



# Vem Radio Report

January 2003 - August 2004

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Vem Radio Report

# The Art of Communication

Vem Radio is a channel through which the human quest for spiritual enlightenment and national identity can be developed and cultivated. We believe that without inner transformation of the individual, there can be no victory on the national level. When we speak of national core values, these ideals can only be achieved when practically applied in one's daily life.

A human being may reveal his or her essence only when in a state of freedom. Our goal at Vem Radio is to assist in that process, helping individuals release themselves from outworn habits and the trap of false values and ideologies.

Our unique philosophy is based on the premise that, first and foremost, individuals need to be reached in ways that are most compatible with their interior life, leading them on a personal journey that will help them integrate the self with society. This is a continuing path to perfectionism that is fundamental to soul and character development, be it for the individual or an entire nation.

To achieve this harmony between the inner and outer life, we strive to communicate in a language and medium that targets the human soul, first through the power of the word and the purity of music and continuing into the visual realm

with the newly founded Vem TV Studio.

With the considerable experience we have accumulated in the spheres of publishing and radio broadcasting, we can enhance and make our message more accessible to our audience with the rich media that television can provide. Through responsible management and the highest standards of integrity and quality in mind, we can look forward to offering our audiences further opportunities to better understand the self and to express it freely, joyfully and usefully – not only in their own lives but for the common good.



Vem Radio Report

# 1. Vem Radio

## Overview

Like many missionary organizations, the development of Vem Radio has followed the logic of the biblical principle, “For everything there is a season, and a time for every matter under heaven: a time to throw away stones, and a time to gather stones together.” (Ecclesiastes 3.1; 5).

The years of 2003 and 2004 have yielded significant breakthroughs for us, based on the groundwork laid during the start-up phase. Several major initiatives have allowed Vem to widen its scope of activities, opening new spheres of subject matter and content and garnering an international following for the station.

The electronic media landscape in Armenia is changing year by year. Against this backdrop of constant change, we face an existential question: how does Vem Radio continue to play a relevant and timely role? The answer is simply that Vem Radio is a change leader, contributing to and influencing the transformational process in Armenia, both on individual and societal levels. We believe that fundamental and sustainable change can occur only with a shift in one's interior world. As the transformation occurs within each individual, societal change follows. We pursue this dynamic through our classical music programming augmented by tailored content suitable for discussion, reflection and ultimately, action. Bringing people to Christ and to our rich Armenian heritage is at the core of everything we do.

In a congested radio market, Vem has established itself as a provider of distinctive content. The station's support for classical music has helped public taste evolve into new dimensions, and the interplay of music and ideas is designed to deliver a life-changing spiritual message to audiences of all walks of life.



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## A Chronology of Vem Radio (January 2003 – August 2004)

Date	Activity
April, 2003	Vem Radio launch of new recording studio
May, 2003	Vem Radio started recording 10 volume CD Anthology of Armenian Sacred Music in new recording studio
June, 2003	Vem Radio presented at Science and Religion conference held in Philadelphia
June, 2003	Vem Radio's Inaugural Advisory Board meeting held on June 19, 2003, at the Waldorf Astoria Hotel in New York
July, 2003	Vem started recording of the Holy Geghard Monastery Choir performing sharakans in Saghmosavank Monastery
August, 2003	Recording of a CD of Armenian sacred music with Hover Chamber Choir launched
October, 2003	Vem recorded a high quality CD of sharakans performed by the Hilliard Ensemble in Saghmosavank Monastery
November, 2003	The Hilliard Ensemble gave two concerts in Armenia on November 1 <sup>st</sup> and 2 <sup>nd</sup> (at the Yerevan Philharmonic Small Hall and Etchmiadzin Cathedral, respectively)
	Vem Recordings started to record sharakans performed by the Narek Male Voice Choir at its studios
December, 2003	Vem Radio was cited at the 2003 World Summit on Information Society, held in Geneva, Switzerland, under the auspices of the UN
April, 2004	Vem Radio hosted a concert at the Komitas Chamber Music Hall in celebration of its 2nd anniversary
	Vem Radio undertook a sponsorship program of the "New Names" young gifted musicians supported by the YerazArt Foundation
	Vem Recordings released a CD with Kem Chamber Music Ensemble performing select pieces of Armenian and West-European composers
May, 2004	Five new programs, <i>What Do Famous People Say about the Bible?</i> , <i>The History of My Church</i> , <i>World View</i> , <i>Armenian Composers and Performers: Profiles</i> , and <i>Reading of Psalms</i> were launched on Vem Radio
June, 2004	Vem Radio presented at the Science and Religion in Context International Conference organized by Metanexus Institute's Local Societies Initiative (University of Pennsylvania, Philadelphia)
	Vem produced a film short, "Competition", which was shown at the 2004 "Save a Generation" Award Dinner (June 24, New York), hosted by the Children of Armenia Fund.
July, 2004	The recording of a CD with the Armenian Chamber Choir performing sharakans was initiated at Vem Recordings Studio
August, 2004	Vem's TV Production Studio, Vem Media Arts, was established

