

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Promotion for Rosh Hashanah services at the Jewish Discovery Center

Audit of Publics

Consumer Publics

Jewish men and women who live in the suburbs of Buffalo
Jewish visitors to the Buffalo region
Students who need a place to pray during Rosh Hashanah

Producer Publics

Labkovski Family
Greenburg Family
Volunteer students

Enabler Publics

Buffalo State College
University at Buffalo
local Jewish synagogues

Limiter Publics

People who do not like observant Jews

Analysis of target public

- To learn about Jewish topics
- To understand why Rosh Hashanah is important
- To feel comfortable developing a relationship with G-d
- To easily find and enjoy Kosher food
- To understand why we have the traditions we do

Benefit statement

Jewish people can feel comfortable praying and socializing with the congregation, specifically as part of the High Holiday prayer services.

Message tone

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

Public relations objectives

Awareness

To have an effect on the awareness of the local Jewish community, specifically to enhance their knowledge of what Rosh Hashanah means and why it is important. (100 people before Sept. 8)

Acceptance

To have an effect on the acceptance of the local Jewish community, specifically to increase a positive attitude about the Jewish Discovery Center as well as enjoying the high holiday prayer services. (25 people before Sept. 8)

Action

To have an effect on the action of the local Jewish community, specifically by having them attend Rosh Hashanah prayer services at the Jewish Discovery Center. (10 new people will actually attend Rosh Hashanah prayer services)

Readability Range

A grade level of 9-11 would make this information accessible to the key publics

Distribution

Personal conversations during normal weekday services with currently present members
Personal phone calls to Jewish males within the town of Amherst
Personal emails to rarely attending Jewish members from the Amherst community
One-page letters placed in the school bags of students attending the JDC hebrew school

Evaluation techniques

The success of this promotion will be determined by:

- Ten Jewish males who did not attend Rosh Hashanah services last year
- A full table during the after services full lunch
- A large number of positive compliments about:
 - feeling a part of the minyan (congregation)
 - understanding what is going on
 - how nice it is to feel comfortable praying without feeling any pressure