

TRUTH AND ACCOUNTABILITY LEAGUE



PATRONS DECK

MISSION

Truth And Accountability League (TAAL) is a 501©3 non-profit advocacy organization founded in 2020 due to a significant increase in anti-Armenian racism, defamation, hate crimes, and Armenophobia. We monitor and confront bias, disinformation, propaganda, and slander of the Armenian people and culture at the media level, including social media, academics, intelligentsia, and public policy

GOAL

Our goal is to fight for the truth pertaining to Armenia and Armenians, to combat Armenophobia, anti-Armenian racism and discrimination, defamation, disinformation, and propaganda, preserve the integrity of Armenia, its history and culture, and the pride and dignity of the global pan-Armenian community, and see it grow and thrive in the 21st century.

THE PILLARS PROGRAM

The Pillars Program provides invaluable support to TAAL’s programs, campaign, and initiatives that advocate for Armenia and the Armenian people.

DINTINGUISHED HONOR

Become a distinguished Pillar, and patronage to catapult TAAL as a watchdog organization championing the Armenian cause.

YOUR IMPACT LEGACY

TAAL Pillars support our projects, programs, and initiatives. Your patronage sustains vital services and affords us the ability to continue operating at our current capacity and grow as an organization during these critical times.

We know that you donate generously and support TAAL because you love Armenia, want to preserve its history and culture, and want to see it thrive. We appreciate your patronage and your belief in our mission. Nonetheless, we want to offer some incentives to show our acknowledgment and gratitude for your contribution.



VISIONARY PATRON
\$50,000

- MEMBER OF TAAL’S BOARD OF DIRECTORS
- PRESS RELEASE ANNOUNCING YOUR JOINING TAAL’S BOARD OF DIRECTORS
- E-BLAST ANNOUNCEMENT
- SOCIAL MEDIA ANNOUNCEMENT CAMPAIGN
- YOUR NAME AND COMPANY, BUSINESS, OR ORGANIZATION NOTED ON TAAL’S WEBSITE
- YOUR PROFILE IN A ‘STAND OUT’ ARTICLE FEATURED ON THE BLUNT POST
- PRIORITY VIP INVITATION TO ALL TAAL EVENTS
- PUBLIC RECOGNITION AT ‘TAAL HONNORS’
- TAAL CHIVALRIC LAPEL PIN
- IMPACT REPORT
- 100% TAX-DEDUCTIBLE DONATION

CHAMPION PATRON
\$25,000

- MEMBER OF TAAL’S BOARD OF DIRECTORS
- E-BLAST ANNOUNCING YOUR JOINING TAAL’S BOARD OF DIRECTORS
- SOCIAL MEDIA ANNOUNCEMENT CAMPAIGN
- YOUR NAME AND COMPANY, BUSINESS, OR ORGANIZATION NOTED ON TAAL’S WEBSITE
- PRIORITY VIP INVITATION TO ALL TAAL EVENTS
- PUBLIC RECOGNITION AT ‘TAAL HONNORS’
- TAAL CHIVALRIC LAPEL PIN
- IMPACT REPORT
- 100% TAX-DEDUCTIBLE DONATION

CONTACT

Vic Gerami
310.880.8563
vic@thebluntpost.com



DEFENDER PATRON
\$10,000

- YOUR NAME AND COMPANY, BUSINESS, OR ORGANIZATION
- NOTED ON TAAL'S WEBSITE
- PRIORITY VIP INVITATION TO ALL TAAL EVENTS
- PUBLIC RECOGNITION AT 'TAAL HONNORS'
- TAAL CHIVALRIC LAPEL PIN
- IMPACT REPORT
- 100% TAX-DEDUCTIBLE DONATION

ADVOCATE PATRON
\$5,000

- YOUR NAME AND COMPANY, BUSINESS, OR ORGANIZATION
- NOTED ON TAAL'S WEBSITE
- PRIORITY VIP INVITATION TO ALL TAAL EVENTS
- TAAL CHIVALRIC LAPEL PIN
- IMPACT REPORT
- 100% TAX-DEDUCTIBLE DONATION

AMBASSADOR PATRON
\$2,500

- YOUR NAME AND COMPANY, BUSINESS, OR ORGANIZATION
- NOTED ON TAAL'S WEBSITE
- TAAL CHIVALRIC LAPEL PIN
- IMPACT REPORT
- 100% TAX-DEDUCTIBLE DONATION

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EXECUTIVE SUMMARY

TAAL, a 501(c)3 non-profit advocacy organization, was founded in 2020 following the invasion of Artsakh (Nagorno-Karabakh) when there was a significant increase in anti-Armenian sentiment, Armenophobia, and directed attack on everything Armenian, including of hate, violence, and disinformation to monitor and confront bias, propaganda, and defamation of the Armenian people and culture at the media level, including social media, academics, intelligentsia, and public policy.

TAAL is headquartered in Los Angeles, CA, but our projects and campaign serve the greater Armenian community in Armenia and diaspora. We've had extraordinary achievements in the last five years with various projects, campaigns, and initiatives. Our mission is to empower the community to address racism, disinformation, and bias proactively.

We know our community's unique cultural, psychological and social challenges and are committed to adapting to meet their needs.

Our objective is to reduce anti-Armenian racism, Armenophobia, and bias and address specific issues that aim to attack our people in the information war and cyberspace. With small and large-scale projects, direct outreach, issue-specific campaigns, and our resources for policymakers, academics, media, and general public, TAAL is a comprehensive organization managing such acts on our community.

We believe that TAAL was the missing advocacy group that is now meeting the unique needs facing Armenians worldwide. With your support, we are excited to collaborate with you to improve the lives of the pan-Armenian community and reach our common goals.



TAAL'S CRUCIAL WORK

It's imperative for us to address disinformation, misinformation, bias, and propaganda directed against Armenia and Armenians. Unchallenged, propaganda becomes truth for some people.

Azerbaijan's aggression toward Armenia does not end on the ground. The authoritarian nation has spent billions on shaping a false narrative against Armenia with the Azerbaijan Laundromat, Caviar Diplomacy, and 'strategic partnerships' with media companies. In addition to teaching the Azerbaijani people to hate Armenians, Aliyev has dispersed an unsurmountable amount of disinformation within world governments, human rights organizations, academia, and media.

TAAL sets the record straight, educates stakeholders, so we can enter a period of truth, transparency, and fairness.

ESSENCE OF OUR WORK

We monitor and confront bias, disinformation, propaganda, and slander of the Armenian people and culture at the media level, including social media, academics, intelligentsia, and public policy.