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## Programs

The total quality of programming is central to all of the work of Vem Radio. We strive to invent new approaches and leverage new tools and methods to help promulgate the eternal values of morality, devotion, patriotism and tradition. The content of programs on Vem Radio is regularly fine-tuned to meet the listeners' needs. The next step is to further refine the offering to make it more attractive to the target audiences. Vem's segment of listeners has begun to crystallize into a clearly-defined audience with interest in spiritual and intellectual content. This process helps Vem improve and enhance its programming based on deeper insights into the consumers of our "product".

Currently Vem Radio broadcasts 22 radio programs on a wide array of topics. This year, the program schedule underwent some changes in response to audience feedback. In particular, three of Vem Radio's programs, *Society and Problems*, *Talk Show on Art* and *Armenian Perspectives*, ceased to exist. In the meantime, five new programs, *The History of My Church*, *What Do Famous People Say about the Bible?*, *World View*, *Reading of Psalms* and *Armenian Composers and Performers: Profiles* were launched in May, 2004.

*The History of My Church* is targeted at young audience members. They will be offered inspiring stories about the Armenian Church and our nation's strong faith, which will help them live a life that is pleasing to God. The program *What Do Famous People Say about the Bible?* presents some of the valuable views and testimonies that luminaries of sciences, esteemed writers, artists, politicians and statesmen have expressed about the Bible. *World View* focuses on the problems of Christian perception of the world. The program discussants seek to find answers to the so-called "eternal" questions that have been posed by great thinkers of mankind. Another program, *Reading of Psalms*, is especially designed for night-time listeners to bring peace and consolation to their souls. The program *Armenian Composers and Performers*, with its host Valentin Tovmasyan regularly updating Vem Radio's listeners on concerts and musical events held at various cultural venues of Yerevan, has been extended with a spin-off program incorporating artistic profiles of contemporary Armenian musicians, prepared by Vergine Sardaryan. We have also introduced a live version of *Spiritual Discussions* with call-in questions, discontinuing the pre-recorded version of the program. This program became a lively forum for discussing spiritual issues and an effective dynamic link with Vem's audiences.



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## List of Current Programs

1. *Akumq* Radio Presentation, Hasmik Goulakyan
2. *Armenian Composers and Performers*, Valentin Tovmasyan
3. *Armenian Composers and Performers: Profiles*, Vergine Sardaryan
4. *Catechism of Orthodox Faith*, Fr. Mesrop Aramyan
5. *Economy and Values*, Manuk Hergnyan
6. *Gandzasar* Daily Program (Armenian Version), Fr. Mesrop Aramyan
7. *Gandzasar* Daily Program (Russian version), Fr. Mesrop Aramyan
8. *Hour of Fairy Tales*, Sarkis Najaryan and Aida Nersisyan
9. *Introduction to the Bible*, Grigor Darbinyan
10. *Nor Ghevondyank* Radio Presentation, Edward Khald
11. *Pages of Armenian History*, Edward Danielyan
12. *Reading of Psalms*, Sarkis Najaryan
13. *Science and Religion*, Fr. Mesrop Aramyan, Ara Nalchajyan, Manuk Hergnyan
14. *Spiritual Discussions* (live), Fr. Dajad Davidian, Fr. Mesrop Aramyan, Manuk Hergnyan, Ara Nalchajyan
15. *The History of My Church*, Siranush Avetisyan
16. *Values and Reality*, Fr. Mesrop Aramyan, Arsen Yalanouzyan
17. *Vardanank* Program, Fr. Mesrop Aramyan
18. *Voskeporik* Radio Presentation, Aida Nersisyan
19. *What Do Famous People Say about the Bible?*, Grigor Darbinyan
20. *World Classical Music*, Daniel Yerajisht
21. *World View*, Fr. Mesrop Aramyan, Arsen Yalanouzyan
22. *Zatik* Children's Catechism Program, Siranush Avetisyan

### Program Statistics

Within the reporting period, a total of 1,560 radio programs were broadcasted on Vem Radio (without repeats), the equivalent of approximately 40,000 verbal hours of air time.

