

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Develop a fact sheet to promote 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

- Employees of Buffalo State College
- Administrators of the University at Buffalo
- People who belong to local Jewish synagogues

Limiter Publics

- People who do not like observant Jews

Analysis of target public

Members of the local Jewish community want:

- 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

Members of the local Jewish community 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 members of the local Jewish community, specifically to enhance their knowledge of what Rosh Hashanah means and why it is important. (100 people within 30 minutes of reading the article generated by this fact sheet).

Acceptance

To have an effect on the acceptance of members of the local Jewish community, specifically to increase a positive attitude about the Jewish Discovery Center and the high holiday prayer services (25 people within four days of reading the article generated by this fact sheet).

Action

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

Readability Range

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

Distribution

This fact sheet will:

- be E-mailed to the Buffalo News' religion reporter
- be E-mailed to the Web master of the Jewish Discovery Center Web site
- be mailed via US Postal mail to the editors of the weekly Bee Group Newspapers

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Evaluation techniques

The success of this fact sheet 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