

# Jewish Discovery Center

A Project of Chabad-Lubavitch

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## Public Relations Situation

Develop a story idea memo about Rabbi Laizer Labkovski

## 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

### *Limiting 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 feel comfortable developing a relationship with G-d
- To understand why we have the traditions we do
- To understand who Rabbi Labkovski is and why he cares

## Benefit statement

Members of the local Jewish community can feel comfortable while praying and socializing with the congregation, specifically spending time around Rabbi Laizer Labkovski.

## 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 who Rabbi Laizer is (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 Rabbi Laizer (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 a Friday night dinner at his house. (5 new people will attend Friday night meal at Rabbi Laizer's house)

### **Readability Range**

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

### **Distribution**

This story idea memo will:

- be e-mailed to the Buffalo News' religion reporter
- be hand delivered 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

### **Evaluation techniques**

The success of this story idea memo will be determined by:

- positive compliments about the article
- increased weekly attendance at daily services