The apparent leader among the favorite programs is *Spiritual Discussions* (28%); next comes *Gandzasar* Daily 2.

Seeking to identify the composition and structure of its audiences, Vem Radio conducted on September 8–15 a weeklong representational survey among the listeners over telephone. Prior to that date, listeners were invited by an announcement aired on Vem Radio to telephone and express their attitude. During those days, Vem employees received 270 calls, writing down the callers' responses to the questionnaire.

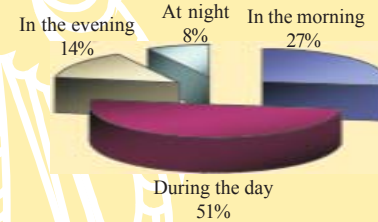


Chart 2. At what hours of the day do you usually listen to?

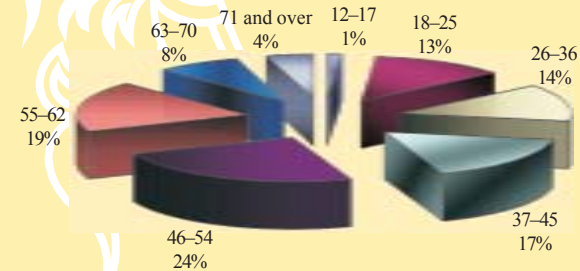


Chart 3. Your age group

## Vem Radio Audience Survey

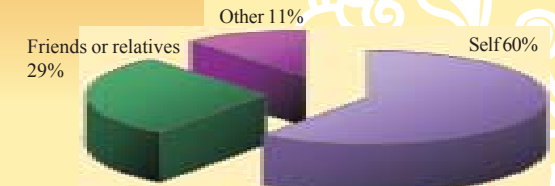


Chart 1. How did you come to know about Vem Radio Station?

The results of the poll are as follows. 60% of the callers discovered Vem Radio Station by themselves, 29% learned about it from friends or relatives, and 11% – from other sources (Chart 1).

Vem Radio listeners who chose to call us usually listen to Vem during the day (51%), 27% of them prefer morning hours, 14% tune in on 101.6 in the evening, and 8% – at night (Chart 2).

77% of the respondents listen to Vem at home, 16% at work, 3% in the car and 4% – elsewhere. The vast majority of the callers are female (65%), percentage of the male respondents equaling 35%. 70% of the respondents have got higher education, and only 30% are with secondary education. The most active respondents (24%) are aged between 46 and 54 (Chart 3).

70% of the respondents listen to Vem Radio every day, 20% – often, 6% – sometimes, 4% – rarely, 63% of them prefer to listen to music, while 81% choose speech broadcasts (in some cases, respondents mention both music and speech broadcasts). The respondents were asked to mention three programs they like most.

Program (23%). *Catechism of Orthodox Faith* and *World View* are also among the programs frequently cited (8% and 7%, respectively).

In the mean time, Vem Radio's web site was also studied to figure out the program pages with downloads of particular broadcasts most frequently visited during the last month. The top five "electronic" favorites are *Economy and Values* (9%), *Spiritual Discussions* (8%), *Science and Religion* (8%), *Zatik Children's Program* (7%), and *Catechism of Orthodox Faith* (7%).

When asked how often they attend religious services, 57% mentioned once a week, 21% – once a month, 15% – several times a year, and 7% – not at all (Chart 4).

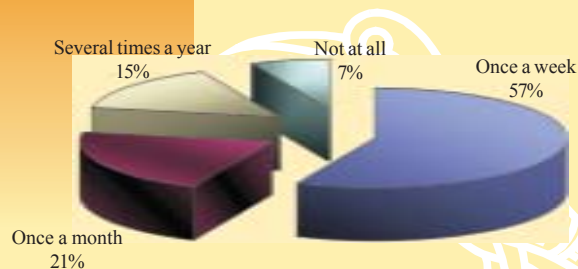


Chart 4. How often do you attend religious services?

