

ATOS ANNUAL MEETING COMMITTEE/OFFICER ACTIVITY REPORT FORM (2014)

Name of Activity: Theatre Organ Radio
(Please fill out separate form for each activity.)

Committee Chair/Officer Name: Ken Double, President/CE - Steve Worthington

Date of Report: June 22, 2014

1. Actions completed since the 2013 Annual Meeting: (Please bullet actions completed.)

- Completed 9 monthly radio features – activity suspended pending new studio host location
- Saw a major dip in listenership – almost half (time spent listening and numbers of listeners) – due to a serious glitch in delivering the program
- We dropped the current provider, Steve Worthington is now hosting, delivery errors eliminated and both listenership and time spent listening is back to previous highs
- New program allows for a major increase in bandwidth. Library of music has increased and with the extra bandwidth will increase again significantly

2. Actions begun but incomplete since the 2013 Annual Meeting: (Please bullet actions begun.)

- Sponsorship will continue to be the key. Organ Stop Pizza and Jack Moelmann's personal sponsorship has provided \$1600 total annually toward expense.
- Have to renew those contracts
- Have two proposals in front of companies seeking "naming rights" type of package to fund the entire expense of producing TOR

3. Goals to be reached by the 2014 Annual Meeting: (Please bullet goals.)

- Find more funding
- To that end, air a campaign for individual contributions (a la Public Radio)
- Expand programming
- Find a new host studio location to re-start the monthly shows

4. Amount budgeted for your committee: \$ 3,000.00

Amount expended by your committee: \$ 314.00

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

- Steve Worthington has been a dedicated advocate and Executive Producer of this program; is attentive to the issues; continues to push for more recordings for the TOR library; and uses an approach that provides a wide variety of music from historic recordings, to artists past and present; and provides a spectacular service to ATOS.
- Working in tandem with Greg Bellamy, they provide the technical and programming backbone to this service.

6. Two or three sentence summary of your actions. These will be included with your report and published in the minutes that appear on line.

Theatre Organ Radio (TOR) continues to be popular with a percentage of our membership and provides a great service.

While there were some technical glitches that caused disruption of service, most were attributed to the simple advance of technology (while our method of delivering the programming did not advance). Recent changes corrected those issues, and now audio quality is better for most; cost of delivery is down; bandwidth expanded; thus more recordings are in the library allowing for more variety of music.