



Select Articles on Khachkar Studios' Masterclass #3 Now Available in Three Languages

As of 23 September 2026



Khachkar Studios' Masterclass #3 Now Available in Three Languages

ZARTONK

Khachkar Studios' Masterclass #3 Now Available in Three Languages



Khachkar Studios' Masterclass #3 Now Available in Three Languages

Asbarez

Khachkar Studios' Masterclass Number Three Now Available in Three Languages



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MASSIS POST

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Table of Contents

1. Armenian News AM: Khachkar Studios' Masterclass #3 Now Available in Three Languages	3
2. Zartonk: Khachkar Studios' Masterclass #3 Now Available in Three Languages	4
3. The Armenian Report: Khachkar Studios' Masterclass #3 Now Available in Three Languages	5
4. Asbarez: Khachkar Studios' Masterclass Number Three Now Available in Three Languages	6
5. Armenian Weekly: Khachkar Studios' Masterclass #3 now available in three languages.....	7
6. Public Radio of Armenia: Khachkar Studios' Masterclass #3 now available in three languages	8
7. Aravot: Khachkar Studios' Masterclass #3 Now Available in Three Languages	9
8. Massis Post: Khachkar Studios' Masterclass #3 Now Available in Three Languages	10
9. Oragark: Khachkar Studios' Masterclass #3 Now Available in Three Languages	11
10. The California Courier: Khachkar Studios' Masterclass #3 Now Available in Three Languages	12
11. Tert Am: Khachkar Studios' Masterclass #3 Now Available in Three Languages	13
12. Noyan Tapan: Khachkar Studios' Masterclass #3 Now Available in Three Languages	14
13. A1plus.am: Khachkar Studios' Masterclass #3 Now Available in Three Languages	15
14. PanArmenian.Net: Khachkar Studios' masterclass #3 now available in three languages	16
15. Arminfo: Khachkar Studios' Masterclass #3 Now Available in Three Languages	17
16. Armenian Life: KHACHKAR STUDIOS MASTERCLASS #3 NOW IN THREE LANGUAGES ..	18



1. Armenian News AM: Khachkar Studios' Masterclass #3 Now Available in Three Languages

NEWSam

Khachkar Studios has announced that Masterclass #3, “Revitalizing Churches Worldwide,” is now available in three languages: English, Western Armenian and Eastern Armenian.

The Masterclass, anchored by the case study “Armenian Churches Joining the Movement,” confronts what the organization calls the shocking reality facing Armenian Christianity today and lays out major changes grounded in Biblical wisdom, world-class benchmarking and management excellence.

The headline figure is stark: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, meaning 993 do not. In raw numbers, just 246 attend while 34,181 stay away. Placed against 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens with two direct questions for church and community leaders: Do we care? And do we dare accept responsibility for major change? From there, the program sets out 4 goals and 7 specific steps intended to revitalize churches, lift attendance and strengthen Transparency, Accountability and Performance (T•A•P).

Beyond attendance, the Masterclass digs into financial transparency, training and education, church operating models and Social Return on Investment (SROI), while offering practical tools, including attendance reporting and growth outreach, for making change visible week to week under the banner “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these realities and the path to major change. With the new language editions, that message now reaches Armenians across languages, communities and generations. Its directive to church and community leaders is unchanged: measure what matters, publish it, act on it.

The call to action remains simple: join the movement, bring a friend to church, bring a family member to church, this Sunday and every Sunday. Masterclass #3 and the complete supporting [materials are available at](#).

<https://news.am/en/news/1062475>

2. Zartonk: Khachkar Studios' Masterclass #3 Now Available in Three Languages

ZARTONK

Masterclass #3, “Revitalizing Churches Worldwide,” is now available in English, Western Armenian and Eastern Armenian, Khachkar Studios announced, opening the program to Armenian communities in the language each of them speaks at home.

Built around the case study “Armenian Churches Joining the Movement,” the Masterclass sets out the reality facing Armenian Christianity in the U.S. and pairs it with a plan for major change rooted in Biblical wisdom and world-class management practice.

Among American Orthodox Christian communities, U.S. Armenian church attendance places 22nd of 23 groups analyzed. The starkest single figure: just 7 per 1,000 U.S. Armenian women between 18 and 29 attend church on a typical non-holiday Sunday, or 246 women in total, leaving 34,181 absent.

