

ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM

Name of Activity: *Theatre Organ* journal

Committee Chair/Officer Name: Donna Parker, Publisher
Jeff Weiler, Editor

Date of Report: January 19, 2010

1. Actions completed since the 2009 Annual Meeting:

- Donna was asked to become Publisher after Doug Power resigned the position late in 2009. We have been working on various issues, such as an updated list of items to be included in each journal issue, and other housekeeping issues.
- QuickBooks Pro reports of advertising receipts for the years 2007, 2008 and 2009 have been filed with the Publisher and Treasurer. Our advertising revenue for 2009 was \$27,407.22, down \$3,404.13 from 2008—a year in which ad revenue receipts had experienced a healthy increase. We've done some negotiating to keep our advertisers happy. We have not increased our prices in several years, and given the current economic conditions, it is probably advisable to keep our current pricing structure in place for now.
- We continue to carry a number of delinquent accounts on our books for advertising. Notifications have been sent out, with the help of Paul Van Der Molen, to the advertisers with outstanding invoices. This total amount is \$1,269.00.
- We continue to receive excellent printing and mailing services from Johnson Press of American. Our publication has consistently met production, printing, and mail preparation deadlines; however we have no control over the distribution process which has been a source of some frustration. We deliver to the US Postal Service on time, but we continue to receive reports of serious delays in delivery of mail sent under the periodicals rate. Even mail entered at the first class rate seems to take longer to reach its destination.
- Our production run has remained at 3600 for some time. We watch this number carefully as we need to ensure that we have sufficient copies of *Theatre Organ* to make replacements of damaged or missing issues as well as provide a small stock for the ATOS Marketplace. What we don't need, however, are hundreds of extra issues, hence the need to monitor print runs closely.

2. Actions begun but incomplete since the 2009 Annual Meeting: (Please bullet actions begun.)

- Meeting with Jeff Weiler.
- Form final Review Committee and procedures.

3. Goals to be reached by the 2010 Annual Meeting: (Please bullet goals.)

- (see above)

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

- We will continue to work toward presenting a good balance of the theatre organ from both the historical and current day perspectives.