

# Jewish Discovery Center

A Project of Chabad-Lubavitch

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## Public Relations Situation

Develop a broadcast news release about Shavuot at the Jewish Discovery Center (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

### *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 feel comfortable developing a relationship with G-d
- To understand why we have the traditions we do
- To help the unfortunate Jews in the community still celebrate the holidays

## Benefit statement

Members of the local Jewish community will understand how their financial support of the JDC are being used, as well as feel good about helping fellow Jews celebrate the holidays.

## 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 local Jewish community, specifically to generate an understanding of how the JDC reaches out to local Jews and helps them prepare for the holidays (100 people within 10 minutes of hearing this broadcast).

### *Acceptance*

To have an effect on the acceptance of members of the local Jewish community, specifically to develop a positive attitude about helping other Jews prepare for the holidays (25 people within one day of hearing this broadcast).

### *Action*

To have an effect on the action of members the local Jewish community, specifically to have them increase in their volunteering to make food and deliver holiday packages to other Jewish families (5 new people will call to ask how they can help deliver holiday packages for the upcoming Rosh Hashanah holiday)

## **Readability Range**

A reading range of grades 9 to11 would make this information accessible to the key publics

## **Distribution**

This broadcast will:

- be e-mailed to the news editors of WGRZ, WIVB, WKBW, and WNLO television stations
- be e-mailed to the Web master of the Jewish Discovery Center Web site

## **Evaluation techniques**

The success of this broadcast will be determined by:

- positive compliments about the news spot
- volunteer phone calls requesting information how to help holiday package distribution
- monetary donations helping provide supplies for holiday packages