

ATOS Survey Results and Comments

May, 2008

Involvement in Local Chapters

Do you belong to local chapter?

Yes 76.64%

No 23.16%

If yes, which chapter?

Alabama	7
Atlanta	13
Alamo	2
Australia Felix	1
Binghamton	1
BTOS	1
CATOE	15
CTOS	5
JATOE (Joliet)	15
Dairyland	14
GSTOS (Garden State)	29
Cedar Rapids	3
Central Illinois	5
CIC-ATOS (Central Indiana)	24
Metrolina	5
Connecticut Valley	4
Central Florida	3
Central Ohio	5
New York	5
CFTOS	2
Chicago	1
CILATOS	1
Columbia River Organ Club	1
COTOS	3
CRATOS	4
TATOS	2
VOTS (Valley of the Sun)	19
JCATOS (Jesse Crawford)	3
DTOS (Detroit)	6
Eastern Massachusetts	16
Pine Tree	7
EMCATOS	10
Erie	1
Kingston	2
Free State	1

Delaware Valley	1
Susquehanna Valley	2
Great Lakes	2
Great Salt Lake	1
NYTOS (New York)	9
Hilo	2
Houston Area TOS	3
KTOS	1
Kansas City	3
Land O' Lakes	4
IETOS (Island Empire)	3
London and S. England	3
LATOS (Los Angeles)	21
Magnolia	1
SMGC	1
Manasota	11
MTOS	3
MCTOS (Motor City)	12
Nor-Cal TOS	20
North Florida	1
North Texas	1
Ohio Valley	3
Central Ohio	1
OCTOS (Orange County)	13
Oregon	4
Orlando Area	4
Pasadena	1
Piedmont	1
Pikes Peak	4
Potomac Valley	2
PSTOS (Puget Sound)	18
Red River	2
River City	3
RMCATOS	2
Rochester TOS	2
Rocky Mountain	5
San Diego	4
Scenic Bluffs	1
SE Texas	1
Sequoia	1
Sierra	13
Nor-Cal	1
Sooner State	6
Dairyland	1
South Africa	1
Southern CA	1
St. Louis	7

Central Indiana	1
Susquehanna Valley	4
SVTOS	2
WRTOS (Western Reserve)	12
Virginia TOS	2
SJTOS (Southern Jersey)	6

If no, which best describes reason you do not belong?

No Chapter Near Home	40.31%
Chapter near home, but it is inactive	10.85%
No interest in activities of local chapter	12.4%
Local chapter dues too high	0.78%
Other	35.66%

Other:

- Do not like the people in charge of the chapter (9)
- Too busy to get involved (6)
- Belong to a non-ATOS chapter (5)
- Chapter cares more about internal politics (3)
- Joined online / left messages but never got a response back (3)
- Would like more than only social gathering
- Columbia River Organ Club has taken over area
- Website had no info on how to join a local chapter
- I do not know the officers names
- Thinking of joining
- Age and ill health
- I retired in a small town with no chapters
- Very few TOs in area/not accessible/few concerts
- Unable to travel
- Never got around to it
- Local chapter organ not good to hear
- More interested in non-theater stuff
- I see no benefit to belonging.
- Would like to start a chapter
- There is no chapter in France. Probably I'll join the UK ones

How long have you been a chapter member?

< 1 Yr	2.77%
1-5 yrs	16.2%
6-10 yrs	15.3%
11-20 yrs	25.93%
21+ yrs	39.8%

What influenced decision to join local chapter?

Attended chapter theatre organ concert	21.24%
Passionate about theatre organ	34.54%
Hoping to learn more about organ restoration and how theatre organs work	20.3%
Someone brought me to chapter social event and I thought it looked fun	5.24%
Want to learn more about theatre organs and theatre organ playing	18.68%

What do you consider the greatest value of your membership?

Enjoy social aspect of membership	14.92%
Like hearing/playing theatre organs	48.53%
Hoping to learn more about restoration and how theatre organs work	11.3%
Appreciate chapter efforts to educate public about instrument	19.11%
Other	6.14%

Other:

- Just want to support the cause (5)
- Information on upcoming events and theatre organs in the area (4)
- Preserving theatre organs (3)
- Receiving the Journal and finding out what's happening with TOs elsewhere (3)
- The theatre organ people are like family/great to be around (2)
- Maintenance/working on our chapter organ (2)
- Conventions
- Concert Production
- None - a waste of money
- I'm installing an organ in my house. I think this organization helps me with the planning and development of this project.
- Get inside theaters
- Hear Hilda Lindstrom many years ago
- Enjoyed learning old techniques, such as open harmony, etc.
- It's expected – I hate the politics in the ATOS organization and officer's agendas
- Hearing the volunteers music
- Want to talk about music – learn more – step things up a few notches
- Their support in resurrecting a Wurlitzer at a local venue

How well do you feel your chapter is accomplishing its mission?