## Vem Radio's Web Site

Vem Radio's web site ([www.vem.am](http://www.vem.am)) has become the leading Armenian on-demand audio content provider on the web. Apart from information content, the site contains a vast archive of Vem Radio's broadcasts which are updated twice a week. This way, each broadcast stays on the *Latest Broadcasts* section of the site for the current week before being archived under the corresponding Program page. The web site broadcasts (provided both in Armenian and in English) are addressed primarily to the Armenians in Diaspora and are chosen according to the appeal of radio shows for them. The site was selected as the best Armenian web site in the category of "e-culture" and was presented at the World Summit on Information Society held on December 10–12, 2003, in Geneva, Switzerland, under the auspices of the UN.

### Web Site Statistics

In the reporting term (January 2003 – August 2004), over 200 radio broadcasts were uploaded on Vem Radio's web site, constituting about 3 Gigabytes in volume. Total web site size – 4 Gigabytes.

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## Recordings

With the purpose of creating a comprehensive digital library of Armenian spiritual music, Vem Recordings has embarked on a major effort to document Armenian sacred music in Western notation and to offer high quality recordings of this ancient music tradition worldwide. The texts and music have been carefully verified for accuracy, and performances have been selected for their authentic liturgical timbre, spirituality and style. Vem Recordings' exquisitely designed studios and state-of-the-art equipment permit world-class recordings to be made both within its studios and in the authentic settings of Armenia's medieval churches and monasteries. For the design of Vem studios, the Armenia-based Acoustic Scientific Center was awarded the Arch of Europe for Quality and Technology in the Gold category in March, 2004.

With renewed national independence and the reawakening of the Armenian Church in the post-Soviet era, Vem is pleased to share the rich heritage of Armenian sacred music through these recordings and radio broadcasts. In 2003–2004 Vem prepared five CDs with Armenian sacred music for release performed by: the legendary Hilliard Ensemble (UK), such acclaimed Armenian choirs as the Holy Geghard Monastery Choir (both were recorded in the 12<sup>th</sup> Century Monastery of *Saghmosavank*); the Hover Chamber Choir, the Armenian Chamber Choir and the Narek Male Voice Choir (recorded at Vem Recordings Studio).



### Comments about the Hilliard Concerts

Edward Mirzoyan, a veteran of the Armenian classical music stated, "This kind of event happens once in a lifetime, and I am happy that it happened during mine." While Harutyun Topikyan, the Artistic Director of Yerevan Chamber Choir said, "The Hilliard Ensemble released Komitas from being an only Armenian phenomenon."

## The Hilliard Ensemble – Flagship Recordings

In the fall of 2003, by invitation of Vem Radio, the world renowned vocal chamber choir The Hilliard Ensemble from the UK visited Armenia. The successful completion of two concerts, one CD, interviews, as well as numerous reports throughout the Armenian media made it a major week-long cultural event in Armenia.

The Hilliard Ensemble performed Armenian spiritual music called *sharakans*, in *Saghmosavank*, an historic Armenian 12<sup>th</sup>

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## Overview

Century Monastery overlooking the Ashtarak River Gorge. While in Armenia, the Hilliard recorded a high quality CD of sharakans.

The first of the two concerts took place on November 1<sup>st</sup>, in the Yerevan Philharmonic Small Hall. The media covered this successful event enthusiastically, as the musical elite had nothing but positive remarks.

The second concert of the tour took place on November 2<sup>nd</sup> at the Etchmiadzin Cathedral as part of the Cathedral's 1700th Anniversary celebration. The concert received major news coverage in Armenian local media and international news including CNN, which broadcast a special three-minute



### **About the Hilliard Ensemble**

The Hilliard Ensemble of the United Kingdom, (David James, countertenor, Rogers Covey-Crump, tenor, Steven Harrold, tenor, and Gordon Jones, baritone) is one of the world's finest vocal chamber groups, and is probably unrivalled for its reputation in the fields of both early and new music. Its distinctive style and highly developed musicianship engage the listener as much in their medieval and renaissance repertoire as in works especially written for the group by contemporary composers. The Ensemble's performing schedule is busy and varied, amounting to some hundred concerts a year. Its substantial following in Europe, particularly in Mediterranean and central European countries, is augmented by regular visits to Japan, the USA and Canada.

report featuring not only the concerts but also highlighting the 1700<sup>th</sup> Anniversary of the founding of St. Etchmiadzin. The head of the Armenian Church, His Holiness Garegin II, and almost all of the heads of all of the dioceses of the Armenian Church from more than 20 countries, as well as government officials, ambassadors, intellectual elite and businessmen were present.

