCommunity.org**

OurJewishCommunity.org is the world's first progressive online synagogue. Launched on September 1, 2008, OurJewishCommunity.org has reached more than 14,000 individuals in all 50 states in the U.S. and in more than 100 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. Rabbi Baum has more than 1,400 followers on Twitter ([www.twitter.com/rabbibaum](http://www.twitter.com/rabbibaum)) and OurJewishCommunity.org has over 1,200 Facebook fans ([www.facebook.com/ourjewishcommunity](http://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'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. She graduated from Yale University in 2001 Summa Cum Laude, Phi Beta Kappa, and with distinction in the Psychology major. She is currently 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 29 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 Livestream***

Livestream ([www.livestream.com](http://www.livestream.com) – formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor. Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3d effects.