(1=very poorly 2=poorly 3=average 4=above average 5=Extremely Well)

Average = 3.387

Do you play the organ?

Yes: 69.53%

No: 30.47%

*Is there a source for you to take lessons in your area?

Yes: 67.47%

No: 32.53%

*Note: Many left this question blank stating that they were unsure whether or not lessons were offered in their area

In what area would you volunteer?

(1= most willing, 7= least willing)

Volunteer to be chapter officer	3.857
Help restore/repair pipe organ	2.834
Volunteer organist at social event	4.709
Serve on marketing committee	4.469
Work with fundraising/grant writing	4.493
Volunteer to produce chapter concert	3.041
Donate Money	3.414

Rate you own level of technical expertise in theatre pipe organ restoration

None- not interested	19.11%
None-willing to learn	18.71%
Novice-available but need guidance	19.32%
Experienced-capable, but limited ability/knowledge	21.13%
Expert-have done major work as volunteer	14.29%
Professional- have been paid for services	7.44%

Rank importance of goals for your chapter

(1=most important, 10=least important)

Increase membership	2.926
Increase public exposure to theatre pipe organ	2.148
Raise money	5.040
Improve playability and function of area theatre pipe organs	4.603
Increase access to area theatre pipe organs	4.473
Acquire our own chapter theatre pipe organ	7.955
Improve attendance at our concerts	3.506
Produce technical workshops on repair and maintenance of theatre organs	6.586
Partner with local businesses and/or schools and universities	5.548
Work toward hosting a national ATOS convention	7.723

Involvement in National ATOS**How long have you been a member of ATOS?**

< 1 yr	2.73%
1-5 yrs	14.06%
6-10 yrs	13.67%
11-20 yrs	26.56%
21+ yrs	42.98%
Not Member	0%

What is the primary reason you joined ATOS?

Receive <i>Theatre Organ Journal</i>	33.72%
Learn more about playing	12.50%
Learn more about restoration and maintenance	14.24%
Attend ATOS conventions	14.68%
Referred by friend	7.56%
Other	17.30%

Other:

- Required for chapter membership (16)
- To support and preserve ATOS and the theatre organ (15)
- To listen to the theatre organ / love for the sound and go to concerts (13)
- Staying aware of concerts and events happening around the country; learn about chapter activities (10)
- General love/interest for the theatre organ (10)
- In order to learn more/everything about theatre organs; educate yourself (6)
- To read the recording reviews and find sources for recordings (6)
- Support family member's interests (husband, child, grandchildren) (5)
- Liked the people in the TO world / social aspect (4)
- Worked in the organ business (4)
- To be able to vote in my chapter (4)
- Founder/knew many founders of a chapter (4)
- To save the Alabama theatre and its Wurlitzer (2)
- Worked under Dick Simonton's guidance in restoration of the Wiltern Theater pipe organ.
- Source for home/public organs
- Was studying TO at the time
- Dick Simmanton helped us acquire our own Wurlitzer
- I like old things
- History
- To avail myself opportunities to play
- Owned a TPO
- To understand what others were using as instruments and their locations
- To participate in an organization larger than local chapter
- Was a member; rejoined
- Work on maintenance and restoration

How likely are you to renew your ATOS membership next year?

Very likely	94.16%
Unsure	5.64%
Not likely	0.20%

In the past 10 years, how many national and/or regional conventions have you attended?

Average = 2.517

If none, why not?

Unable to travel	10.40%
Convention registration too high	10.21%
Lodging costs too high	13.68%
Didn't care for venues	15.41%
Didn't care for organists	15.80%
Convention schedule at bad time of year	12.72%
Convention too long	2.70%
Other	19.08%

Other:

- Overall cost too expensive / other things requiring funds (17)
- Scheduling conflicts / too busy (12)
- Work conflicts / unable to take time off / not enough vacation time (9)
- Didn't want to go alone / didn't know anyone (6)
- Not enough family activities at convention / cannot bring non-members with (6)
- Distance / too far to travel (5)
- Don't like traveling (5)
- No desire to attend / don't like conventions (5)
- New member (2)
- Money spent on conventions can be better spent elsewhere (2)
- Scheduled during family holiday (2)
- No reason / plan to soon (2)
- Partly deaf – can't hear the organ music so it is not satisfactory anymore
- Too much emphasis on solo TO concerts NOT enough ensembles; not enough open console time
- In 1996 my wife became disabled, but b/w 1962 and 1995 we attended 14 conventions.
- Phobia problem due to my being victim of violent crime my life almost gone at early retirement
- Organ is minor hobby
- Overload – 2 concerts per month is enough
- Unaware of existence
- Other destinations/events higher priority for limited travel time and budget.
- Limited mobility,
- More interested in electronic theater organs
- Too dull
- Conflict of interest
- Have attended Desert Winds in Phoenix – more concentrated.
- Other major metropolis (Oklahoma City)

Have you ever applied to ATOS Mentor Program?

