

Jewish Discovery Center

A Project of Chabad-Lubavitch

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Public Relations Situation

Create a photo caption of Rabbi Laizer installing a mezuzah in a Jewish member's home

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

Limitier 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

Benefit statement

Members of the local Jewish community can feel comfortable installing and displaying a mezuzah on every doorpost of their home.

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 what a mezuzah is and why we put them in our homes (100 people within 30 minutes of viewing this photo).

Acceptance

To have an effect on the acceptance of members of the local Jewish community, specifically to develop a positive opinion of the mitzvah of putting up a mezuzah (25 people within four days of viewing this photo).

Action

To have an effect on the action of members the local Jewish community, specifically to have them increase in their observance of the Jewish mitzvahs. (5 new people will call to ask about the mitzvah of having a mezuzah)

Readability Range

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

Distribution

This photo 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

Evaluation techniques

The success of this photo will be determined by:

- positive compliments about the photo
- increased requests to purchase and install a mezuzah
- a greater number of Jewish homes having a mezuzah in their front doorpost