

ATOS ANNUAL COMMITTEE/OFFICER ACTIVITY REPORT FORM (2010)

**Name of Activity:** Atlanta Fox/TCM Silent Film event

**Committee Chair/Officer Name:** Ken Double

**Date of Report:** June 1, 2010

**1. Actions completed since the 2009 Annual Meeting:**

- Meetings and phone conferences with Allan Vella, GM Fox Theatre
  - Meetings and phone conferences with Genevieve McGillicuddy, TCM Dir. of Special Events
  - Contract negotiations with Clark Wilson
  - Agreement in principle settled May 26-28 for event at Fox Theatre Aug. 10

**2. Actions begun but incomplete since the 2009 Annual Meeting:**

- Contracts to be signed
  - Advertising and PR package to be completed

**3. Goals to be reached by the 2010 Annual Meeting:**

- Contracts signed
  - Advertising and PR package firm and in place

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

**Amount expended by your committee:** \$ 0

- Budget will include Wilson fee, \$1500 - travel, approx \$350 - hotel, 3 nights, approx \$400 - misc \$150 = estimated total of \$2400.

**5. Comments:**

- Advertising will include inside-front-cover of TO Journal for July-August issue
  - Major video promotion on screen for ATOS and local Atlanta chapter
  - Sign-up table for memberships
  - TCM access to website which will permit each ATOS chapter presenting silent films to promote their events over TCM website (100,000+ hits per week)
    - This process took over 12 months to establish a relationship with an international entity for helping market and brand ATOS. This is a major step forward.