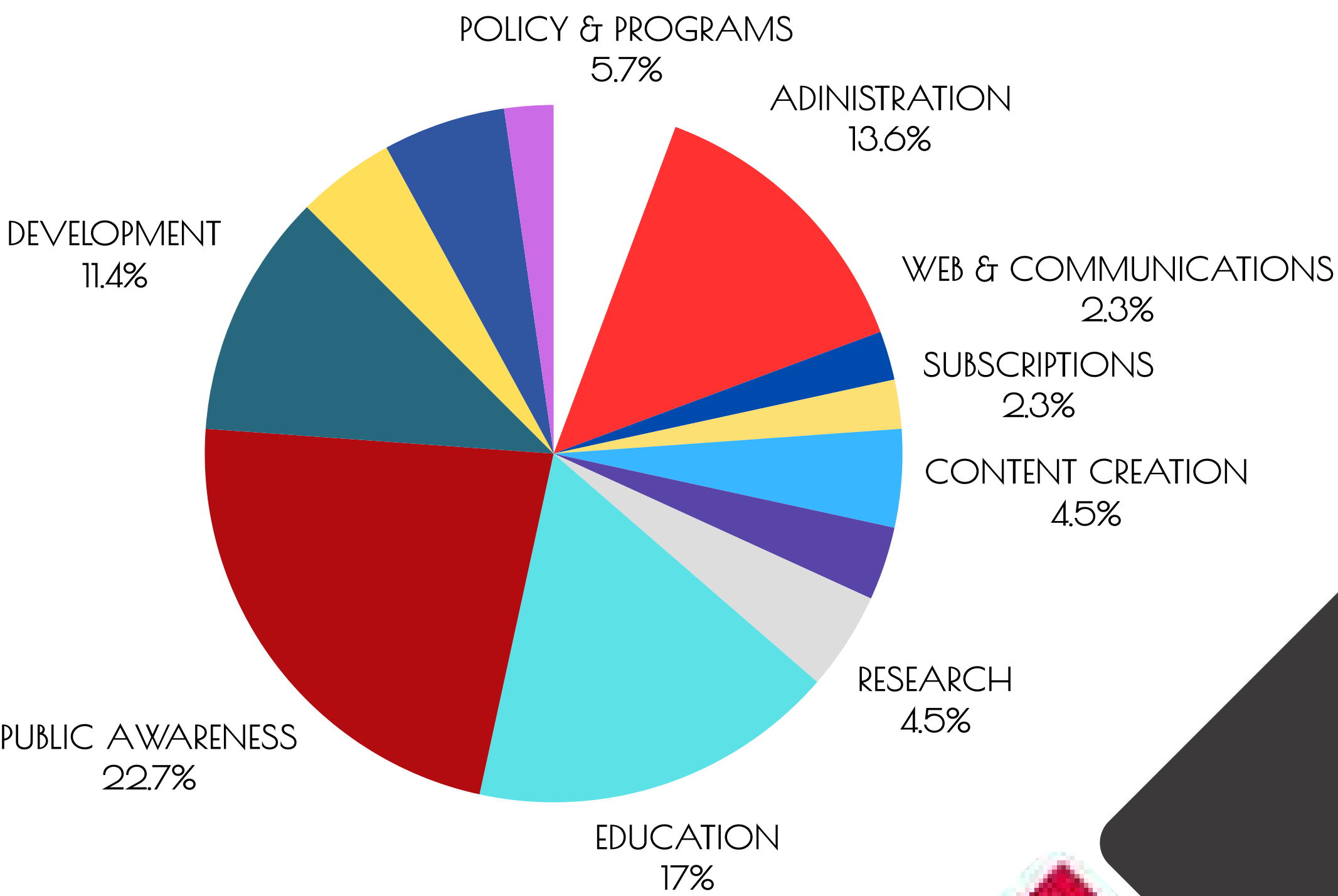
ALLOCATION OF YOUR FINANCIAL SUPPORT

Your financial contribution will enable us to continue our crucial work during these critical times. It will pay for events, web development and maintenance, content creation including videos, post-production, graphic artwork and social media ads, social media management, event space rental, staff, independent contractors and freelancers, miscellaneous membership fees related to our work, printing, advertising, and various miscellaneous expenses.



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Your financial contribution will enable us to continue our crucial work during these critical times. It will pay for events, web development and maintenance, content creation including videos, post-production, graphic artwork and social media ads, social media management, event space rental, staff, independent contractors and freelancers, miscellaneous membership fees related to our work, printing, advertising, and various miscellaneous expenses.



PROJECTS AND IMPLEMENTATION

Monitor, reveal, and address anti-Armenian bigotry, Armenophobia, and extremism against the pan-Armenian community on media level, including social media, public policy, governing bodies, academia, and intelligentsia

MONITORING

We monitor regimes, elected officials, organizations, media, and other stakeholders for anti-Armenian rhetoric, discrimination, falsified information, and bias and confront them head-on with letters, town halls, public statements, posters, press releases, articles, interviews, videos, public service announcements (PSAs), social media, and other tools.

SET THE RECORD STRAIGHT

Propaganda, misinformation and fake news have the potential to polarize public opinion, to promote violent extremism and hate speech and, ultimately, to undermine democracies and reduce trust in the democratic processes.

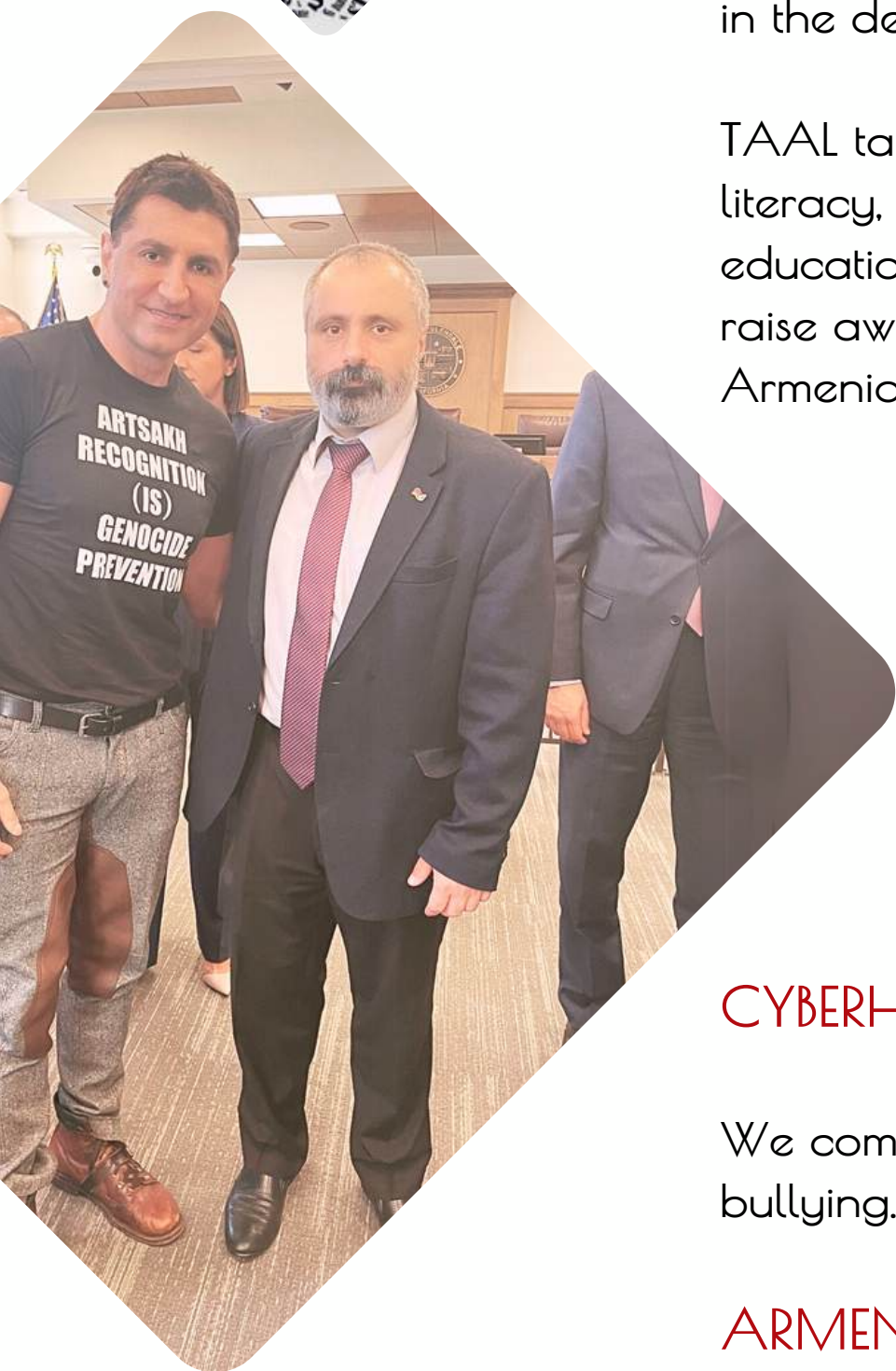
TAAL takes measures to promote policymaker, media, and digital literacy, including by covering these topics as part of our regular education engaging with civil society and other stakeholders to raise awareness about these issues as related to Armenia and Armenians.

