



DIOCESE OF THE ARMENIAN CHURCH OF AMERICA, 630 SECOND AVENUE, NEW YORK, N.Y. 10016-4885 212 686-0710

Archbishop Torkom Manoogian, Primate

5 February 86

TO: Chapter Chairmen

SUBJECT: Chapter Public Relations & Promotions

Does your ACYOA Chapter have an "image" problem? Does it have any "image" at all? We should be concerned about image in a people-centered organization such as the ACYOA.

How your parish views and sees your Chapter can and does contribute to the image of your ACYOA Chapter. The types of activities you sponsor and participate in, the various events that ACYOA promotes all contribute to its image and character. It is very important that we project positive, goal-oriented, progressive images if we wish to gain the support and confidence of the entire parish community. This also plays a role in bringing new members into ACYOA.

As Chapter leaders, you should be aware of this image. When you represent your Chapter at meetings and conferences, or when the ACYOA is asked to contribute to a project, an immediate positive impression should be generated.

One immediate way your Chapter can begin an image improvement campaign is through public relations and promotions. This can be accomplished by setting a standard when promoting your activities and events. The announcements, letters, invitations, flyers, floaters, advertisements, should all be done with a professional perspective. The lettering should be typeset-quality; graphics need to be well drawn and clear; the vital information and specifics need to be easily understood.

Another very important area is your parish newsletter. In reviewing most parish newsletters, it is noted that "ACYOA Senior News" is not regularly included. Someone should be assigned to have, at the very least, a small article or announcement advertisement-style insertion in each and every parish newsletter. These should tell of recent activities and future planned events. Articles and photographs should be sent to the Armenian Newspapers when appropriate as well.

In other words, when people from your parish receive their monthly newsletter, your Chapter should be included with something to say, something to announce or something that will remind everyone that your ACYOA Chapter is providing an opportunity for all the young adults of the community to come together. As news of upcoming programs and events are received from the ACYOA Central Council or Executive Secretary, be sure that these are included in your promotions and newsletter articles.

  
JAMES MAGARIAN



DIOCESE OF THE ARMENIAN CHURCH OF AMERICA, 630 SECOND AVENUE, NEW YORK, N.Y. 10016-4885 212 686-0710

Archbishop Torkom Manoogian, Primate

**TO: Reverend Clergy & Parish Council Chairmen**  
**SUBJECT: 40th ANNIVERSARY OF THE ACYOA 1946-1986**  
**DATE: January 16, 1986**

1986 marks the 40th Anniversary of the Armenian Church Youth Organization of America (ACYOA). This occasion will be observed with various events and activities on the Diocesan and Regional levels.

In New England, the Mid-Atlantic and the Midwest Regions, gala ACYOA Anniversary Balls will be sponsored in the Fall of 1986.

In the Parishes, "Palm Sunday - ACYOA Day" should incorporate the anniversary theme into the day's programmed events. Each Parish should emphasize the importance of the youth, and the important role the youth have to play now, and in the future. Another aspect to consider is inviting former ACYOA members (alumni/ae) to participate in the programs, or perhaps honor a particular past member (this could become an annual event).

During this year, the annual events of the ACYOA Seniors and Juniors will use the Anniversary theme at their various events as well.

We encourage your participation and support of our youth, especially in 1986 as we observe the 40th Anniversary of ACYOA.

Prayerfully,

*Archbishop Torkom Manoogian*

Archbishop Torkom Manoogian  
Primate

# Armenian Church Youth Organization of America

Archbishop Torkom Manoogian, Primate

August 1, 1986

TO: ACYOA 40th Anniversary Celebration Committee  
Mid-Atlantic Region

Hope you are enjoying the summer. But, as we know, time waits for no one, and the days roll on, so - - -

1. Please plan to be present at our mailing "party" on August 21 at Holy Martyrs at 7:00 p.m. We need you!
2. If the booklet ad letters have not been mailed or distributed in your parish, please check now with your pastor/church office/ACYOA re getting this done in August or early September. Perhaps it could be enclosed with the first parish mailing to go out for the new season.
3. See that the news release about the event is in your first parish newsletter of the season - or a follow-up if it has already appeared.
4. Contact those in your parish who may have ACYOA slides and/or photos we might borrow. Get them to Joseph or Carol or bring them to the mailing party or September meeting.
5. If your parish has more than one person on our committee, get together along with the ACYOA Senior and Junior Chairmen (or a few ACYOA members if there is no separate ACYOA Chapter in your parish). Go over the names of those in your parish you feel should be contacted re ads in our booklet and decide who will contact whom to be the most productive and to save time and effort.

