

Khachkar Studios: Masterclass #1
60-Second Commercial Script

[Sound: Double church bell. Pause. Then warm, contemporary music]

ANNOUNCER (conversational, almost confiding): What if I told you that going to an Armenian church on Sunday... is about as rare as a baby being born with a birth defect?

Three percent. That's how many of us show up.

We rank 22nd out of 23 Orthodox groups in America. Twenty-second out of twenty-three Orthodox communities. We're not just underperforming — we're in crisis.

But here's where it gets interesting.

[Music shifts — more hopeful]

What if those same numbers — that brutal honesty — became the roadmap to double church attendance in five years?

A \$100 million investment. 5,000 hours of pro bono world-class management expertise. One free Masterclass that's already transforming parishes nationwide.

Forty-two minutes. Four breakthroughs. Real data. Biblical wisdom. And a framework called T-A-P: Transparency, Accountability, Performance.

Ready to be part of the movement?

Visit KhachkarStudios.com/

[Music resolves]

Khachkar Studios: Empowering Good News.