CYBERHATE

We combat, confront, and report cyberhate, harassment, and bullying.

ARMENIA + ARTSAKH + EDUCATION

We educate relevant parties about Artsakh and Armenia through various methods, including our website, blogs, and resources, which focus on history, geopolitics, and current events.



EDUCATION

We sent TAAL-produced documentary film, 'Motherland' (free) screener link and password for viewing to all members of the US House of Representatives, Senate, European Union delegates, Council of Europe delegates, House of Lords, House of Commons, and many human rights organizations.

COUNTER-MESSAGING STRATEGIES

We know that truthful communications campaigns designed to engage people on a narrative and psychological level are more effective than facts alone. By targeting the deeper feelings and ideas that make false claims appealing, counter-messaging strategies have the potential to impact harder-to-reach audiences. Yet success depends on the complex interplay of many inscrutable factors. Our techniques include communicating respect and empathy, appealing to prosocial values, and giving the audience a sense of agency.

SUPPORT JOURNALISM

The decline of the publishing industry and tightening budgets have forced journalists to work harder and more hours, with little time for meaningful research. This is where TAAL comes in. We have close relationships with many newspapers, magazines, broadcast, and other media outlets that print factual content about Armenia that we provide them. We help journalists and reporters by fact-checking their work, volunteering to edit their content, and guiding them to factual sources, information, and evidence. Our website has a Media Room designed as a resource for journalists, policymakers, diplomats, and other interested parties.



Collaborated with Professor Richard Quinlan, Saint Elizabeth University Center for Holocaust and Genocide Education Director, on an article for the Human Rights Research Center titled, '1915 Revisited: Armenia, Genocide, and the Cry for Transparency.'

Assisted Evangelical Reverend Joel Tenney on his short documentary, Never Again: Armenia's Ongoing Genocide, by providing clips from 'Motherland.'

Assisted Evangelists Reverend Joel Tenney and Pastor Josh Adkins on a show they devoted to the Artsakh Genocide on Friday, September 8, 2023. We used clips from 'Motherland' for the show.

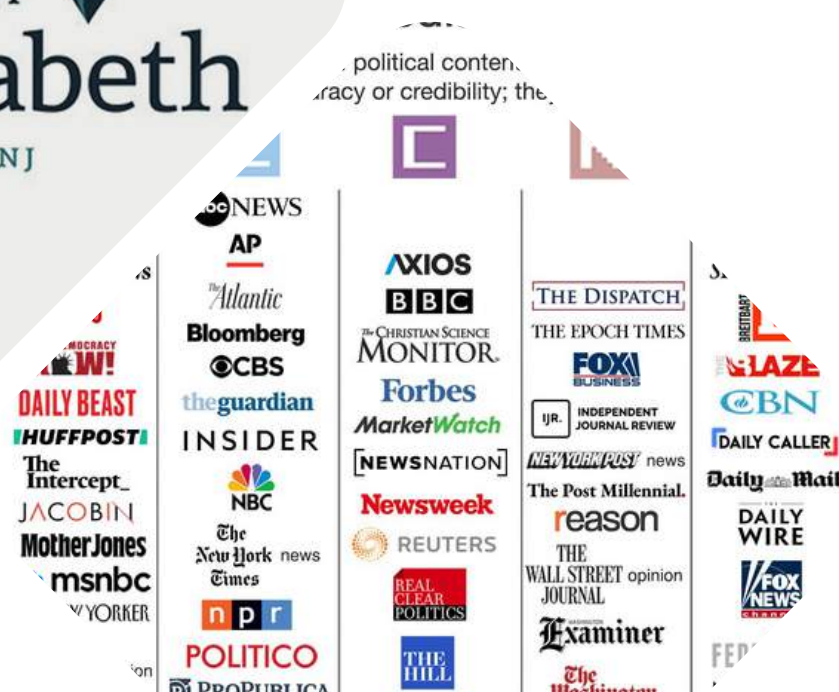
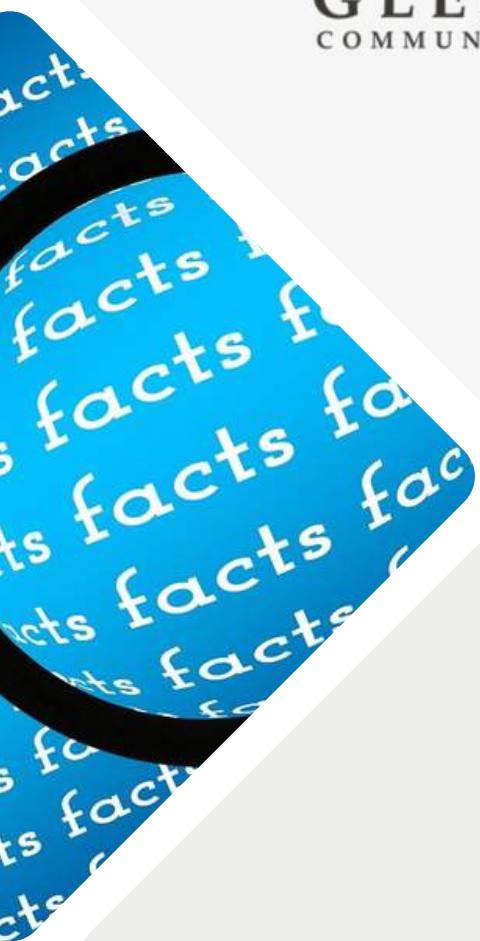
In August 2023, we worked with the Rabbi Avidan Freedman on an article for The Times of Israel, 'The Artsakh humanitarian crisis is our responsibility. Here's why.'

<https://blogs.timesofisrael.com/the-artsakh-humanitarian-crisis-is-our-responsibility-heres-why/>

We had The Armenian Mirror-Spectator publish Rabbi Freedman's article.