The Hilliard Ensemble now includes Armenian sharakans in their repertoire and sings them throughout the world. Vem is currently negotiating with various noteworthy recording companies on the release of the Hilliard's Sharakan CD under their label, the release of which is expected in 2005.

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## **The Holy Geghard Monastery Choir Recordings**

Vem recorded a CD with the Holy Geghard Monastery Choir in the 12<sup>th</sup> Century Monastery of *Saghmosavank*, creating an authenticity rarely heard in recordings of this genre.

The Holy Geghard Monastery Choir has retained its ancient traditions, even through soviet times. In 2004, eight women took on this mantle, blending choral and solo roles. The Holy Geghard Monastery Choir has performed in a number of towns of Austria and Germany, as well as in Armenian concert halls. The Choir's repertoire includes a wide range of Armenian spiritual and secular songs, in both monodic and polyphonic expressions. The list of composers of polyphonic chants ranges from Makar Yekmalyan and Komitas to contemporary authors, like Khachatur Martirosyan, Yervand Yerikanyan and others.

## **The Hover Chamber Choir Recordings**

The recording of the Hover Chamber Choir produced at Vem Recordings Studio presents various genres of Armenian sacred music: the sharakan (plainchant), gandz (florid chant) and tagh (ode), as well as hymns from the Divine Liturgy. In this album, traditional arrangements by the venerated composer and ethnomusicologist Komitas Vardapet (1869-1935), the staple of Armenian worship, are juxtaposed with two new arrangements by the modern Armenian composer Vach'i Sharafyan, which are striking examples of the continuing vitality and energy of Armenian sacred music.

The Hover Chamber Choir of Armenia, founded in 1992 by director Sona Hovhannisyanyan, is known for its vitality, pure sound, perfect diction, versatility, and sparkle. The Hover Chamber Choir has become known as Armenia's musical ambassador, charming audiences throughout Europe with their genuine Armenian sound. Well-versed in Western classical, Armenian folk and sacred repertoires, Hover has a sound and technique that brings serenity and spirituality to their contemporary interpretation of the works of Komitas, whose innovative music draws on ancient sources and forms the core of this recording. Hover has toured England, Scotland, Italy, France and Germany and has earned top honors at prestigious music festivals, including the gold medal among the 300 choirs at the International Choir Olympiad in Linz, Austria in 2000.

## **The Narek Male Voice Choir Recordings**

Narek is the only all male voice choir in Armenia. It was founded in 1986 and is directed by Mkrtich Mkrtchian. Their repertoire includes sharakans and taghs of prominent Fathers of the Armenian Church. Narek was the first choir in Armenia to perform Gregorian chants. The Choir was also the first in the country to perform the Divine Liturgy by Makar Yekmalyan and the Divine Liturgy by Komitas Vardapet unabridged.

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### The Kem Chamber Ensemble Recordings

In April 2004, Vem Recordings released a CD with the Kem Chamber Music Ensemble performing select pieces of West-European and Armenian outstanding composers. The CD was initially released in small amounts to be reprinted with a larger print run upon attracting financing.

The Ensemble was created in 1980, by the initiative of celebrated flutist Armen Ghukasyan. Kem has successfully toured Russia, the Baltic States, Turkey and Germany. The Kem Chamber Music Ensemble is the first performer of numerous ancient music pieces in Armenia.

### The Armenian Chamber Choir Recordings

Vem is currently recording the fifth CD of Armenian sacred songs, sharakans. The album is being recorded at the Vem Recordings Studio with the Armenian Chamber Choir (Conductor Robert Mlkeyan). The selection includes 14 polyphonic hymns arranged by Komitas (1869–1935), as well as 15 monodic chants authored by St. Sahak Partev, St. Mesrop Mashtots, St. Movses Khorenatsi (V c.), Anania Shirakatsi (VII c.), St. Grigor Narekatsi (X-XI c.), St. Nerses Shnorhali (XII c.), and others.

The Armenian Chamber Choir was founded in 2000 on the initiative of Vatche and Tamar Manoukian Benevolent Association, under the umbrella of the National Chamber Orchestra of Armenia (Artistic Director and Principal Conductor Aram Garabekian). The Choir has toured with concerts throughout Armenia and in London.

