

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Develop a letter to the editor for the Jewish Discovery Center

Audit of Publics

Consumer Publics

Jewish men and women who live within a 3 mile radius of Buffalo State College
Undergraduate Jewish college students attending Buffalo State College

Producer Publics

Labkovski Family
Greenburg Family
Volunteer students

Enabler Publics

Employees of Buffalo State College
People who belong to local Jewish synagogues
Donors and potential donors
Media gatekeeper

Limiter Publics

People who do not like observant Jews
People who object to a formal religious lifestyle
People who have negative opinions about the Chabad-Lubavitch community

Analysis of target public

Members of the local Jewish community want:

- To learn about Jewish topics
- To understand why we have the traditions we do
- To encourage tolerance and understanding of Judaism

Benefit statement

To help Jewish students feel more comfortable attending Buffalo State College

Message tone

Warm, inviting, friendly, family-like, very conversational, understanding, concerned

Public relations objectives

Awareness

To have an effect on the awareness of members of the Buffalo State College community, specifically to generate an understanding of how the Jewish people maintain a relationship with G-d (100 people within 30 minutes of reading the letter to the editor).

Acceptance

To have an effect on the acceptance of members of the Buffalo State College community, specifically to develop a positive attitude about Jewish people being observant (50 people within 30 minutes of reading the letter to the editor).

Action

To have an effect on the action of members of the Buffalo State College community, specifically to have the Buffalo State College administration change the commencement ceremony to better respect the Jewish faith (1 college administrator contact the JDC to discuss possible changes to the Commencement ceremony within two days of reading this letter to the editor)

Readability Range

A reading range of grades 9 to 11 would make this information accessible to the key publics

Distribution

This letter to the editor will:

- be hand delivered to the editor of the Buffalo State College school newspaper
- be e-mailed to the Web master of the Jewish Discovery Center Web site

Evaluation techniques

The success of this letter to the editor will be determined by:

- initializing discussion between the JDC and Buffalo State College regarding changes to the Graduating Ceremonies