I suggest that where feasible you wait until the booklet ad letters are out in your parish before making follow-up contacts, or at least have copies of the letter in your possession to make available to those you contact. Make it as easy as you can for the people to take ads.

The special anniversary commemorative booklet will have production expenses, and we have a commitment to the gift for Archbishop Tiran, so we have to hustle with the ads.

6. Plan to attend our September 8 meeting at the Diocese - H Hall - at 7:15 p.m. It is an especially important meeting. Also, the Primate will join us, and we would like to take a complete committee photo.

Please call me at 201 871-4377 if you have any questions.

EACH MEMBER OF THIS COMMITTEE IS IMPORTANT IN ACCOMPLISHING WHAT NEEDS TO BE DONE FOR THIS EVENT TO BE SUCCESSFUL. IF YOU TAKE ON A TASK, PLEASE DO IT, OR AT LEAST LET ME KNOW IF YOU CANNOT. WE ARE COUNTING ON YOU TO DO YOUR PART WITHIN YOUR PARISH AND AT OUR MEETINGS. PLEASE LET'S NOT LET EACH OTHER DOWN.

Sincerely,

*Rose Mpekian*

Diocese of the Armenian Church of America 630 Second Avenue New York, N. Y. 10016 (212) 686-0710





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Prayerfully,

*Arch. Torkom Manoogian*

Archbishop Torkom Manoogian  
Primate

# Armenian Church Youth Organization of America

Archbishop Torkom Manoogian, Primate

January 31, 1986

TO: Miss Vicki Atamian  
Chairman-Providence ACYOA  
FROM: Scott Najarian  
ACYOA Central Council  
New England Representative

Dear Vicki,

I hope you and your organization are beginning to get excited about hosting the 1986 Regional Ball and ACYOA 40th Anniversary Celebration. Enclosed please find a guideline that has been formulated for this event. Please allow me to expand on each of the suggestions outlined.

1. Nationally we are calling this event the ACYOA 40th Anniversary Celebration, since this year it is much more than just a ball.
2. This is self-explanatory.
3. Seed Money is available to your committee pending your request. If you already have the resources, your group should proceed to open a separate account for this event.
4. As mentioned to your organization, 25% of the net profits are to go to the National ACYOA. This will be used to reprint the Sacraments Booklet. It is highly recommended that an additional 25% of the proceeds be donated on your committee's behalf to also be used for this booklet. This decision however is your's to make.
5. The formation of a Host Committee by the format which is outlined is most important. Representatives and Contacts from all area parishes is significant to the success of your event. Several individuals have already expressed a strong desire to be a part of this group. They include: Arthur Sabounjian and Jim Kalustian (both from the Boston/Watertown area), Irene Guregian (Lowell), and others from several communities. If your committee needs help locating an individual from a parish for this purpose, please advise me.
6. Self-Explanatory.
7. We are very much interested in attracting ACYOA alumni this year. With proper publicity and organization, this event can be highly successful both in attendance and profit.

(OVER)



Central Council

Diocese of the Armenian Church of America 630 Second Avenue New York, N. Y. 10016 (212) 686-0710

# Armenian Church Youth Organization of America

Archbishop Torkom Manoogian, Primate

August 1, 1986

TO: Mid-Atlantic Parishes

Please help the members of our ACYOA 40th Anniversary Committee with the following pertaining to our Mid-Atlantic Gala Celebration Dinner-Dance on November 29, 1986.

1. Mailing or distribution of the booklet ad letter sent to you in June (copy enclosed) for the special commemorative booklet we are preparing on the occasion of the 40th anniversary of the ACYOA. If this has already been done, please accept our appreciation.
2. Publication in your parish newsletter of the news release sent to you in June (copy enclosed) about the event and requesting photos, slides, and anniversary booklet ads, or a short follow up if you have already published it.
3. Reservations information will follow soon. Our thanks for assisting in preparations for the mailing of invitations by providing us with labels or by agreeing to machine address the envelopes for your parish.