## 3. Special Projects

### *Recognize the Wisdom Project*

Since 2002, Vem Radio has been implementing the 3-year grant project awarded by Metanexus Institute's Local Societies Initiative with funds provided by the Templeton Foundation. In January 2003, Vem Radio launched its *Science and Religion* weekly program. In February 2003, round table discussions on physics, cosmology, mathematics, biology, medicine and religion were launched, and meetings with youth and academics at the Yerevan State University held. Vem Radio took part in Metanexus Institute's 2003 (May, Villanova) and 2004 (June, University of Pennsylvania) annual *Science and Religion in Context* conferences. In both cases *Vem Science and Religion Bulletins* comprising selected articles by scientists, scholars involved in the *Science and Religion* radio program were published (in 2004, there were two separate issues, in English and in Russian).

Within the reporting period, the *Recognize the Wisdom Project* established a sound basis for the effective joint collaboration of scholars, clergy and the general public in initiating dialogues regarding science and religion in Armenia. Activities under the project raised awareness among many people (not only scholars and clergy) about the importance of joint work in the field of science and religion. From one aspect, starting a dialogue within an environment where debates had been interrupted for over a century was a very challenging endeavor. On the other hand, Vem Radio's outreach activities triggered a strong interest among many people, demonstrating that there was huge unsatisfied demand.

Under the *Recognize the Wisdom Project*, Vem Radio acted as an intermediary organization to spread the announcements on the Best Essay Worldwide Competition provided by John Templeton Foundation (the essay topic being *The Power of Purpose*), and on the Altruistic Love & Science Course Competition presented by the Institute for Research on Unlimited Love, Altruism, Compassion, Service.

### *New Names Project*

The *New Names Project* was founded in 1989 by the Armenian Art Workers' Association and Gevorg A. Momjian Foundation with an ultimate goal to discover and support young gifted musical performers. The mission of the Project was to create a structure that would contribute to the harmonious development of juvenile talents in the post-earthquake Armenia which was suffering a major economic crisis as well as the outflow of specialists in art and culture. Talents should receive recognition within their Homeland and be well-nurtured today for the sake of our tomorrow.



Around 50 young members of the Project are winners of international and national competitions and festivals.

In association with the US-based YerazArt Foundation, Vem supports the *New Names Project*. In our advisory capacity, we help guide them in their activities and in shaping content of the *New Names* section of the YerazArt web site.

## 4. Vem TV

### Overview

The experience of Vem Radio demonstrated the unquenchable thirst for spirituality among the listeners in Armenia. Radio is considered to be the best-suited medium for reaching human souls. Yet, television is nowadays a national pastime that cannot be ignored. In order to extend its audience and to reach even more people, Vem decided to launch its own TV Production Studio called Vem Media Arts.

This state-of-the-art studio offers full-service, multi-lingual TV production capabilities to include TV program development and production of multi-media presentations, documentaries and shorts. The establishment of the studio has been a long term project, beginning with fundraising in the US, continuing with first-rate technical design, image creation and human resource training.

Vem Media Arts has also become a content provider to the Public Television of Armenia through a partnership arrangement. The programs developed by Vem Media Arts will be broadcast during specific hours on the Public TV which has the widest coverage in Armenia. In compliance with Vem Radio's policy and traditions, Vem Media Arts will air national, spiritual, cultural, educational, and socio-economic quality programs, targeting very demanding segments of TV viewers with spiritual and intellectual needs. The broadcasts will be infused with expert opinions and commentaries. The programs are addressed to the general public living in the Republic of Armenia, and through satellite – to Armenians in the Diaspora. The estab-



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lishment of Vem's TV arm has been possible through the generous support of Vem's American-Armenian supporters.

Here is a list and brief description of the programs offered by Vem Media Arts on a weekly basis.

**Spiritual Discussions:** An investigation into fundamental issues such as the meaning of life, our calling, the search for truth, the choice of the spiritual way, etc. These and other important issues are exhaustively discussed by the program participants.

**Catechism of Orthodox Faith:** Comprehensive instructions on the principles of Christianity, highlighting the tremendous and unique historical heritage of the Armenian Apostolic Church, and the Holy sacraments which have been confirmed by the knowledge and experience of Church Fathers, saints and martyrs.

**Economy and Values:** A discussion of fundamental economic problems in Armenian society today, exploring such issues as corruption, business ethics, mental models and prosperity, economic security, national economic strategy, and the development of the economy in the context of national/cultural values, etc. Participants are business leaders from Armenia and the Diaspora, as well as scholars, and other professionals.

**Talk Show on Art:** The many facets of historical and contemporary Armenian culture are explored by well-known figures in the arts – from painting, architecture and literature to music, theater, and crafts.