Rather than stop at diagnosis, Masterclass #3 asks church and community leaders to answer two questions – do we care, and are we willing to take responsibility – before walking through 4 goals and 7 concrete steps aimed at boosting attendance and reinforcing Transparency, Accountability and Performance (T•A•P) across parishes.

The presentation also widens the lens to financial transparency, leadership training, church operating models and Social Return on Investment (SROI), and it offers hands-on tools for tracking weekly progress, from attendance reporting to a “Bring a Friend. Bring a Family Member.” outreach push.

Khachkar Studios has earmarked \$100 million for community education around the findings and the changes it is proposing. “Measure what matters. Publish it. Act on it.” is how the organization frames the task ahead for parish leadership.

The appeal to the community is unchanged: join the movement, and bring a friend or a family member to church this Sunday and every Sunday.

The full Masterclass and its supporting materials can be viewed at
<https://khachkarstudios.com/masterclass3/>

<https://zartonkmedia.com/2026/09/16/khachkar-studios-masterclass-3-now-available-in-three-languages/>

3. The Armenian Report: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Masterclass #3, “Revitalizing Churches Worldwide,” has been released in Western Armenian and Eastern Armenian, joining the English edition Khachkar Studios published earlier.

Featuring the case study “Armenian Churches Joining the Movement,” the program lays bare the current state of Armenian Christianity and charts a course toward major, Biblically grounded change.

The most cited statistic: just 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, with 246 attending versus 34,181 who do not. That leaves U.S. Armenian churches ranked 22nd of 23 Orthodox Christian groups examined in the study.

The Masterclass builds its case around two central questions for leaders – whether they care, and whether they are prepared to take responsibility – before laying out 4 goals and 7 specific steps designed to reverse the trend, grow attendance and strengthen Transparency, Accountability and Performance under Khachkar Studios’ T•A•P framework.

Coverage extends to financial transparency, training and education programs, church operating models and Social Return on Investment (SROI), with practical tools for visualizing progress week by week, including attendance reporting and a community outreach campaign, “Bring a Friend. Bring a Family Member.”

The organization has allocated \$100 million toward educating the Armenian community on these findings and the changes ahead. “Measure what matters. Publish it. Act on it.” remains its core directive to church and community leadership.

The message to Armenians worldwide stays the same: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Masterclass #3 and the full supporting materials are at <https://khachkarstudios.com/masterclass3/>.

<https://www.thearmenianreport.com/post/khachkar-studios-masterclass-3-now-available-in-three-languages>



4. Asbarez: Khachkar Studios' Masterclass Number Three Now Available in Three Languages

Asbarez

Masterclass #3, "Revitalizing Churches Worldwide," can now be watched in English, Western Armenian and Eastern Armenian, Khachkar Studios said in announcing the new language editions.

Centered on the case study "Armenian Churches Joining the Movement," the Masterclass is presented by the organization as a direct reckoning with attendance and accountability trends across U.S. Armenian churches.

The numbers behind it are pointed: on an average non-holiday Sunday, only 7 of every 1,000 U.S. Armenian women ages 18–29 are present in church, 246 in total against 34,181 who are absent, placing U.S. Armenian church attendance 22nd among the 23 Orthodox Christian groups the study analyzed.

Rather than dwell on the numbers alone, Masterclass #3 poses two questions to leaders – do we care, and do we dare take responsibility – and answers with 4 goals and 7 steps aimed at revitalizing parishes, growing attendance and strengthening Transparency, Accountability and Performance, or T•A•P.

The Masterclass also covers financial transparency, training and education, church operating models and Social Return on Investment, and it introduces practical tools for making progress visible on a weekly basis, from attendance tracking to the outreach message "Bring a Friend. Bring a Family Member."

Khachkar Studios has committed \$100 million toward community education on the shocking realities it has identified and the changes it is proposing, and says the three editions are intended to carry that message across languages, communities and generations. It sums up its message to church leadership in three lines: measure what matters, publish it, act on it.

The closing appeal is unchanged: join the movement, and do not come to church alone – bring a friend or a family member, every Sunday. Masterclass #3 and the complete supporting materials are available at the Khachkar Studios website.

<https://asbarez.com/khachkar-studios-masterclass-number-three-now-available-in-three-languages/>

5. Armenian Weekly: Khachkar Studios' Masterclass #3 now available in three languages



Armenians who follow the church conversation in Armenian rather than English can now watch Masterclass #3, “Revitalizing Churches Worldwide,” in their own language: Khachkar Studios has issued the program in Western Armenian and Eastern Armenian as well as English.