Respectfully,

ACYOA 40TH ANNIVERSARY COMMITTEE  
MID-ATLANTIC REGION



Rose Mekenian, Chairman

Copy to ACYOA 40th Anniversary Committee



# Armenian Church Youth Organization of America

Archbishop Torkom Manoogian, Primate

September 19, 1986

TO: ACYOA 40th Anniversary Celebration Committee - Mid-Atlantic  
and Committee Assistants

FROM: Rose Mekenian, Committee Chairman

Let's get the adrenalin flowing!

Enclosed is a copy of the release sent to each Mid-Atlantic parish. Please talk with your pastor/office re inclusion of the whole article in your parish newsletter, if at all possible, or at least the first paragraph.

If you know of any ACYOA slides or photos in your parish, now us the time to get them to Joseph.

It is critical that we each do all we can to get booklet ads to cover the cost of the booklet and the gift to Archbishop Tiran. If each committee member or assistant devotes an evening or two to contacting the people in your parish you know care about the ACYOA and might be willing to donate to the booklet, it will be a tremendous help. We cannot leave the burden on the shoulders of two or three people. There are too many parishes involved.

Also, please remember to contact your parish council and local ACYOA - and even your pastor - re being booklet sponsors.

If you were to get any names to Lori or Shaké for special contact and have not yet done it, please do it now.

Committee members in the same parish are asked to keep in touch with each other, wherever feasible, to avoid duplication of effort.

Thank you all for doing your bit in behalf of the ACYOA.

NOTE: Committee members are asked to save the date of Thursday, October 16, for our next meeting - at St. Thomas Armenian Church, 7:15 p.m.



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Association of Armenian Church Choirs of America

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Central Council

Established 1947

August 25, 1986

TO: PARISH PRIESTS  
PARISH COUNCIL CHAIRPERSONS  
CHOIR DIRECTORS  
CHOIR CHAIRPERSONS

FROM: 40th ANNIVERSARY BOOKLET COMMITTEE

In observance of the 40th Anniversary of the Choir Association an Anniversary Booklet will be published and plans are to make it a lasting memorial of the events. Unfortunately due to a lack of time the booklet will not be ready for this years Choir Assembly hosted by the St. Gregory Choir of Chicago, IL, this October 31 - November 2, 1986. Instead, there will be three celebrations with the first beginning in Chicago, the second to be held in New England, and the final culminating at the Cathedral in May 1987 where His Eminence Archbishop Torkom Manoogian will be honored. The Anniversary Booklet will be ready for distribution at this gala event.

It is requested that each choir please make a special effort to send a current black and white photo of their choir including clergy and deacons along with a short article about your choir and any other choir memorabilia to the address shown below.

In closing, with all your help we can make this 40th Anniversary celebration a gala event for all.

Send To: Robert Shamgochian  
12 Germain St.  
Worcester, Ma 01602

Sincerely,  
AACCA 40th ANNIVERSARY  
BOOKLET COMMITTEE

*Robert Shamgochian*  
*Anna Garabedian*

Robert Shamgochian  
Anna Garabedian



# Armenian Church Youth Organization of America

Archbishop Torkom Manoogian, Primate

September 19, 1986

TO: Mid-Atlantic Parishes

FROM: ACYOA 40th Anniversary Celebration Committee - Mid-Atlantic

FOR IMMEDIATE RELEASE IN PARISH PUBLICATIONS

## ACYOA ANNIVERSARY CELEBRATION UPDATE

ACYOA alumni, members, & friends are invited to the ACYOA Gala 40th Anniversary Celebration Dinner-Dance, Mid-Atlantic Region, November 29, Kavookjian Aud., NYC. Music by John Vartan Ensemble plus DJ Ron. Reunion Hour 6 pm, Dinner 7 pm, Dance 10 pm. Limited seating. Reservations \$40 per person, all inclusive. Send checks payable to ACYOA 40TH ANNIVERSARY COMMITTEE to Mary Selvinazian, 59-36 196 Place, Flushing, NY 11365.

Sponsors are needed for the special anniversary commemorative booklet. Please send checks for \$25, \$50, \$100, \$150, or \$200 payable to ACYOA 40TH ANNIVERSARY COMMITTEE as soon as possible to Lori Kalemkerian, 203 Devon Road, Westwood, NJ 07675.

Last call for ACYOA slides or photos. Send to Joseph Kalemkerian, 624 Freeland Avenue, Paramus, NJ 07652.



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