

American Theatre Organ Society

PRESIDENT'S MESSAGE



One of the most exciting things happening within ATOS at this time is our 1986 Young Organists Competition. Our first attempt at this type of event was extremely successful. We had ten chapters send in entries and the winner, Martin Ellis from Indiana, played a great cameo appearance at the Chicago Theatre. We have changed the rules a little to allow better competition by age group. In addition, we will have three winners, one from each category. Each will receive a \$300 cash award. The overall winner selected by the judges will be awarded an additional \$200. The net result is a greater opportunity to be an ATOS young organist winner. The overall winner will appear in a cameo performance during the 1986 National Convention in Richmond. We look forward to all of you participating in this challenging competition. It is the young people whom we need to encourage to carry on the tradition of the theatre organ.

In the September/October issue of THEATRE ORGAN you saw the minutes of the Board and Membership meetings, as well as the ap-

pointment of some 15 committees to serve ATOS for the coming year. Your interest in the business of the Society is essential, and I hope that you will take time to see what has been done and will be going on in ATOS. The committees appointed are already busy working on programs for the year. If you have any ideas, please let the chairman know. We must all work together.

Our Executive Director, Doug Fisk, has been a great asset to our organization. He continues to stress membership building in ATOS, but he can't do it alone. Membership growth is a constant activity, whether it is to receive a prize in a competition such as the Australian trip or whatever. Help us out, get your friends, neighbors, relatives to join our dynamic organization.

As we go into 1986, I wish each and every one the blessings of this holiday season. May 1986 be an even better year for ATOS.

Sincerely,

Jack Moelmann

EXECUTIVE DIRECTOR'S MESSAGE



Oh, what can be accomplished with good publicity! Two examples: Many of you may be familiar with the radio program "Pipedreams," heard on public radio in many cities. It is normally devoted to classical organ. Through the efforts of Karl Eiler working with the producer, Michael Barone, one recent program featured the theatre organ. The program consisted of recordings of many widely known theatre organists. The ATOS address was given and listeners were told to write if they wanted more information about theatre organ locations and the sources for securing recordings. And the letters came and are still coming! Along with the requested information membership applications and the descriptive brochure were sent. Over 20 new members have joined and with the letters still coming it will mean more memberships. A point in many of the letters was that they did not know such an organization as ATOS or its chapters existed. Which means that there are many potential members out there for ATOS and our chapters if they knew there was a chapter and a theatre organ they could enjoy in their area.

A second example is how a local chapter (in this case a new one) was able to make its first public event an overwhelming success with a lot of publicity and a sold out theatre. The location was Omaha. There is one theatre organ in a theatre and the River City Chapter is just a few months old. They chose to work through a widely known and respected local historical organization responsible for the upkeep of a museum. Using the historical group's name and having that group help sell tickets and arrange publicity enabled members of River City to appear on all local TV stations and get excellent coverage in newspapers and on radio. The sponsoring group made \$6000 and the local chapter has an improved entrée to the theatre and local publicity outlets for future events. Clearly, both groups benefited. And more "spin-offs" are developing. If your chapter is interested in more "how to" details, call or write Jack Moelmann, who was instrumental in starting the chapter and was extensively involved in the event described above.

Sincerely,

Douglas C. Fisk