Yes: 0.80%

No: 99.20%

If no, why have you not applied?

Unaware of program	34.42%
Do not play organ	31.17%
Program does not interest me	34.41%

Please indicate your level of agreement with the following statements

(1=strongly, 2=disagree, 3=no opinion, 4=agree, 5=strongly agree)

ATOS needs to establish a national headquarters that would keep all of its assets, archives, marketplace items, and inventory in one location. It would include at least one theatre pipe organ that would be available for public concerts, educational opportunities, entertainment productions, and a resource for all members.	3.8569
With dwindling membership, difficulties in raising money, and increased scarcity of functioning, publicly available theatre pipe organs, it is imperative that ATOS create a plan to reverse these trends.	4.6004
ATOS leadership consists of volunteers. While eager to move ahead with many initiatives, it becomes a serious challenge to implement change due to job, family, and other commitments. In order to get things moving, ATOS must have a paid full-time executive director and small staff. Otherwise, progress will be very slow.	3.6063
The journal, Theatre Organ, is one of the best reasons for being an ATOS member.	1.6061
Annual and regional conventions are an important incentive for my ATOS membership.	3.4837
I would like to know how other chapters manage their concert series.	3.4713
I would like to know how other chapters promote themselves in their community.	3.7441
Our chapter membership has generally declined in the past five years.	3.2758
Our chapter does a good job of preserving the theatre organ in our area.	3.9081
Our chapter is actively supporting our mission better today than it did 10 years ago.	3.3541
I am doubtful that ATOS can do anything to help chapters in a meaningful way.	2.1691
Concerts that are organ only will worsen concert attendance and membership numbers.	2.5103
Our chapter is actively trying to offer innovative and interesting incentives for new members.	3.0068
If we don't get more members and participation, our chapter may not exist in a few years.	3.3193
It is critical that we increase the number of qualified theatre pipe organ technicians.	4.0677

About You

What is your age?

20 or under	0.19%
21-30	0.77%
31-40	2.90%
41-50	5.61%
51-60	22.25%
61-70	33.27%
71-80	23.21%
81 or above	11.80%

Are you male or female?

Male: 88.52%

Female: 11.48%

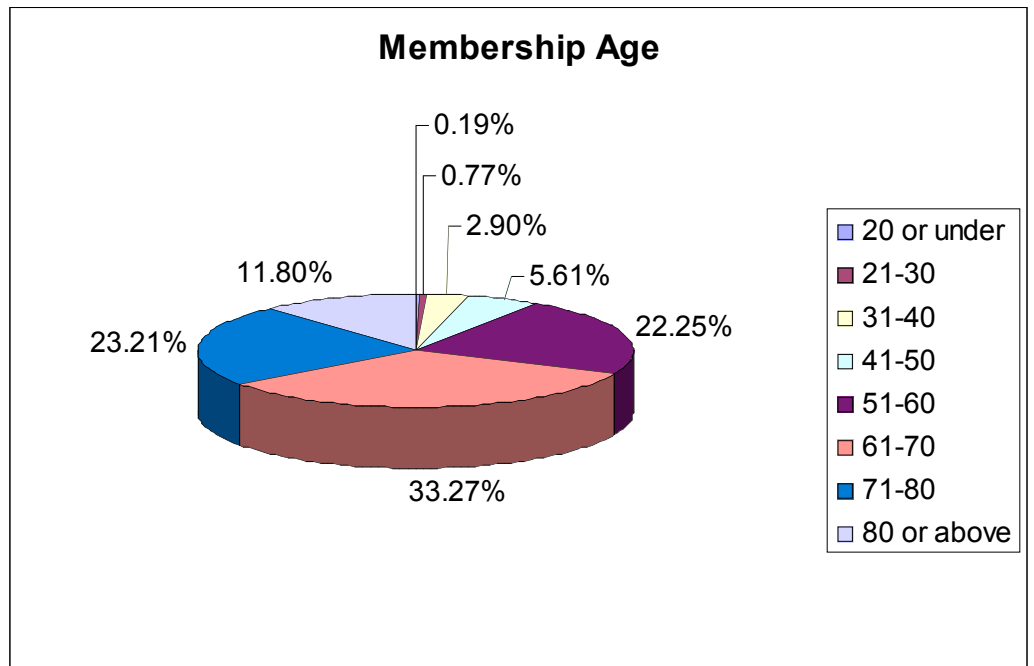
Do you have access to the internet?