Built on the case study, “Armenian Churches Joining the Movement,” the program is described by the organization as a candid look at where Armenian Christianity stands today and what it will take to change course.

The core statistic is hard to miss: on an average non-holiday Sunday, only seven of every 1,000 U.S. Armenian women ages 18–29 attend church, or 246 women in total, leaving 34,181 absent. Set against 23 Orthodox Christian groups studied, U.S. Armenian churches rank 22nd for attendance.

The Masterclass opens with two questions for leaders: do we care, and are we ready to take responsibility for major change? It then lays out four goals and seven steps meant to rebuild attendance and put Transparency, Accountability and Performance – the framework Khachkar Studios refers to as T•A•P – at the center of how parishes operate.

The presentation also takes on financial transparency, training and education, church operating models and Social Return on Investment (SROI), pairing each topic with practical tools for tracking weekly progress, from attendance reports to the outreach message, “Bring a Friend. Bring a Family Member.”

Khachkar Studios has set aside \$100 million to help the Armenian community absorb these findings and act on them. Its directive to leaders is short: measure what matters, publish it, act on it.

Khachkar Studios ends where it began: join the movement, and bring someone with you to church this Sunday and every Sunday. The program and all supporting materials sit at <https://khachkarstudios.com/masterclass3/>.

<https://armenianweekly.com/2026/09/19/khachkar-studios-masterclass-3-now-available-in-three-languages/>

6. Public Radio of Armenia: Khachkar Studios' Masterclass #3 now available in three languages



Three language editions of Masterclass #3, “Revitalizing Churches Worldwide,” are now online, Khachkar Studios said, completing a rollout that covers English, Eastern Armenian and Western Armenian.

Centered on the case study “Armenian Churches Joining the Movement,” the program is aimed squarely at what the organization calls the shocking reality of Armenian church attendance in the United States.

The figures are direct: only 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, amounting to 246 attending against 34,181 who do not. Among 23 Orthodox Christian groups examined, U.S. Armenian churches place 22nd for attendance.

Two questions frame the program for church and community leaders: do we care, and do we dare accept responsibility for major change. From there, Masterclass #3 sets out 4 goals and 7 specific steps to revitalize churches, draw people back on Sundays and hold parishes to Transparency, Accountability and Performance under the T•A•P framework.

The Masterclass goes further than attendance alone, covering financial transparency, training and education, church operating models and Social Return on Investment (SROI), and offering practical tools for showing progress week by week, including attendance reporting and the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has committed \$100 million to educate the Armenian community on these realities and the changes being proposed. Its message to leaders remains simple: measure what matters, publish it, act on it.

What the organization asks of viewers has not changed: join the movement, bring a friend, bring a family member, every Sunday. The complete materials are at <https://khachkarstudios.com/masterclass3/>

<https://en.armradio.am/2026/09/22/khachkar-studios-masterclass-3-now-in-three-languages/>

7. Aravot: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Khachkar Studios' latest Masterclass is no longer English-only. Masterclass #3, "Revitalizing Churches Worldwide," has been released in Eastern Armenian and Western Armenian editions.

Featuring the case study "Armenian Churches Joining the Movement," the program is built to confront what the organization terms the shocking reality facing Armenian Christianity today.

The most striking figure: just 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, with 246 attending and 34,181 not. Across 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens by asking leaders two things: do we care, and are we willing to take responsibility for major change. It answers with 4 goals and 7 steps designed to revitalize parishes, bring attendance back up and embed Transparency, Accountability and Performance, or T•A•P, in church life.

The program also addresses financial transparency, training and education, church operating models and Social Return on Investment (SROI), and it supplies practical tools for making weekly progress visible, from attendance reporting to the "Bring a Friend. Bring a Family Member." outreach effort.

To support the rollout, Khachkar Studios has allocated \$100 million toward educating the Armenian community about these realities. Its message to church leadership is concise: measure what matters, publish it, act on it.

The ask of every viewer is a powerful one: come to church, and bring a friend or a relative with you, this Sunday and every Sunday. Watch at

<https://khachkarstudios.com/masterclass3/>

<https://en.aravot.am/2026/09/16/378939/>



8. Massis Post: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Masterclass #3, “Revitalizing Churches Worldwide,” has been published in three languages – English, Western Armenian and Eastern Armenian – Khachkar Studios confirmed.

