

YOU CAN BRING BACK KEGHART

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Berge Minassian MD



Keghart Readers

Category: [Opinions](#)



October 11, 2016

Dear Keghart reader,

The profusion of comments to Keghart's [Adieu](#) indicates that the adieu is not accepted. We all profoundly thank Dr. Abrahamian and his team including Messrs. Tutunjian and Kojayan. But unlike what happened to other independent media in our diaspora, this time something different will happen. This time, we the readers, will come together to save and maintain Keghart into the future.



For Keghart to function properly, it requires recruitment of and salary for an experienced, knowledgeable editor/publisher person or pair. Based on extensive consultations, the yearly cost of running Keghart would be US \$60,000, the main portion of which will be the salary of the new editor/publisher, the rest covering Internet costs.

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As has been indicated, we, a group of readers interested in Keghart's future fully realize that there is much more to running Keghart than finances and salaries. As such, we will strike a committee of individuals in consultation with Dr. Abrahamian to serve as Keghart's board. This board, including Dr. Abrahamian, will carefully search for and recruit the new paid editor/publisher.

We believe that while it is possible to identify a few deep pocket donors to take care of the costs, this would run counter to the guiding principle of Keghart, namely its independence. Instead, we wish to crowd-fund Keghart through its readership. Small-amount donations from a large number of readers will ensure the requisite financial health of Keghart down the years. Therefore, prior to embarking on next steps of forming the Keghart board and searching for the new editor/publisher, we are sending this call out to see whether enough Keghart readers really wish this to happen. In theory, if every Keghart reader commits even \$10, the costs would be covered. However, our

expectation is that a minority of readers will react to this call. Therefore, you, the interested reader, should be thinking more in the \$100 or the \$1000 range. However, PLEASE, if you can afford or are only willing to contribute less and want to do your part at the \$10 level, PLEASE DO SO.

We kindly ask each and every one of you to consider this request and write me, Dr. Berge Minassian, at berge.minassian@sickkids.ca and simply tell me whether you are willing to participate and at what level (\$10, \$100, \$1000 or slightly more, but not much more please). The minimum commitment will be for 1 year. Those who wish to commit to more than one year are welcome and encouraged to do so. Once the funding for the first year is assured, the new editor/publisher is in place and the ball is rolling, we will work with you all to secure funding down the years, including ongoing yearly contributions, advertisements in Keghart (potentially), fundraisers through sales of Keghart articles such as books, etc.

Once we hear back from you, we will publicize the data (without names of course), and determine whether there is enough real interest in saving Keghart. Again, please remember that only a portion of Keghart readers are likely to respond to this call and therefore please aim high if you can.

Let us save the gem that is Keghart with the above unified and relatively painless effort for each of us who value Keghart. Let us also remember that if we do not do this, when we later ask how come there are no independent Armenian media, we will know the answer.

I await your email, with fraternal thanks,

Berge A. Minassian MD

