

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Develop an organizational profile for the Jewish Discovery Center

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 about 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 what the JDC is and why it exists (100 people within 30 minutes of reading the organizational profile).

Acceptance

To have an effect on the acceptance of members of the Amherst Jewish community, specifically to develop a positive attitude about the work done at the JDC (50 people within 30 minutes of reading the organizational profile).

Action

To have an effect on the action of members of the Amherst Jewish community, specifically to have the Amherst Jewish community members actively learn about the JDC (25 total phone calls from Amherst Jewish community members asking about the JDC)

Readability Range

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

Distribution

This organizational profile 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 organizational profile will be determined by:

- compliments from individuals who receive the organizational profile