Anchored by the case study “Armenian Churches Joining the Movement,” the program lays out what the organization calls a shocking reality for Armenian Christianity in the U.S., along with a plan to respond.

The central number: only 7 per 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, or 246 in total, leaving 34,181 away. That places U.S. Armenian churches 22nd among 23 Orthodox Christian groups studied.

The program is built around two questions for leaders: do we care, and do we dare accept responsibility for major change. It then presents 4 goals and 7 steps intended to revive parishes, raise Sunday attendance and strengthen Transparency, Accountability and Performance under the T•A•P framework.

Masterclass #3 also examines financial transparency, training and education, church operating models and Social Return on Investment (SROI), and it provides practical tools for tracking weekly progress, including attendance reporting and the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million to help educate the Armenian community about these findings and the path forward. Its guidance to leaders is brief: measure what matters, publish it, act on it.

Its closing request is unchanged: join the movement and bring someone to church with you, this Sunday and every Sunday. Watch Masterclass #3 at <https://khachkarstudios.com/masterclass3/>

<https://massispost.com/2026/09/khachkar-studios-masterclass-3-now-available-in-three-languages/>

9. Oragark: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Western Armenian and Eastern Armenian editions of Masterclass #3, “Revitalizing Churches Worldwide,” have gone live alongside the English version, Khachkar Studios announced.

Built around the case study “Armenian Churches Joining the Movement,” the program is presented by the organization as a direct confrontation with the current state of Armenian church attendance in America.

The figures at the heart of it: only 7 of every 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, amounting to 246 attending while 34,181 do not. Among 23 Orthodox Christian groups analyzed, U.S. Armenian churches rank 22nd for attendance.

Masterclass #3 opens with two questions for church and community leaders: do we care, and are we prepared to take responsibility for major change. It answers with 4 goals and 7 steps aimed at revitalizing parishes, lifting attendance and strengthening Transparency, Accountability and Performance, the T•A•P framework.

The program extends beyond attendance to financial transparency, training and education, church operating models and Social Return on Investment (SROI), offering practical tools for showing progress on a weekly basis, from attendance tracking to the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has committed \$100 million toward educating the Armenian community on these realities and the changes it is proposing, and the three editions now carry that case to Armenians of every generation. Its message to leaders is straightforward: measure what matters, publish it, act on it.

The invitation that closes the program is plain: join the movement, bring a friend, bring a family member, Sunday after Sunday. Everything is at <https://khachkarstudios.com/masterclass3/>

<https://www.oragark.com/khachkar-studios-masterclass-3-now-available-in-three-languages/>

10. The California Courier: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Khachkar Studios has widened the reach of Masterclass #3, “Revitalizing Churches Worldwide,” releasing it in Eastern Armenian and Western Armenian in addition to English.

Featuring the case study “Armenian Churches Joining the Movement,” the program is built to lay out what the organization calls the shocking reality of Armenian church attendance in the United States, together with a plan for major change.

The core figure is direct: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, amounting to 246 attending while 34,181 do not. Measured against 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens with two questions for leaders: do we care, and are we willing to accept responsibility for major change. It then presents 4 goals and 7 specific steps aimed at revitalizing churches, rebuilding Sunday attendance and making Transparency, Accountability and Performance – the framework Khachkar Studios calls T•A•P – standard practice.

The program also covers financial transparency, training and education, church operating models and Social Return on Investment (SROI), with practical tools for tracking progress week by week, from attendance reporting to the outreach effort “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these findings and the changes ahead. Its message to leaders is compact: measure what matters, publish it, act on it.

Its message to the diaspora has not shifted: join the movement, and bring a friend or family member to church this Sunday and every Sunday after. Masterclass #3 is at <https://khachkarstudios.com/masterclass3/>.

<https://www.thecaliforniacourier.com/khachkar-studios-masterclass-3-now-available-in-three-languages/>



11. Tert Am: Khachkar Studios’ Masterclass #3 Now Available in Three Languages



Khachkar Studios has completed the translation of Masterclass #3, “Revitalizing Churches Worldwide,” which is now viewable in English, Eastern Armenian and Western Armenian.

Built on the case study “Armenian Churches Joining the Movement,” the program confronts what the organization says is an uncomfortable truth about Armenian Christianity and pairs it with a roadmap for change.

The statistic driving it: only 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, or 246 women in total, leaving 34,181 absent. Among 23 Orthodox Christian groups studied, U.S. Armenian churches rank 22nd for attendance.

