

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Develop a question-and-answer feature about the Jewish holiday Tisha B'Av

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 the Jewish holidays
- To understand why we have the traditions we do
- To develop a strong relationship with G-d

Benefit statement

To learn about Tisha B'Av, the saddest day on the Jewish calendar

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 Tisha B'Av is and what happened on this day (100 people within 30 minutes of reading the Q&A feature).

Acceptance

To have an effect on the acceptance of members of the Amherst Jewish community, specifically to develop a positive attitude about keeping the laws of the Jewish holiday Tisha B'Av (50 people within 30 minutes of reading the Q&A feature).

Action

To have an effect on the action of members of the Amherst Jewish community, specifically to have the Amherst Jewish community members attend Tisha B'Av services at the Jewish Discovery Center (250 people total attending Tisha B'Av services at the JDC)

Readability Range

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

Distribution

This Q&A feature will:

- be mailed to the editor of the Amherst Bee
- be emailed to the editor of the Buffalo News
- be hand delivered to the editor of the Buffalo State College Record
- be e-mailed to the Web master of the Jewish Discovery Center Web site

Evaluation techniques

The success of this Q&A feature will be determined by:

- compliments from community members who read the article
- 250 people attend Tisha B'Av services at the JDC
- at least five phone calls from community members asking questions about the article