

# **BET AVIV PROCESS**

## **Responsibilities of the Communications Chair**

### **1. Publicity**

#### **1.1 Establish Relationships with Media**

##### **1.1.1 Contact media representatives in Howard County**

**1.1.1.1. Patuxent Publishing**

**1.1.1.2. Sun Papers**

**1.1.1.3. Baltimore Jewish Times**

##### **1.1.2 Develop a media kit and send to representatives**

**1.1.1.1. Kit could consist of brochure and past articles**

**1.1.1.2. Send to new representatives**

#### **1.2 Notify Media of Bet Aviv Events**

1.2.1 Send press releases of special events

1.2.2 Follow-up with thanks, if published

#### **1.3 Publicize Bet Aviv in the Media**

1.3.1 Coordinate weekly ad in the Columbia Flyer

1.3.2 Coordinate Telephone Book display ads, if used

1.3.3 Coordinate High Holiday ads

#### **1.4 Publicize Bet Aviv on the Internet**

1.4.1 Find sites that advertize synagogues through searches

1.4.2 Enter Bet Aviv contact information and mission statement

1.4.3 Periodically check that information is current (e.g., upon election of new president)

### **2. Develop/Maintain Website – see Webmaster Responsibilities**

### **3. Develop/Maintain Brochure**

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## **Responsibilities of the Communications Chair**

- 3.1 Update Marketing Brochure as needed
- 3.2 Maintain the master copy of the brochure
- 3.3 Reorder copies as needed for distribution at events, at The Meeting House and for prospective members

### **4. Communications**

- 4.1 Send Bet Aviv Announcements to advertise Bet Aviv events
- 4.2 Deal patiently with congregants who have issues opening attachments

### **5. Attend Board Meetings**

- 5.1 Attend each Board Meeting.
- 5.2 Send Committee Reports to the Secretary each month.
- 5.3 Complete any assigned action items and report their status each month.
- 5.4 Serve on board committees as appointed by the President
- 5.5 Participate in general governance by contributing to decisions

### **6. Newsletter**

- 6.1 Announce upcoming Special events activities in the Observer.
- 6.2 Newsletter editor develops the newsletter with input from congregants
- 6.3 A separate committee mails hard-copies
- 6.4 Communications manager e-mails soft copies
- 6.5 Cheryl Diehl maintains list of congregants who want hard-copies.

### **7. What's Nu**

- 7.1.1 Develop weekly newsletter based on web calendar events
- 7.1.2 Add community news
- 7.1.3 Distribute weekly to entire congregation

### **8. Skills Needed**

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## **Responsibilities of the Communications Chair**

- 8.1 Writing skills for press releases
- 8.2 Communications skills for maintaining relationships with media

### **9. Current/Previous Chairs**

- Harold Rappaport - Marketing
- Chelle Ginsburg - Publicity
- Sylvia Blickstein – Publicity
- Bill Salganick - Communications

### **10. Subcommittees**

- 10.1 Marketing - TBD
- 10.2 Publicity - TBD
- 10.3 Newsletter – Lesley Robinson
- 10.4 What's Nu – Geri Epstein

### **10.5 Announcements – Joel Broida**

### **11. Documents Produced**

The following documents are produced in support of the Publicity role and samples of them for guidance appear in the appendices indicated.


1. Bet Aviv High Holiday Announcement (Appendix A)
2. Press Release (Appendix B)
3. Links to some Internet sources for Advertisement (Appendix C)
4. Sample listing in Jewish Washington (Appendix D)
5. Bet Aviv Website ([www.betaviv.org](http://www.betaviv.org))
6. Bet Aviv Marketing Brochure

**BET AVIV PROCESS**  
**Responsibilities of the Communications Chair**

**Appendix A. High Holiday Announcement**

*Join us for  
High Holy Day Services*  
At Wilde Lake Interfaith Center  
Officiating:  
Rabbi Seth Bernstein ♦ Cantor Margery Auerbach

<b>Erev Rosh Hashanah</b>	<b>Kol Nidre</b>
Wednesday, September 28..8:00 pm	Friday, October 7....8:00 pm
<b>Rosh Hashanah</b>	<b>Yom Kippur</b>
Thursday, September 29...10:00 am	Saturday, October 8..10:00 am

  
**BetAviv**  
Adult • Active  
Affordable

**Get to know us.**  
Tickets are still available.  
Call 410-992-9994 ♦ Visit [www.betaviv.org](http://www.betaviv.org)  
Bet Aviv is affiliated with the Union for Reform Judaism.