Two questions anchor the program for church and community leaders: do we care, and do we dare take responsibility for major change. Masterclass #3 answers with 4 goals and 7 steps intended to revitalize churches, lift attendance and strengthen Transparency, Accountability and Performance under the T•A•P framework.

The presentation extends into financial transparency, training and education, church operating models and Social Return on Investment (SROI), and it supplies practical tools for making weekly progress visible, including attendance reporting and the “Bring a Friend. Bring a Family Member.” message.

To support the rollout, Khachkar Studios has set aside \$100 million for community education around these findings. Its guidance to leadership is brief: measure what matters, publish it, act on it.

The organization’s request to viewers is straightforward: join the movement and bring someone with you to church, this Sunday and every Sunday. See the program and materials at <https://khachkarstudios.com/masterclass3/>

<https://tert.am/en/news/2026/09/16/khachkar-studios/4283935>



12. **Noyan Tapan: Khachkar Studios' Masterclass #3 Now Available in Three Languages**



Armenian-speaking audiences can now follow Masterclass #3, “Revitalizing Churches Worldwide,” in Eastern Armenian or Western Armenian, Khachkar Studios said, with the English edition also available.

Anchored by the case study “Armenian Churches Joining the Movement,” the program is presented as a direct look at the state of Armenian church attendance in the U.S. and what it will take to reverse the trend.

The headline number: only 7 of every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, with 246 attending against 34,181 who do not. Set against 23 Orthodox Christian groups analyzed, U.S. Armenian churches rank 22nd for attendance.

Masterclass #3 opens with two questions for leaders: do we care, and are we ready to accept responsibility for major change. It responds with 4 goals and 7 steps meant to revitalize parishes, rebuild attendance and embed Transparency, Accountability and Performance, or T•A•P.

The program also takes on financial transparency, training and education, church operating models and Social Return on Investment (SROI), offering practical tools for showing weekly progress, from attendance tracking to the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these realities and the proposed changes. Its message to church leadership is short: measure what matters, publish it, act on it.

The community is asked to do something simple in return: come to church and bring a friend or a relative, this Sunday and every Sunday. Masterclass #3 is online at <https://khachkarstudios.com/masterclass3/>

<https://nt.am/en/news/360226/>

13. A1plus.am: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Khachkar Studios has released Armenian-language editions of Masterclass #3, “Revitalizing Churches Worldwide,” making the program available in Western Armenian and Eastern Armenian as well as English.

Built around the case study “Armenian Churches Joining the Movement,” the program is designed to confront what the organization calls the shocking reality of Armenian church attendance and lay out a path toward major change.

The figure behind it: just 7 per 1,000 U.S. Armenian women ages 18–29 attend church on a typical non-holiday Sunday, or 246 in total, leaving 34,181 absent. Among 23 Orthodox Christian groups studied, U.S. Armenian church attendance places 22nd.

Two questions frame the program for leaders: do we care, and do we dare take responsibility for major change. Masterclass #3 follows with 4 goals and 7 steps aimed at revitalizing parishes, growing attendance and putting Transparency, Accountability and Performance – the T•A•P framework – at the heart of how they are run.

The presentation also covers financial transparency, training and education, church operating models and Social Return on Investment (SROI), and it offers practical tools for tracking progress week by week, from attendance reporting to the “Bring a Friend. Bring a Family Member.” campaign.

Khachkar Studios has committed \$100 million toward community education on these findings and the changes it is proposing. Its message to church leadership is concise: measure what matters, publish it, act on it.

Viewers are asked to act rather than simply watch: join the movement, and bring a friend or family member to church this Sunday and every Sunday. The program is online at <https://khachkarstudios.com/masterclass3/>

<https://a1plus.am/en/article/507222>



14. PanArmenian.Net: Khachkar Studios' masterclass #3 now available in three languages



Masterclass #3, “Revitalizing Churches Worldwide,” can now be watched in three languages after Khachkar Studios released Eastern Armenian and Western Armenian editions.

Centered on the case study “Armenian Churches Joining the Movement,” the program is framed by the organization as a candid reckoning with Armenian church attendance trends in the U.S. and a roadmap for change.

The core statistic: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, amounting to 246 attending while 34,181 do not. Compared against 23 Orthodox Christian groups studied, U.S. Armenian churches rank 22nd for attendance.

