



GlobalHye  
& Associates  
**Bridge**  
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# BRIDGING THE GAP

Quarterly Newsletter

Volume 1, Issue 1

July 2002

## GLOBALHYE & ASSOCIATES OPENS ITS DOORS FOR BUSINESS

**STUDIO CITY, Calif.** -On June 1, 2001 GlobalHye & Associates formally began their operations as a public relations and Consulting firm. The company will primarily focus on promoting the Armenian community's relationship with various public and private organizations and businesses both in the United States and Armenia.

GlobalHye & Associates is the only Armenian-owned public relations consulting agency that has full marketing, advertising, image management, and crisis management experience that reaches throughout the Armenian World. GlobalHye & Associates will provide public relations consulting services to busi-

nesses, non-profit organizations, and government agencies in strategic planning, market research, advertising, as well as reaching out into the Armenian communities within the U.S. and Armenia.

Today's Armenian communities make up an important market segment



comprised of young, educated, and entrepreneurial members who pose a unique communication challenge to or-

ganizations that need to interact with them. GlobalHye & Associates' operation is geared toward helping these entities create the kind of awareness or image that can meet the high demands of today's Armenian individual. For those companies which already have established their mark in the marketplace, GlobalHye & Associates will help them keep up with the ever-changing landscape of the Armenian community's tastes and composition.

The founder and president of GlobalHye & Associates, Miro Khanzadian, has gathered an impressive team with over 25 years of combined experience. The associates' education, background, and expertise in the public relations field makes GlobalHye & Associates ideally positioned to serve the various needs of private businesses and government entities.

For more information visit us at [www.GlobalHye.com](http://www.GlobalHye.com).

## What is Public Relations?

**A**dvertising is what you say about yourself. Public relations is what others say about you. Everyday we encounter advertisers trying to sell products by familiarizing us with what is being sold. So if that can happen with an advertisement campaign, what is public relations? Public relations involves much more than merely placing an ad in a newspaper, billboard, magazine or on television. Public relations consultants are concerned with image management, media relations,



community relations, crisis management, research, and collection of feedback. Public relations allows you to define yourself so that others do not define you – something that quite often occurs in advertising.

Public relations reinforces the messages of an advertising campaign, allowing you to put out your message, assess the public's response, and take positive action.

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# GlobalHye & Associates

Public Relations Consultants

GlobalHye & Associates is a full service public relations firm, focusing on bridging the gap between the business, non-profit, and government sectors in U.S. and Armenian markets.

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## Inside This Issue

- GlobalHye & Associates opens its doors for business
- What is Public Relations?
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The Importance and Benefits of News

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In the long run the positive public image you obtain can be very beneficial. The duties of a professional in the field of public relations include: being your sensors, conscience, communicators, and monitors. These professionals spend their time implementing and evaluating ideas, which are going to bring further successes to you.

People follow the news everyday, so naturally being newsworthy by providing press releases, interviews, and conferences allows one to better communicate with the community. Constant communication with the audience keeps the audience interested in what you have to say, ultimately leading to relationships, which with constant nurturing, will be consistently rewarding to you. Public relations allows you to present yourself to others, ultimately leaving them with impressions that are entirely intended and most importantly valued.

So what is Public relations? Very simply, it is the creating of **Awareness**, changing of **Attitude**, establishment of **Interest**, and increasing of **Knowledge**.

[www.GlobalHye.com](http://www.GlobalHye.com)

**Quote You Can Use:**

“All change is not growth,  
as all movement is not forward.”

## Global facts

- Over 120,000 tourists visited Armenia in 2001.
- 110,000 Armenians visited foreign Countries as tourists in 2001.
- 1000 delegates were present at the 1999 Armenia Diaspora Conference in 1999.
- 3000 delegates were present at the Armenia Diaspora Conference in 2002.

Source: ArmenPress, Arminfo, Asbarez, AIM Research

## Global links

[www.ArmeniaDiaspora.com](http://www.ArmeniaDiaspora.com)  
[www.Amcham.am](http://www.Amcham.am)  
[www.Ossada.am](http://www.Ossada.am)

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Public relations is what others say about you.”