FACT-CHECKING

A large body of research indicates that fact-checking can be an effective way to correct false beliefs about specific claims, especially for audiences that are not heavily invested in the partisan elements of the claims. When a report, article, policymaker, or organization makes false statements about Armenia and Armenians, we write letters asking them to correct the content or set the record straight. If necessary, we release statements.



MEDIA FACT CHECK

Monitor and analyze reports and stories published by the media, check for accuracy, transparency, and bias, and respond/rebuttal when warranted.

MEDIA OUTREACH

Immediately following the September 2020 invasion, I co-produced the celebrity public service announcement (PSA), ‘I Stand with Artsakh & Armenia,’ with Kim Kardashian, Serj Tankian, Congressman Adam Schiff, Ed Begley Jr., Sally Kirkland, Lawrence Zarian, Andrea Martin, and several other stars.

PUBLIC SERVICE ANNOUNCEMENTS (PSA)

A successful public service announcement (PSA) can provide several benefits, including raising awareness about important political or social issues, encouraging positive behavior change, educating the public, promoting community engagement, generating support for a cause, and achieving impactful social change - all while often being cost-effective due to free airtime on various media platforms.

In partnership with LA vs. Hate, TAAL produced an ‘Armenians Against Hate’ PSA, urging the community to call LA County’s 211 number and report hate crimes, acts, and incidents. We create awareness about anti-Armenian racism, Armenophobia, and hate acts, educate the public, and empower them to confront such incidents actively. The PSAs get distributed to countless broadcast and non-broadcast media companies, publications, blogs, and partner organizations’ websites.



Zarik Hacopian



An example of a TAAL PSA campaign is when we, in partnership with the LA County Commission on Human Relations (LACCHR) and LA vs. Hate, launched five anti-bigotry public service announcements (PSAs) titled, ‘Stand TAAL to Hate,’ featuring high-profile public figures.

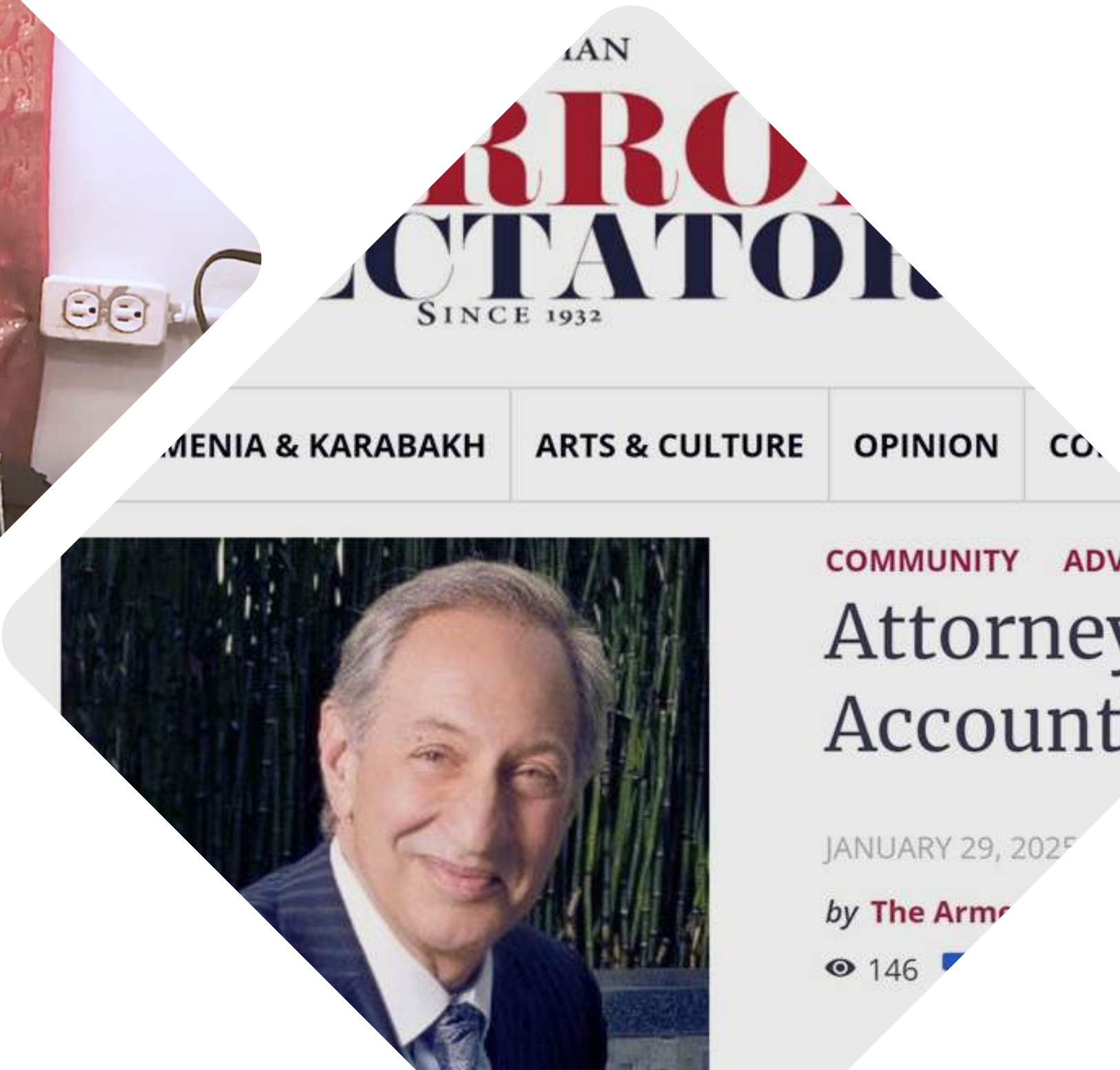
The PSAs, produced by TAAL, feature actress and comedian Margaret Cho, Glendale Police Chief Manny Cid, Glendale Community College Superintendent and President Ryan Cornner, businessman Rick Caruso, and Criminal Defense Attorney Mark Geragos.

CELEBRITY AND HIGH-PROFILE ‘ARMENIANS AGAINST HATE’ PSA

TAAL produced an Armenians Against Hate PSA in 2024, with several high-profile public figures, including celebrities and elected officials who promote reporting hate incidents and crimes.

MEDIA PLACEMENT

Write, publish, and report stories that accurately reflect the situation in Artsakh and Armenia



PRESS RELEASES

TAAL’s press releases significantly increase public awareness of our mission, build credibility, and reach a wider audience by gaining media coverage, ultimately boosting the impact of our cause. They provide a cost-effective way to promote our work to a large audience and remind relevant organizations and bodies that a watchdog group is monitoring their stance, statements, and actions regarding Armenia and Armenians.

A recent TAAL press release, ‘California Democratic Party Betrays Armenian-Americans,’ condemned the California Democratic Party (CADEM) for Artsakh Genocide denial, revisionism, whitewashing, and for politicizing the suffering of Armenians

GRANT INTERVIEWS TO MEDIA OUTLETS

Connect Armenian leaders and allies to create synergistic and mutually beneficial strategic partnerships.

