

# Jewish Discovery Center

A Project of Chabad-Lubavitch

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## Public Relations Situation

Write a pitch letter to Buffalo State Campus radio for Rabbi Laizer to speak on “Lets Talk Buffalo!” about the High Holidays

## 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 understand why we have the traditions we do

## Benefit statement

Members of Buffalo State College can learn about the Jewish High Holy days, encouraging diversity and cross-cultural experiences within the Buffalo State College student body.

## 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 Buffalo State College student body, specifically to generate an understanding of what the High Holidays mean and why we celebrate them (300 people within 30 minutes of hearing this radio show episode).

### *Acceptance*

To have an effect on the acceptance of members of the Buffalo State College student body, specifically to develop a positive attitude about the Jewish faith and Jewish people (150 people within one day of hearing this radio show episode).

### *Action*

To have an effect on the action of members of the Buffalo State College student body, specifically to have them increase participation in Jewish educational activities on campus (15 new students will attend the weekly meeting on Buffalo State campus of the Jewish Student Organization)

## **Readability Range**

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

## **Distribution**

This pitch letter will:

- be hand delivered to the producer of the "Let's Talk Buffalo!" radio show
- 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:

- increased attendance at weekly Jewish Student Organization meetings
- Increased enrollment in Jewish classes on Buffalo State campus
- e-mails from Buffalo State students to the Jewish Student Organization