

February 29, 1984

Ms. Lorene Skinner  
3838 N. 107th Place  
Chicago, IL 60655

Dear Lorene:

I hope this letter finds you well and getting through the winter.

I am writing for two reasons, one related to the BEMA, one regarding public relations.

Beginning with the April issue of BEMA, which will feature the Worcester Armenian church and community, we are starting a series of focus features on each parish of the Diocese. This will continue over the next five years, bringing us to 1988, when we celebrate the centennial of the Armenian Church in America.

Worcester will be first since it was the first parish. In May-June, we will feature Fair Lawn, N.J., which is hosting this year's Diocesan Assembly.

In our July-August issue, I'd like to feature Palos Heights, since it is hosting the ACYOA Sports Weekend over Labor Day Weekend. I need to gather some materials about the history and development of the Sts. Joachim and Anne parish since it began, with photos of the first churches, maybe the original parish council or godfathers of the parish, and one or two first-hand accounts, by older members of the parish life in the early years. Perhaps one of these eyewitness stories could be in English and one in Armenian.

Could you help me in gathering all this material? I would need it by the first of May. If you could, or could suggest others to approach as well, I'd certainly appreciate it.

- 2 -

Secondly, on May 19, in Racine, Wisconsin, we are sponsoring the first in a series of regional Public Relations workshops. This one will serve the four parishes of So. Milwaukee, Racine, Greenfield, and Waukegan, Illinois. In the fall, we will do a similar workshop for the Chicago, Palos, Evanston, and Belleville group. The workshop will be for parish PR contacts and people involved in publicity or promotion of the parish, its organizations and events.

In each workshop, I want to include a guest speaker. For this one, my idea is to invite you as the guest speaker. The reason I think this would be very effective is because you are a PR contact person who has done a super job of getting media coverage and using the resources we will be talking about during the workshop.

If you are willing and available, and I hope you are, what I'd like you to do is give a 15-20 minute presentation, describing how you went about getting the contacts, setting up their coverage, and how the response of the newspapers was, over the three events which included Martyrs Day, the Diocesan Assembly in Palos and the Consecration.

I feel this would be very effective and something the participants could really relate to. Since yours was such a good role model, they would be receptive.

Will you do this? We would take care of any expenses you incur in travel to Racine and any materials you might need. I would schedule your presentation either in the late morning or early afternoon -- whatever's better for you. Of course, you're welcome to attend the entire workshop, which will begin at 10:00 a.m. and continue through 4:30 p.m. (An outline is enclosed.)

Please let me know if you'll be able to do this, either my mail or phone. Thank you ahead of time for your consideration.

I'll be in Chicago on March 24 for a regional meeting of the midwest churches, which will be all day at the St. Gregory's Church. I believe you are welcome to attend -- it's for parish councils, delegates and interested people. If you can come that day, maybe we can get together and discuss these two matters, as well as any new PR developments in your area.

Looking forward to hearing from you soon.

Yours,

Michael Zeytoonian  
Director of Public Relations

Encl.  
MZ:nb

## PUBLIC RELATIONS WORKSHOP FORMAT

The following is a basic schedule for the regional public relations format, scheduled in your region. It is subject to slight revisions or adjustments, depending on availability of speakers, but will stay pretty much as is.

- 9:00 a.m. - Coffee, registration, gathering of materials
- 10:00 a.m. - Welcome by host pastor or parish council representative  
Introductory remarks by Michael Zeytoonian
- 10:15 a.m. - Basic of Public Relations:
- a) Fundamental questions, advance planning
  - b) Identification of aims, resources and people
  - c) Study for approaches, creativity, proper angles, etc.
  - d) Implementation and follow-up
- 10:40 a.m. - Dynamics of Public Relations:
- a) Handling people, questions, obstacles
  - b) Getting maximum involvement without getting bogged down
  - c) Cooperation, coordination with priest, parish council, other organizations, town or related groups
  - d) Eye on the calendar
- 11:15 a.m. - Break Time
- 11:30 a.m. - Guest Speaker (first option)
- (If speaker cannot be present at this hour, second option is Public Relations: Tools and Resources)
- 12:15 p.m. - Lunch
- 1:30 p.m. - Public Relations: Tools and Resources (first option)  
(or Guest Speaker)
- 2:15 p.m. - Working Public Relations Sessions -- problems workshop
- Groups of 5-6 people will be given a public relations project to work at and come up with an entire game plan.
- 3:00 p.m. - Presentations by groups; critique of each plan.
- 3:30 p.m. - Review, questions, exchange of ideas
- 4:15 p.m. - Closing prayer