TRADITIONAL, DIGITAL, AND SOCIAL MEDIA OUTREACH

TAAL conducts traditional outreach with emails and calls, as well as digital and social media campaigns through the following:

- TAAL Digital Communications
- Weekly Newsletter to all subscribers
- Daily social media posts on Instagram, Facebook, Twitter, and LinkedIn
- Outreach to partner organizations, community institutions, elected officials, activists, and other stakeholders.

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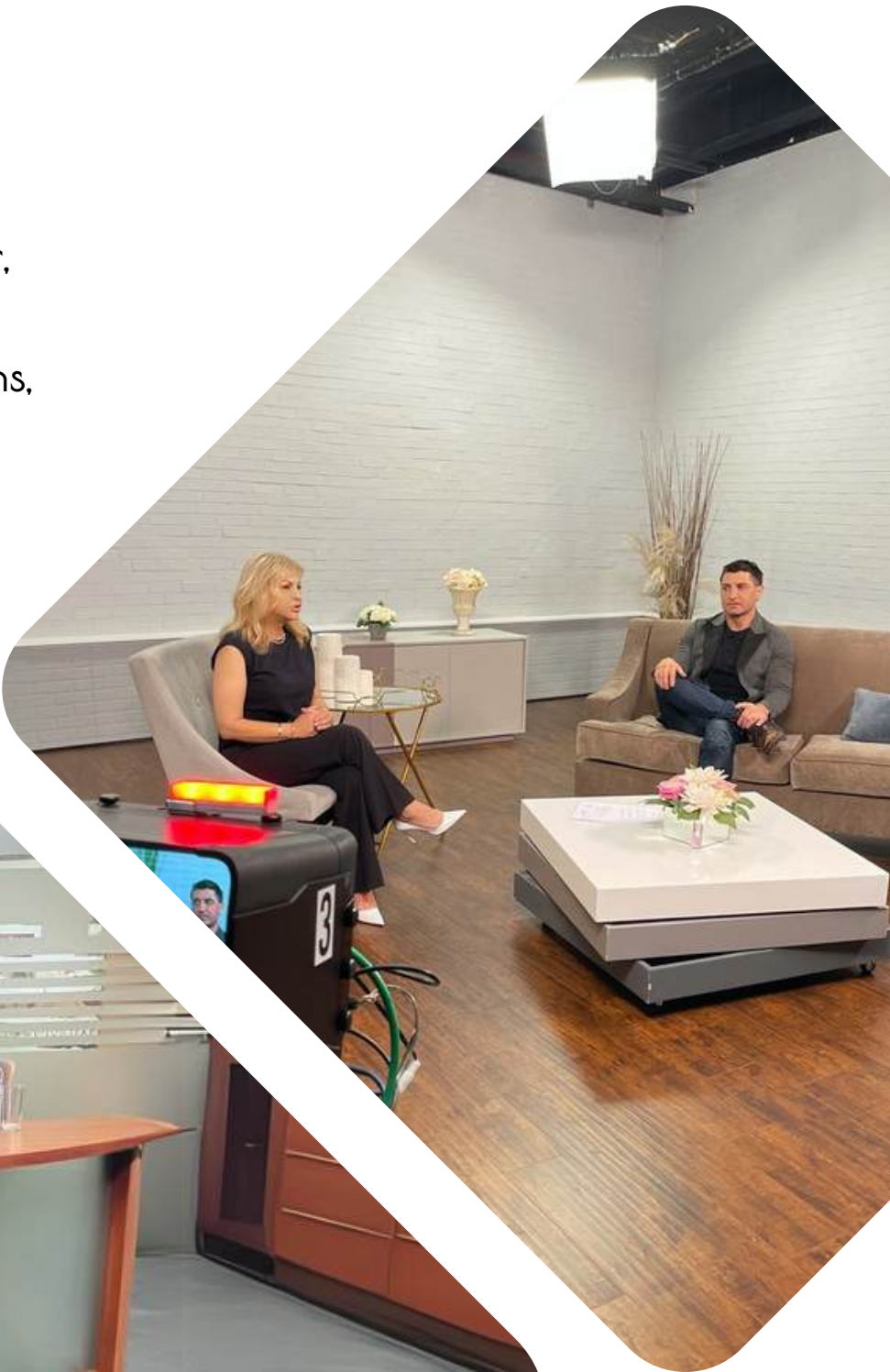
Release

January 20, 2021

AAL Takes on Turkey’s, Az Hate, Violen

ing Effort Supports Launch of
t Azerbaijan’s and Turkey’s
and Propaganda in the
Regional I

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improv



With combined social media outreach, paid ads, and e-blasts, TAAL will reach over one-hundred-thousand 100,000 LA County residents.

Create and post content daily across all major social media channels that educate, inspire, and call to action on behalf of Armenia and Armenians

Rebuttal and/or report Armenophobic posts

Work with other 'social media activist' groups to identify and catalog anti-Armenian individuals and social media accounts

LABELING SOCIAL MEDIA CONTENT

There is a good body of evidence that labeling false or untrustworthy content with additional context can make users less likely to believe and share it. Large, assertive, and disruptive labels are the most effective according to TAAL's track record, while cautious and generic labels often do not work. Reminders that nudge users to consider accuracy before resharing show promise, as do efforts to label news outlets with credibility scores.

WEBSITE

TAAL's website is a comprehensive resource center for policymakers, educators, media, and other stakeholders. It's a source of information for everything related to Armenia and Armenians. Our press releases, statements, FAQ, and other critical information is readily available on TruthAndAccountabilityLeague.org.

Blog (available for anyone to submit a story for consideration)



MEDIA ROOM

- Press Releases
- Statements
- Media Kit
- FAQ

Directory of government bodies, organizations, elected officials, dignitaries, and other stakeholders

Links to other organizations & partners

ACTION ALERTS

Directory of government bodies, organizations, elected officials, dignitaries, and other stakeholders

INTERVIEWS

Interview the movers, shakers, and allies of the Armenian community on YouTube LIVE, Instagram LIVE, Facebook LIVE (make available on the website)

SPEAKING ENGAGEMENTS

For TAAL, speaking engagements offer significant benefits like increased awareness for our cause, expanded networks, potential for new strategic partnership sources, enhanced leadership credibility, and the ability to directly advocate and inspire potential supporters about our mission.

TAAL founder, Vic Gerami, was invited to be the keynote speaker at the Center for Holocaust and Genocide Education at NJ's St. Elizabeth College during its annual Armenian Genocide commemoration.

We make speakers available for conventions, symposiums, panels, government events, and lectures at schools and universities





KEYNOTE SPEAKER
VIC GERAMI
AWARD-WINNING JOURNALIST
DOCUMENTARY FILMMAKER 'MOTHER
TRUTH AND CCOUNTABILITY LEAGUE FO
TruthAndAccountabilityLeague.org

WEDNESDAY
MAY 1
6:30-9:00 PM

Genocide

er of the documentary
, Vic Gerami, will discuss
Genocide of 1915, the Artsakh
and the challenges that
ans are facing today globally.

