

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Develop a flier for the Jewish Discovery Center promoting Shabbos events

Audit of Publics

Consumer Publics

Jewish men and women who live within a 3 mile radius

Jewish visitors to the Amherst region

Undergraduate Jewish college students within twenty miles

People who wish to learn more about Judaism

Producer Publics

Labkovski Family

Greenburg Family

Volunteer students

Chabad.org writers

Enabler Publics

Employees of Buffalo State College

Administrators of the University at Buffalo

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 develop a strong relationship with G-d

Benefit statement

To feel comfortable participating in the Jewish religion

To redefine common perceptions of what it means to be "religious"

Message tone

Warm, welcome, inviting, friendly, family-like, very conversational

Public relations objectives

Awareness

To have an effect on the awareness of members of the Amherst Jewish community, specifically to generate an understanding of what Shabbos means (100 people within 30 minutes of reading the flier).

Acceptance

To have an effect on the acceptance of members of the Amherst Jewish community, specifically to develop a positive attitude about observing Shabbos (50 people within 30 minutes of reading the flier).

Action

To have an effect on the action of members of the Amherst Jewish community, specifically to have the Amherst Jewish community members attend Shabbos-related events (5 Jewish Amherst community members commit to attending Friday night services every week with three days of reading this flier)

Readability Range

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

Distribution

This flier will:

- be kept in the files of the JDC public relations manager
- be e-mailed to the Web master of the Jewish Discovery Center Web site
- be hand distributed to the homes of community members
- be faxed to the work places of Jewish community members

Evaluation techniques

The success of this flier will be determined by:

- compliments from individuals who receive the flier
- increased attendance Friday nights at the JDC