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## **Responsibilities of the Communications Chair**

### **Appendix B. Press Release**

#### PRESS RELEASE

Bet Aviv, a traditional Reform Congregation in Columbia, is honored to have Rabbi Aaron Panken, Dean of Hebrew Union College-Jewish Institute of Religion, as their Gene Klein Scholar-in-Residence, Friday, November 12, and Saturday, November 13, 2004. Rabbi Panken is a major scholar and leader of Reform Judaism.

Rabbi Panken's sermon at Sabbath evening services on Friday, November 12 at 8 pm will be "The Future of Reform Judaism". Rabbi Panken will speak on the "Holy War in Judaism and Islam: A Comparative Study" and "Ethical Issues in Stem Cell Research from a Jewish Perspective" at classes beginning 10 am on Saturday, November 13. All events are at the Meeting House, Oakland Mills Interfaith Center, 5885 Robert Oliver Place, Columbia, MD.

A dinner will precede services at 6 PM on Friday and brunch will be served on Saturday. There is a nominal charge for the dinner and for the Saturday program.

For more information and reservations call Howard Caplan at (410) 992-4318 or email Howard at [hdcaplan@erols.com](mailto:hdcaplan@erols.com).

FOR MORE INFORMATION ON THIS RELEASE: CONTACT:  
Larry Bodin at [carolbodin@comcast.net](mailto:carolbodin@comcast.net) or (410) 997-2083.

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## Responsibilities of the Communications Chair

### Appendix C. Links to Internet Sites for Advertisement

#### Jewish Federation of Greater Washington

[http://www.shalomdc.org/ir\\_listing.html?type=undefined&catid=731&catname=Synagogues+\(Maryland\)&id=4244](http://www.shalomdc.org/ir_listing.html?type=undefined&catid=731&catname=Synagogues+(Maryland)&id=4244)

#### Switchboard

<http://www.switchboard.com/Churches-Synagogues/Columbia/MD/2066-/yellowpages.htm>

For instructions on how to update listing see:

<http://www.switchboard.com/contactFAQs.asp#wpUpdate>

#### Verizon

<http://phonebook.superpages.com/yellowpages/CP-Community+&+Government%5EReligion+&+Spirituality/S-MD/T-Columbia/>

To change the listing see:

[https://my.superpages.com/spweb/portals/customer.portal?\\_nfpb=true&\\_pageLabel=bp\\_listing\\_find&\\_nfls=false&link=addListing](https://my.superpages.com/spweb/portals/customer.portal?_nfpb=true&_pageLabel=bp_listing_find&_nfls=false&link=addListing)

Israelim.com – no address, phone, wrong web address

[http://www.israelim.com/index\\_maryland.htm](http://www.israelim.com/index_maryland.htm)

Maven Search – Interesting note: Anyone can update

<http://www.maven.co.il/synagogues/synagogues-search.asp?R=X&C=317&Y=470>

Jewish Synagogues, Temples and Congregations

<http://www.inetstrat.com/ccm/jewish.htm>

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### **Appendix D. Internet Listing for Bet Aviv at The Jewish Federation of Greater Washington**

#### **Bet Aviv Synagogue-Columbia**

The Meeting House  
5885 Robert Oliver Place  
Columbia, MD 21045  
#: (410) 992-9994  
Web Page: [www.betaviv.org](http://www.betaviv.org)  
E-mail: [info@betaviv.org](mailto:info@betaviv.org)

Rabbi: Marc Lee Raphael    Cantor: Margery Auerbach    President: Sami Klein

Reform congregation tightly focused on the uniquely Jewish concepts of tzedakah (translated as justice, mercy, and charity) and tikkun olam (repair of the world) by extending our individual and congregational hand to charitable and service organizations to as well as individuals in need. Membership are mostly adults with no children. Our Bet Aviv family shares Judaic concerns, celebrates mitzvot together, and supports each other in times of need. Sisterhood, Men's Club and interfaith programs available.