Vic Gerami is an award-winning Armenian-American journalist, LGBTQ+ activist, and the founder of the Truth And Accountability League (TAAL). TAAL is a non-profit advocacy organization that fights defamation against and Armenophobia. It monitors bias, disinformation, and slander of the Armenian at the media level, academia, the policy. The evening additional along with

PRESS CONFERENCES, TOWN HALLS, MEDIA DAYS

TOWN HALLS

TAAL's Town Halls have been triumphant in meeting and exceeding our objectives. A successful town hall can be highly effective in fostering open communication, building trust between leadership and the public, increasing engagement, and providing a platform for addressing concerns and gathering feedback, particularly when designed to be interactive and transparent. Finally, a well-publicized town hall generates a great deal of positive press articles and media attention.

An example of a successful TAAL Town Hall is when there was a significant rise in anti-Armenian incidents, including Anti-Armenian flyers posted all over Beverly Hills that called for the massacre of Armenians and similar ones in Glendale a month later, and a surge in hate crimes against Armenians, on May 4, 2023, TAAL invited leading LA County elected officials, dignitaries, civic leaders, and community members to gather at the Glendale Central Library for an anti-racism Town Hall.

TAAL's town hall, 'Stand Taal to Hate,' partnered with the LA County Commission on Human Relations' LA vs. Hate. Moderated by TAAL's founder & Chair, Vic Gerami, the event addressed the rise in anti-Armenian hate crimes in LA County, including the anti-Armenian flyers posted in Glendale in March and similar ones in Beverly Hills a month earlier, calling for the massacre of Armenians, and general hate incidents against different groups.



The panel included Glendale Mayor Daniel Brotman, Glendale Police Chief Manuel Cid, Chief of Staff Joseph F. Iniguez from the LA County District Attorney's Office, State Commissioner Sam Kibushyan, West Hollywood Mayor Sepi Shyne, and the Executive Director, L.A. County Commission on Human Relations Robin S. Toma, Esq.

Hold high-profile press conferences to bring media attention to an important breaking news or situation

Organize media days for various press organizations such as the National Press Club, LA Press Club, and NY Press Club

Hold Town Halls to address urgent and critical issues of concern to the community



COMMUNITY ENGAGEMENTS & STRATEGIC PARTNERSHIPS

TAAL is currently working with several other non-profit community organizations in encouraging Armenian-Americans to address, report, and respond to racism, discrimination, defamation, disinformation, and propaganda at the level of the media, public policy, academia, and social media.

Collaborated with the Pan-Armenian National Emergency Committee to organize demonstrations in front of the Azerbaijani Consulate General in Los Angeles and secure media coverage.

Collaborated with the American Armenian National Security Institute.



COMMUNITY EMPOWERMENT

TAAL provides resources for members of the community, media, businesses, and organizations.

Conducts Community Outreach

Trains community members and other stakeholders in identifying, addressing, and finding help, including self-defense training, for anti-Armenian racism, Armenophobia, discrimination, defamation, crime reporting, and cyber bullying regardless of their origin.

Writes op-ed articles for publication in various newspapers and magazines about related matters.

Grants TV, newspaper, and online interviews to create awareness.

Speak at high schools and colleges

TAAL will coordinate community solidarity events which communicate to the target audience, public and local media that there is no room for hate in this community.



ACADEMIC ENGAGEMENT

We are frequently requested to speak at high schools, colleges, and other organizations about challenges facing the Armenian-American community. We plan to continue our outreach to administrators and other decision-makers at such institutions to create opportunities to reach more youth and at-risk people.

Through the outreach efforts proposed, TAAL is confident that we will be able to reach a significant number of high school and college students in LA County.

TAAL has partnered with many Armenian and non-Armenian organizations for various projects. We are proud of our accomplishments and highly value our strategic partners.

TIME FOR POWERFUL, PROACTIVE, AND URGENT ACTION IS NOW

Propaganda of anti-Armenianism in Azerbaijani textbooks and the resulting inhuman manifestations in the 21st century Anti-Armenian hatred of Armenians has gained a lot of momentum in Azerbaijan nowadays. Azerbaijan is pursuing a policy of deepening the hatred of Armenians in its population. Azerbaijan is creating an anti-Armenian society starting from schools, that is, targeting children. At a young age a person is not able to understand yet, to distinguish reality from lies and falsifications. Azerbaijan instills the idea of Armenians being thieves, murderers, enemies, useless nations through textbooks among the country's school-age children at the state level, trying to create an aggressor society that will need to fight against Armenians. The choice of hero characters in Azerbaijan is not accidental at all, Azerbaijan has glorified a person who killed a sleeping Armenian with an ax in Europe and the above-mentioned person has become an exemplary character for this people.



While Azerbaijan proclaims to want peace with Armenia, the reality is the opposite. Among countless lies, distortions, and propaganda, Aliyev claimed that his offensive against Artsakh in September of 2023 an 'anti-terrorist operation.' Armenophobia fuels Azerbaijan's foreign policy and Aliyev uses it to deflect and distract the Azerbaijani people from his domestic problems.

His widely unchallenged strategy becomes more dangerous every year, and the outcome is more attacks on Armenia proper and the Armenian identity.

Now, Azerbaijan is pushing a new historical revisionism to destroy Armenian history and identity by promoting the fictitious 'Western Azerbaijan Community (WAC).' WAC is Azerbaijan's and its allies' most recent genocidal movement to destroy the democratic Republic of Armenia and fulfill their pan-Turkic ambitions, appeasing tactical partners who have an interest in Armenia's strategic position connecting Europe to the Middle East. Azerbaijan's longstanding claims over the territories of the Republic of Armenia, as well as the fabrication of history based on these claims, have recently intensified to an extreme degree.

Previous example of Azerbaijan's revisionist fictional history is their attempt to claim that Azerbaijanis are the descendants of the Caucasian Albanians, thus seeking to provide historical substance to the Azeri identity. It has absurdly claimed that the Azeris were the first Christian people of the region, but they in fact converted to Islam only in recent history. It has thrown tantrums when maps of history do not show an 'ancient' Azerbaijan.' It has destroyed Armenian iconography in an illogical attempt to demonstrate that Armenian language and art never existed. It has internationally proclaimed that not only the Republic of Armenia, but all Armenians of the world are enemies of Azerbaijan, thus qualifying the innate racism of its state policy. This threatening rhetoric brainwashes not only the Azerbaijani people, but also their allies such as the Turkish who have a history of anti-Armenian sentiment. If not challenged and corrected, Azerbaijan's campaigns of hate, disinformation, and historical revisionism will have serious consequences for Armenia and Armenians worldwide.



As history continues to show, hate speech coupled with disinformation can lead to stigmatization, discrimination and large-scale violence. Hate speech has the potential to incite violence and discrimination. It has emerged as a tool of choice for the prejudiced seeking to discriminate against, exclude and harm others that they perceive as different. It has spawned violent extremist ideologies and instigated atrocity crimes, including genocide. Education can play a central role in countering hateful narratives and the emergence of group-targeted violence.

Hate speech is a virulent form of discrimination that targets and undermines the human rights of persons and peoples based on their -presumed - identity and serves as a driver of populist narratives and violent extremist ideologies. In view of the increasing prevalence of hate speech, online and offline, it is imperative that local, regional and national governments and international organizations prioritize the development of effective strategies to counter it while maintaining a balance with the fundamental human right to freedom of expression.

TAAL is the only organization that specifically focuses and addresses the aforementioned challenges for the Armenian community. Other esteemed Armenian-American organizations are primarily focused on America’s foreign and domestic policies affecting Armenia and Artsakh (Nagorno-Karabakh) through political advocacy at the national, regional, and local levels.

