



Masterclass #1: Representative Commentary from 19 Armenian English-Language News Outlets

January and February 2026

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1. “Khachkar Studios has published a systems map that reframes Armenian Christian decline as a problem of stewardship rather than belief.”
301.am, 9 January 2026
2. “Khachkar Studios has released a systems map that applies institutional analysis to the U.S. Armenian Christian community, producing a diagnosis that is both unsettling and precise.”
A1plus.am, 6 January 2026
3. “A newly released systems map from Khachkar Studios presents a sobering assessment of Armenian Christian life in the United States, while also outlining a path forward rooted in accountability and stewardship.”
Aravot, 6 January 2026
4. “The most data-driven assessments to date of the U.S. Armenian Christian community.”
Armenia News AM, 05 January 2026
5. "The 12 Body Parts form a systems map showing how weak measurement, absent benchmarking, and limited leadership development compound across the ecosystem – while also identifying where targeted intervention can generate extraordinary Social Return on Investment (SROI)."
Armenian Life, 5 January 2026
6. Khachkar Studios Ecosystem systems map featured in the centerfold of two weekly printed newspapers.
Armenian Mirror Spectator, 20 December 2025 and 17 January 2026

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7. “The systems map ultimately delivers a clear message: renewal begins with honesty about where things stand.”
Armenian Weekly, 05 January 2026
8. “A new systems map from Khachkar Studios challenges Armenian Christian institutions to reconsider how health and success are defined.”
Arminfo, 6 January 2026
9. “The message to leaders is pragmatic: without measurement, accountability, and transparency, even well-intentioned institutions stagnate.”
Asbarez, 12 January 2026
10. Top of page exclusive billboard “Learn How to Revitalize the Failing U.S. Armenian Christian Ecosystem. Transparency. Accountability. Performance.”
Civilnet, January and February 2026
11. “Khachkar Studios has released a comprehensive systems map that applies performance analysis to the U.S. Armenian Christian ecosystem, revealing a pattern of long-term decline driven less by belief than by institutional design.”
Massis Post, 9 January 2026
12. “A newly released systems map from Khachkar Studios presents a sobering but practical assessment of Armenian Christian life in the United States.”
Noyan Tapan, 7 January 2026

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13. “Khachkar Studios’ systems map offers a rare, unsentimental look at the institutional health of the U.S. Armenian Christian community.”
Oragark, 9 January 2026
14. “A new systems map from Khachkar Studios is challenging Armenian philanthropists to reconsider how impact is defined and measured within faith-based institutions.”
PanArmenian, 6 January 2026
15. “Khachkar Studios has released a systems map that reframes the decline of the U.S. Armenian Christian community as measurable and solvable institutional problem.”
Public Radio of Armenia, 9 January 2026
16. “Khachkar Studios’ latest systems map applies an unusually rigorous analytical lens to the U.S. Armenian Christian ecosystem.”
Tert AM, 5 January 2026
17. “A new analysis from Khachkar Studios is reshaping how Armenian Christian institutions understand their current condition.”
The Armenian Report, 8 January 2026
18. "There is no accountability system in place. No annual performance metrics. No national strategy for training and retaining role model households."
The California Courier, 9 January 2026

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19. "A new systems analysis by Khachkar Studios offers a stark assessment of Armenian Christian institutional life in the United States, concluding that the ecosystem is severely underperforming despite extraordinary latent potential."

Zartonk, 8 January 2026

To quickly recognize and overcome potentially hostile barriers to change, we recommend studying: (1) Ecosystem systems map, (2) Dunning-Kruger diagram, (3) Why 68 years of zero transparency I-SROI memo, (4) Conflicted self-interest I-SROI memo, (5) The true cost of concealment I-SROI memo, (6) 25 examples of self-conflict of interest I-SROI memo, and (7) FIQ and FTA materials.

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