

## ATOS MID-YEAR COMMITTEE/OFFICER ACTIVITY REPORT FORM

Name of Activity: Public Relations

Committee Chair/Officer Name: Donna Parker, Chair

Date of Report: January 19, 2010

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

- Public Relations efforts have been “in-house” for the most part in terms of disseminating information for use in the journal and on the website.
- ATOS PR would like to extend its reach and provide more information for publication beyond just ATOS and its own membership. An effort will be made to work with a professional PR person with national media contacts.
- ATOS member, Mike Anklam, has a relative who is an editor at the USA Today, and there will be an effort to feed him stories and information.
- In the past six months, ATOS Public Relations has developed local stories and articles for the journal, such as the feature on the Mighty Mo at the Fox; the opening of the new organ at San Gabriel, etc., plus features still to run from John McCall, Ken Double, Carlton Smith and Martin Ellis.
- There have been developments in the area of Ken Double's "blog" messages on the website; updates on the two conventions with specific information on the website published in a timely manner, and more in the "What's New" section of the website.
- There has been an ongoing effort with CBS, ABC, CNN, FOX and NBC to pick up on the Rosa Rio story as a human interest story of national scope, combined with the 100<sup>th</sup> anniversary of theatre organ in 2010.
- The Youth Corner in the journal continues to include our younger members and their specific interests.

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

- Ongoing work in the journal and on the website.
- Resident Artist at Scotty's Castle, Death Valley, California.

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

- Create an area on the ATOS website for theatre organ artists no longer with us, but who have contributed greatly to this art form during the past 100 years (patterned after the similar area on the PSTOS website).

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

- We will continue our work of spreading the news, and seek new ways to introduce theatre organ to new audiences.