**World View:** Who are we, and what is our place in the world? What are the factors underlying our political, economic, and cultural developments? Democracy, freedom of speech, human rights, globalization, or feminism: what role do these ideals have in our society? The responses to these questions and many others are explored by the show participants.

### Vem's Debut Film Short, "Competition"

On June 24, 2004, the first Annual Children of Armenia Fund (COAF) "Save a Generation" Award Benefit took place in New York City to honor Larry Feinberg, a major donor and a financial leader on Wall Street, as well as to celebrate the children of Armenia. As part of the program, Vem's recently produced five-minute film essay, "Competition" was presented to introduce to the mixed audience of non-Armenians from the corporate world and Armenians of the Diaspora the gifted youth of Armenia and to help answer two questions posed during the evening: Who are the children of Armenia and why do they matter to the world? The Diaspora press reacted enthusiastically with several articles published in *Armenian Reporter International*, *Mirror Spectator* and other Armenian-American newspapers. The film was hailed as "an artistic and poignant cinema verite film".



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## Outreach

Over the reporting term, effort has been made to expand Vem Radio's outreach and to attract new audiences to its programs. Vem Radio participated in various events organized locally and internationally. As a result, interest towards Vem's activities has increased significantly. Today, Vem is more than ever committed to showcasing landmark programs and exploring new ways of reaching its audience.

## Vem Presented at International Forums

Within the reporting period, Vem Radio has had an excellent opportunity to showcase itself to the international community. Most prominently, Vem Radio participated in the World Summit on Information Society held on December 10–12, 2003, in Geneva, Switzerland, under the auspices of the UN. Vem's web site previously selected as the best Armenian web site in e-culture category was presented as a nominee for the World Summit Award at the conference, which gathered more than 3,000 participants from around the globe, led by over 50 heads of states, government officials and business leaders.



Vem Radio was also represented at Metanexus Institute's 2004 annual conference "Science and Religion in Context" (University of Pennsylvania, Philadelphia, June 5–9, 2004). This interfaith and interdisciplinary conference was sponsored by Metanexus Institute's Local Societies Initiative. "Ethical Antinomies of Economics" was presented by Vem's Executive Director Manuk Hergnyan and published in the Conference Reader.

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## Vem Radio's Dialogue with the Local Community

Vem Radio's broadcasting activities are regularly complemented by dynamic communication with its actual and prospective listeners both through the media and in person. Chairman of Vem Radio Father Mesrop Aramyan delivered several lectures, including those at the Youth Center of the Armenian Apostolic Church on science-religion interface on July 26, 2004, and at the Hamazgayin Armenian Educational & Cultural Society's Armenia Office on July 27 to young Armenians from the Diaspora. To introduce the public to the mission of Vem Radio and to convey its message to still larger audiences, numerous interviews were given to local Armenian- and Russian-language newspapers. Between January 2003 and August 2004, over 15 articles highlighting Vem Radio's activities were published in the local print media (besides the coverage of the Hilliard Ensemble's tour).

### VEM MILESTONES: 2004

- ❖ EXPANDED INTO TELEVISION WITH THE LAUNCH OF VEM MEDIA ARTS PRODUCTION STUDIO
- ❖ ENRICHED RADIO PROGRAMMING WITH NEW CONTENT
- ❖ ARRANGED THE WORLD-RENOWNED HILLIARD ENSEMBLE'S CONCERT TOUR IN ARMENIA
- ❖ WEB SITE NOMINATED FOR THE WORLD SUMMIT ON INFORMATION AWARD IN E-CULTURE CATEGORY
- ❖ RELEASED A CD WITH THE KEM CHAMBER MUSIC ENSEMBLE
- ❖ ORIGINAL FILM SHORT, "COMPETITION" PRESENTED AT COAF BENEFIT IN NYC
- ❖ RECORDED 5 CDs OF ARMENIAN SACRED MUSIC