Masterclass #3 opens with two questions for church and community leaders: do we care, and are we willing to take responsibility for major change. It answers with 4 goals and 7 steps designed to revitalize churches, rebuild attendance and strengthen Transparency, Accountability and Performance, the T•A•P framework.

The program also addresses financial transparency, training and education, church operating models and Social Return on Investment (SROI), providing practical tools for making weekly progress visible, including attendance reporting and the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has allocated \$100 million toward educating the Armenian community on these realities and the changes ahead, and says the three editions carry the message to Armenians in every community and generation. Its guidance to leaders is compact: measure what matters, publish it, act on it.

The call at the end is the same in all three languages: join the movement, bring a friend, bring a family member, this Sunday and every Sunday. Full materials are available [here](https://www.pan.am/en/625188).

<https://www.pan.am/en/625188>



15. Arminfo: Khachkar Studios' Masterclass #3 Now Available in Three Languages



Arminfo.Khachkar Studios has issued Masterclass #3, “Revitalizing Churches Worldwide,” in three languages, a step it says brings the program to Armenians who follow church affairs in Armenian rather than English.

Anchored by the case study “Armenian Churches Joining the Movement,” the program is presented by the organization as an honest look at where Armenian Christianity stands today and what it will take to turn things around.

The number driving it: only 7 in every 1,000 U.S. Armenian women ages 18–29 attend church on an average non-holiday Sunday, amounting to 246 attending while 34,181 do not. Set against 23 Orthodox Christian groups studied, U.S. Armenian church attendance ranks 22nd.

Masterclass #3 opens with two questions for church and community leaders: do we care, and are we prepared to accept responsibility for major change. It answers with 4 goals and 7 specific steps aimed at revitalizing churches, rebuilding attendance and strengthening Transparency, Accountability and Performance under the T•A•P framework.

The program also examines financial transparency, training and education, church operating models and Social Return on Investment (SROI), and it offers practical tools for making weekly progress visible, from attendance reporting to the outreach message “Bring a Friend. Bring a Family Member.”

Khachkar Studios has committed \$100 million toward educating the Armenian community on these realities and the changes it is proposing. Its message to leaders is short: measure what matters, publish it, act on it.

Its ask is powerful and repeated: join the movement, bring a friend to church, bring a family member, this Sunday and every Sunday. Masterclass #3 and its materials are at <https://khachkarstudios.com/masterclass3/>

https://arminfo.info/full_news.php?id=104234&lang=3



16. Armenian Life: KHACHKAR STUDIOS MASTERCLASS #3 NOW IN THREE LANGUAGES



— Masterclass #3: Revitalizing Churches Worldwide is now available in English, Western Armenian, and Eastern Armenian —

September 14, 2026, Washington, D.C.: Khachkar Studios Masterclass #3: Revitalizing Churches Worldwide, featuring the case study “Armenian Churches Joining the Movement”, is now available in three languages: English, Western Armenian, and Eastern Armenian. .

The Masterclass confronts the shocking reality facing Armenian Christianity and presents major changes built on Biblical wisdoms, world-class benchmarking and management excellence.

The most striking number: only 7 per 1,000 U.S. Armenian women ages 18-29 attend church on an average non-holiday Sunday. The other 993 do not. In total, only 246 attend while 34,181 do not. Overall, U.S. Armenian church attendance ranks 22nd of 23 among the Orthodox Christian groups analyzed.

Masterclass #3 teaches Transparency, Accountability and Performance (T•A•P) and presents 4 goals and 7 steps for major change. The approximately 20-minute video is supported by the full 87-slide presentation.

The call to action is simple: Join the movement. Bring a friend to church. Bring a family member to church. This Sunday and every Sunday.

Khachkar Studios has allocated \$100 million to help educate the Armenian community about the shocking realities and the major changes necessary for revitalization.

The future is in our hands. Together we can revitalize our churches.

Watch Masterclass #3 and view the complete supporting materials at

[KhachkarStudios.com/Masterclass3](https://www.khachkarstudios.com/Masterclass3)

About: Khachkar Studios’ mission is empowering Judeo-Christian Faithful through a good news Biblically inspired world-class benchmarking and management excellence “Framework”.

For more information about Khachkar Studios, visit:

www.khachkarstudios.com

<https://www.prnewswire.com/news-releases/khachkar-studios-masterclass-3-now-in-three-languages-302877625.html>

<https://armenianlife.com/2026/09/16/khachkar-studios-masterclass-3-now-in-three-languages/>