

# Jewish Discovery Center

A Project of Chabad-Lubavitch

757 Hopkins Road ☆ Williamsville NY 14221

Avraham Tapp ☆ Director of Public Relations ☆ (845) 738-4791

## Public Relations Situation

Develop a biographical narrative about Avraham Tapp, Public Relations Manager of JDC

## 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 learn more about the employees at the Jewish Discovery Center (JDC)

## 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 who works at the JDC and why (100 people within 30 minutes of reading the biographical narrative).

### *Acceptance*

To have an effect on the acceptance of members of the Amherst Jewish community, specifically to develop a positive attitude about the employees who work for the JDC (50 people within 30 minutes of reading the biographical narrative).

### *Action*

To have an effect on the action of members of the Amherst Jewish community, specifically to have the Amherst Jewish community members contact the employees of the JDC and ask them questions about who they are and why they work for the JDC (25 total phone calls from Amherst Jewish community members to employees of the JDC)

## **Readability Range**

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

## **Distribution**

This biographical narrative 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

## **Evaluation techniques**

The success of this biographical narrative will be determined by:

- compliments from individuals who receive the biographical narrative
- a lack of calls to clarify and / or request more information about the individual