Two years ago, the LA County Commission on Human Relations and (LACCHR) LA vs. Hate, among dozens of Armenian organizations, chose TAAL as its only Armenian-American advocacy organization partner due to our unique work addressing Armenophobia, disinformation, bias, and propaganda. TAAL’s work has been covered by countless publications and we were recently featured in Keghart magazine’s ‘Villains and Heroes’ list for the 2nd year in a row.



ANTI-HATE POSTER



The above mentioned PSA project was an extension of TAAL's collaboration with LA vs. Hate on an 'Armenians Against Hate' poster. TAAL translated the poster to Armenian and helped with its design, adding the Armenian tri-colors to attract more attention. It's produced in English and Spanish and encourages those who experience hate incidents or hate crimes to report it.

REACHING AND EDUCATING NEW DEMOGRAPHICS

TAAL assisted Evangelical Reverend Joel Tenney on his short documentary, Never Again: Armenia's Ongoing Genocide, by providing clips from 'Motherland.' Joel's documentary attempts to reduce prejudice by highlighting people's similarities, rather than focusing on differences.

Assisted Evangelists Reverend Joel Tenney and Pastor Josh Adkins on a show they devoted to the Artsakh Genocide on Friday, September 8, 2023. We used clips from 'Motherland' for the show.

To inform and educate non-Armenian communities of LA County, We drafted a resolution on Artsakh for the Iranian American Democrats of California. The resolution was introduced by Alex Mohajer on Monday, September 11, 2023, and ratified.

BRINGING PEOPLE WITH SHARED TRAUMA AND INTERSECTIONALITY TOGETHER

In August 2023, I worked with the Rabbi Avidan Freedman on an article for The Times of Israel, 'The Artsakh humanitarian crisis is our responsibility. Here's why.'

<https://blogs.timesofisrael.com/the-artsakh-humanitarian-crisis-is-our-responsibility-heres-why/>

We collaborated with The Armenian Mirror-Spectator newspaper to publish Rabbi Freedman's article.

COMBATING ARMENIAN GENOCIDE DENIAL

In August 2023, TAAL invited twenty-five Armenian, non-Armenian, as well as allied civil society NGOs and twenty-two prominent leaders to be signatories on a statement to shed light on the Assembly of Turkish American Associations (ATAA) and its affiliates as Armenian Genocide denialists that should be condemned and not recognized, and ask that leaders in both public and private sector disengage from the ATAA and its affiliated entities.

BUILDING AWARENESS THROUGH ADVOCACY

In August 2023, TAAL helped the Armenian National Association to organize a rally in Burbank, CA. A fleet of cars gathered at the St. Leon Armenian Cathedral in Burbank, then proceeded to drive together to Glendale, then back to Burbank, at Congressman Adam Schiff's office, where a demonstration took place.

WORK WITH POLICYMAKERS

Following the City of Irvine Mayor Farah Khan's Armenophobic behavior, TAAL worked with several organizations in Irvine and Orange County to address the problem. The outcome was that Vice Mayor Tammy Kim invited us to screen the documentary feature film, 'Motherland,' about the invasion of Artsakh at City Hall's Council Chambers for the Councilmembers and the community. There was a post-screening Q&A panel discussion. Following the screening, all five Councilmembers voted unanimously to build an Armenian Genocide Memorial in Irvine's Great Park. (Success Story)

Worked with West Hollywood Mayor Sepi Shyne to release a statement about the anti-Armenian flyers posted in the City of Beverly Hills and neighboring areas on January 28, 2023.

Worked with the City of West Hollywood Mayor Sepi Shyne to pass a resolution reaffirming the City's support for the people of Artsakh and the imposition of sanctions and consequences against Azerbaijan on January 23, 2023.



We petitioned City of West Hollywood Pro Tempore Sepi Shyne to sponsor a resolution for WeHo to recognize the Independent Republic of Artsakh. The resolution passed unanimously on Tuesday, January 19, 2021.

We petitioned the City of Burbank to create a resolution to recognize the independent Republic of Artsakh formally. The resolution passed unanimously on March 2, 2021.

CONNECTING COMMUNITIES AND BUILDING BRIDGES DURING CRISIS

Following anti-Armenian flyers that called for the massacre of Armenians in Beverly Hills, TAAL worked with the City of Beverly Hills Councilmember Sharona R. Nazarian, which resulted in Mayor Lili Bosse meeting with Glendale Mayor Ardy Kassakhian. (Success Story)

INTERNATIONAL ADVOCACY

Worked with the UK's Advertising Standards Authority (ASA), the Committee of Advertising Practice (CAP), and Transport for London (TFL) to have Azerbaijan's propaganda posters removed from London subway stations. It was confirmed on March 22, 2021.

Granted interviews to various media outlets and publications about our work, including the Los Angeles Magazine, KUCI 88.9 FM 'Ask A Leader,' News of the World, Daily Kos, The Immigrant Magazine's TV program, Bionic Buzz, The Armenian Mirror-Spectator, BEONDTV, Brave New Hollywood, and was featured in Keghart's 'Heroes and Villains 2022' List.

Worked with Lindsay Carlson, president of the Heart of LA Democratic Club, and Jon Katz, president of the Santa Monica Democratic Club, to issue statements supporting Artsakh and the Armenian community.



TAAL founder, Vic Gerami, interviewed leading members of Congress, other high-profile elected officials, and dignitaries about their support for the Armenian-American community. They include [Senator Bob Menendez](#), [Congressman Adam Schiff \(7.19.21\)](#) [Congressman Adam Schiff \(10.19.20\)](#), [Congressman Adam Schiff \(3.30.20\)](#), [Congresswoman Jackie Speier](#), [Congresswoman Katie Porter](#), [Congressman Tony Cardenas](#), [Congresswoman Maxine Waters](#), and [Congresswoman Judy Chu](#), [Congresswoman Karen Bass](#), [Congressman Mark Takano](#), [Congressman Jim Costa](#), [Congressman Gil Cisneros](#), [Congresswoman Norma Torres](#), [Congresswoman Grace Napolitano](#), [Congressman Raul Ruiz +](#) [Congresswoman Barbara Lee](#), [Congresswoman Linda Sanchez](#), [Congressman Alan Lowenthal](#), as well as [Marianne Williamson](#).

STATEMENTS

A statement from TAAL is a public declaration expressing strong disapproval and denouncement of a specific action, policy, or behavior that directly contradicts the organization's mission and values, often aimed at raising awareness and urging others to take a stand against it.

A RECENT EXAMPLE OF A TALL STATEMENT

TAAL collaborated with Luis Moreno Ocampo, founding Justice of the International Criminal Court, on the COP29 campaign. TAAL issued a [statement](#) condemning the United Nations for hosting its climate conference, COP29, at the authoritarian nation of Azerbaijan, published an article, ['The United Nations Greenwashes Aliyev's Crimes Against Humanity and Ignores the Artsakh Genocide by Holding Its Climate Conference, COP29 in Azerbaijan'](#), and Vic Gerami [interviewed](#) Mr. Ocampo on his radio program, THE BLUNT POST with VIC.