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# Financial Report

Vem Radio  
2003

<i>Opening Cash Balance</i>	14,935
<b>Revenues</b>	
<i>Grants and Donations</i>	
Tufenkian Foundation	60,000
Carolyn Mugar	15,000
St. Sarkis Charity Trust (Hilliard)	12,750
Linda Shirvanian	5,000
Vahak Hovnanian	5,000
Metanexus Institute	5,000
Sarkis Mesrobian	5,000
Barsegh Beglarian	5,000
Manvel Badeyan	5,000
Antranig Berberian	3,000
Levon Habeshian	1,000
Vatche Yepremian	1,000
Levon Afeyan (Hilliard)	1,000
Vasken Setrakian (Hilliard)	1,000
Fund for Armenian Relief (Hilliard)	1,000
Edward Guleserian	500
Hratch Simonian	500
<i>Services &amp; Other Income</i>	
Recording services	6,938
Corporate sponsorship	278
Interest income	418
<b>Total</b>	<b>134,384</b>
<b>Expenses</b>	
Programs & Recording	62,460
Equipment & Assets	15,535
Promotion & Outreach	22,622
Utilities	13,240
Hilliard Project	14,980
Taxes	13,203
Other expenses	6,603
<b>Total Expenses</b>	<b>148,643</b>
<i>End of Period Cash Balance</i>	676

Vem Radio Report

Vem Radio  
2004 January–August

<i>Opening Cash Balance</i>	676
<b>Revenues</b>	
<i>Grants and Donations</i>	
Tufenkian Foundation	54,000
Garo Armen	6,000
Linda Shirvanian	5,000
Roger Strauch	5,000
Barsegh Beglarian	5,000
Sarkis Mesrobian	3,000
<i>Services &amp; Other Income</i>	
Recording services	7,200
<b>Total</b>	<b>85,200</b>
<b>Expenses</b>	
Programs & Recording	47,243
Equipment & Assets	1,952
Promotion & Outreach	6,206
Utilities	8,414
Contribution to Vem Media Arts	7,200
Taxes	2,924
Other expenses	3,059
<b>Total Expenses</b>	<b>76,998</b>
<i>End of Period Cash Balance</i>	8,878

Vem Radio has received additional services and assets, which are not included in this statement – in-kind contributions provided by the Tufenkian Foundation for the Hilliard project and the recording studio, professional services, advice and volunteer work provided by Arlex International Ltd., Tom Samuelian, Tamar Hajian and Kathryn Manuelian.

# Financial Report

Vem Media Arts  
2004

<b>Revenues</b>	
<i>Donations</i>	
Noubar Afeyan	10,000
Raffi Festekjian	5,000
Nazareth Festekjian	5,000
Vatche & Aline Yepremian	5,000
Levon & Susan Habeshian	4,000
Fund for Armenian Relief	3,500
Antranig Berberian	2,500
Bedikian Family Trust	2,000
Pacific Horizon Bancorp, Inc.	2,000
Sarkis & Talin Mesrobian	2,000
Karabet Akpulat	2,000
Vahram Ichlemedjian	2,000
Hrayr & Zaroug Kabakian	2,000
Edward H. Simonian	1,000
UnderCar Plus(CA)	1,000
Sonia Yacobian	1,000
Dicran Yacobian	1,000
Antranik Sinanian	1,000
St. James Armenian Church School (CA)	1,000
Hrayr Nalbandian	800
Hovannes Kiramitchian	800
Unique Care Medical Supply	500
Hratch & Seta Simonian	300
ARC Construction Company	200
Dikran & Marina Dersarkissian	200
Razmik & Hasmig Simonian	200
<b>Subtotal</b>	<b>56,000</b>
Children of Armenia Fund, Film “Competition”	10,000
Contribution from Vem Radio	7,200
<b>Total</b>	<b>73,200</b>

<b>Expenses</b>	
Equipment & Assets	73,774
Studio Design	18,582
Video Design	4,100
Film “Competition”	7,200
Other	950
<b>Total</b>	<b>104,606</b>
<b>Total Borrowed Funds</b>	<b>31,406</b>

## Explanation Notes:

All the figures are in US dollars.  
The expense items include the following:  
Programs & Recording – expenses on developing programs, recording sharakans and administration;  
Promotion & Outreach – advertisement, presentations, travel, conference participation, web development, hosting and operations;  
Equipment & Assets – all types of equipment and assets;  
Utilities – utilities and broadcasting, transmitter operation service fees, etc.;  
Taxes – all types of taxes except VAT (included in the cost of the assets acquired).  
The report does not include publishing, research and other activities of Vem.

Vem Radio Report



***What Is “Vem”  
and Why “Vem”?***

In Armenian, the word “vem” means “rock, big stone”, also “basis, foundation”.

In spiritual terminology, “vem” symbolizes Jesus Christ. At the same time, “vem” denotes credo, dogma, confession of Orthodox faith, and a unity of the main principles of faith.

To generalize, “vem” stands for a “base of existence” or “fundamental values of human life”.