Please visit TAAL's [Media Room](#) to read other statements

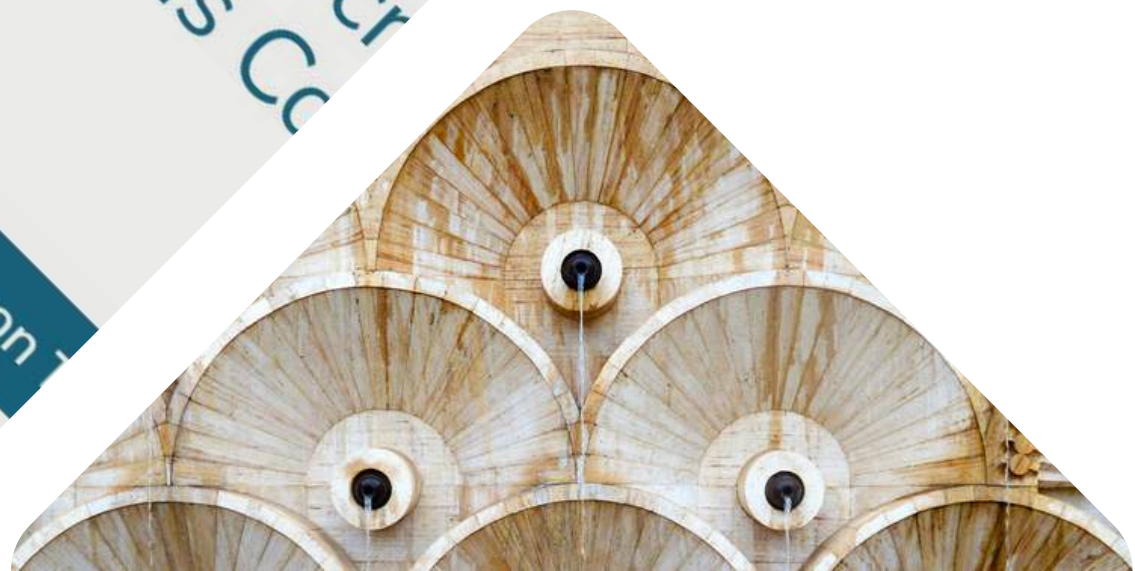


INVESTIGATIVE EXPOSE

Undetected and unchecked corruption in the public sector can cause serious damage including discrimination, wasting public resources and money without helping a specific community, causing injustice through advantaging some at the expense of others, and much more. OCCRP and Transparency International’s expose, ‘Azerbaijan Laundromat,’ is a great example of how Armenia’s enemies collude with corrupt politicians with Caviar Diplomacy.

A recent Investigative expose by TAAL revealed that Los Angeles Councilmember Hugo Soto-Martinez (District 13) was systematically discriminating against his Armenian constituents, including in his district’s Little Armenia.

TAAL filed a Freedom of Information Act (FOIA) request with LA City Hall to obtain the list of all organizations and individuals who had received grants from Councilmember Soto-Martinez’s office. The list revealed that for more than a year after taking office, Councilmember Soto-Martinez, out of forty-five grantees, not a single one was an Armenian organization, company, or individual. Upon closer scrutiny, we discovered that many grantees received funding through nepotism.



ABOUT THE FOUNDER

Vic Gerami is an award-winning journalist and the editor + publisher of The Blunt Post. Gerami is also the host and co-producer of the national headline news + politics program, THE BLUNT POST with VIC on KPFK 90.7 FM (Pacifica Network).



Most recently, Gerami wrote, directed, and produced the investigative documentary feature film Motherland about the Artsakh Genocide (2020-2023). Here is a sneak peek at the film's five-minute sizzle.

Gerami is also the founder and Chair of the Truth And Accountability League (TAAL), an organization he created in 2020 in the wake of the Artsakh Genocide and an overwhelming increase in anti-Armenian racism, violence, and Armenophobia.

TAAL is a 501©3 non-profit advocacy organization that monitors and addresses bias, disinformation, propaganda, and slander of the Armenian people and culture at the media level, including social media, academics, intelligentsia, and public policy.

Today, reaching national and international audiences, Gerami first built a foundation of knowledge and skills by learning the media industry during his years at Frontiers Magazine, followed by positions at LA Weekly and Voice Media Group.

Gerami's radio program, TBPV, covers national, regional, and local headline news, politics, and current events, and Gerami offers analysis and commentary. He also interviews a high-profile member of Congress or other high-profile public figures on each show. His recent guests include Congressman Adam Schiff, Senator Bob Menendez, Congresswoman Jackie Speier, Governor Howard Dean, Congresswoman Katie Porter, Congressman Brad Sherman, Congressman Mike Levin, Congresswoman Maxine Waters, Congresswoman Judy Chu, LA District Attorney George Gascon, among many others. You can listen to all the interviews here.

Gerami is also a contributor to some of the nation's most prominent publications, including the Windy City Times, Bay Area Reporter, Armenian Mirror-Spectator, The Advocate, The Immigrant Magazine, GoWeHo, Destination Luxury, OUT Traveler, and The Fight.

The Wall Street Journal featured Gerami as a 'leading gay activist' in its landmark 2008 coverage of opposition to Proposition 8, the ballot measure that for years denied same-sex couples in California the freedom to marry. In addition to his years of volunteer work as a leading advocate for marriage equality, Gerami served as a Planning Committee member for the historic Resist March in 2017.

In 2015, Gerami was referenced in the landmark Supreme Court civil rights case, Obergefell v. Hodges, in which the Court held in a 5-4 decision that the fundamental right to marry is guaranteed to same-sex couples by both the Due Process and the Equal Protection Clauses of the Fourteenth Amendment to the United States Constitution.

TEAM

Communications and Development

Zarik Hacopian is a UCLA educated retired school psychologist from the Burbank Unified School District. She has been a leading advocate for Armenians, having volunteered at several non-profit organizations.

Zarik is a significant contributor to TAAL, someone who works hand-in-hand with Vic Gerami. Zarik works with Vic as an editor of statements, press releases, and other written communications. Zarik also works with Vic in community development, strategic partnerships, and events.



Content Creator and Media Manager

Henrick Vartanian is a filmmaker and content creator with exceptional cinematography and editing expertise. A graduate of the California State University Long beach, he has shot most of TAAL’s videos, including events, conferences, speaking engagements, and those used for PSAs. Henrick also does all the post-production work including editing, sound mixing, color-correction, and graphics for TAAL’s projects.

Henrick’s contributions to TAAL are invaluable.



Researcher and Social Media Manger

Amaras Gogoshian is a US-educated Armenian-American with a bachelor’s degree in political science from Cal-Poly Pomona University. She is pre-law and is studying for the Law School Admission Test (LSAT) so she can apply for law schools. She has worked and interned for several Armenian organizations, including for the Consulate General of Armenia in Los Angeles and the National Assembly of the Republic of Armenia. Please see Amaras’ resume attached.

Amaras is an excellent researcher, educator, and remarkable in social media management.



Our small, but powerful and passionate team is a dedicated group of professionals with deep expertise in policy analysis, media, grassroots organizing, communication strategies, and community outreach, who effectively mobilize public support to drive significant change on critical social issues, leveraging their collective influence to advocate for impactful change in public policy, academics, intelligentsia, and at the media level, including social media.

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