Yes: 85.66%

No: 14.34%

In the past six months, how many times have you used the Internet to purchase goods or services?

None	24.02%
1-5	24.80%
5-10	15.94%
More than 10	35.24%



Your Needs

Which of the following would you like ATOS to make available to your local chapter?

Fundraising assistance	11.38%
Membership drive help	17.43%
Theatre Organ restoration/maintenance guidance	7.34%
Chapter concert promotion and marketing assistance	21.38%
Public relations and marketing tools to take to outside venues and schools	20.00%
Higher levels of grant money for your theatre pipe organ project	9.72%
More visible ATOS liaison	9.72%
Other	3.03%

Other:

- Cooperation with AGO / intertwine with AGO (2)
- School age children’s programs (2)
- Get rid of present officers and get new blood
- Insurance coverage – general liability, directors and officers
- More concerts for Sooner chapter
- Presentation, showmanship, staging and stage lighting
- More/any members.
- DVDs and CDs of recordings and videos of manufacturing, etc.
- List of any TO teachers in an area
- Bringing in younger members

- Consider financial aid for artists to play concerts to help defray rising costs
- Better instruments, better artists, better programs
- More amateur organist competitions (especially one for older people)
- Newsletter help such as cut sheets and editor forum
- They are beyond help
- Provide funds to be used for marketing and promotion.
- Increase public awareness of TO and the beautiful music they make

How can ATOS better support and aid your local chapter?

- Assistance in / improve national and local marketing, publicity and promotion (36)
- Improve communication and visibility between national ATOS and local chapters (i.e. frequent liaison visits, be more responsive and involved, contact members personally) (33)
- Financial assistance (sponsor events, funding, grants) (23)
- Financial guidance (writing grants, professional help, ideas for fundraising, budget examples, becoming legally recognized “non-profit” organization, tax exempt issues, being put in a will) (21)
- Supply chapters with print material / promotional material to hand out at concerts, print in newspapers, submit to local TV and radio stations, etc. (13)
- Increase membership (11)
- Better communication between chapters (Newsletter exchange, reports in the journal of successful ideas and ventures, up to date calendar) (10)
- Better chapter leadership/new officers; train local officers or provide code of conduct (9)
- Motivation, support, and encouragement (8)
- Help training technicians (i.e. workshops), publish technical notes, and offer technical support (6)
- It’s hopeless / we’re beyond help (4)
- Publish a list of contacts: names and telephone numbers of a local chapter’s members for travelers to use to avail current activities of local chapter. More than the list that appears in the front of the ATOS magazine (4)
- Make new and old members feel more welcome (3)
- Lower membership and convention fees (3)
- Help planning a regional convention (3)
- Bring in celebrity/guest artists and technicians (3)
- Have an ATOS official like Ken Double visit our chapter (3)
- Better website with more downloadable material (recorded music, videos, printable music, articles, etc.) and social networking features (i.e. Facebook or myspace type) (3)
- A theatre organ (3)
- A national touring concert series (3)
- Publish artists names, names contact information, and standard fees (3)
- Provide examples of operating agreements with venues (2)
- Publish upcoming concerts schedules in a timely manner (2)
- MTOS is currently working with the Charlotte Arts Council to restore the Carolina Theatre and install a theatre organ in it. ATOS guidance and help will be needed at that time (hopefully next year) (2)
- I am not aware of anything ATOS does for my chapter (2)
- Establish relationship with / support AGO (2)
- Provide information on where to purchase organ music
- Public television documentary / program
- Get the pro organists to play modern music.
- ATOS sponsor (in part or whole) a major American theatre organist for outlying memberships, e.g. Support and encourage national conventions in new areas.

- Australia Felix
- Create national headquarters
- Separate subscription to magazine from membership dues
- Get rid of the division between electronic and traditional theatre organs
- Don't be so greedy w/ convention profits
- Hold board to deadlines and standards of operation
- Blanket licensing agreements for silent films as is currently being done with ASCAP; a 15-minute professional video to tell the TO story and solicit ATOS and local memberships
- Help w/ the Pilman Theatre Project
- Return the instruments to their original size and function. The mega instruments scare people off from playing them. Instruments w/out players do not have much use.
- Establishing a director's position w/ a fixed local office.
- They should allow currently unaffiliated groups some level of recognition
- Oversee historic installation at Chicago Theater and Oriental Theatre
- Answer correspondence for starters
- More people/chapters need to have more interest in applying for the programs ATOS has to offer. Many older people say they only want to have fun in their remaining days, not work on or learn a new skill. This is disturbing for younger people to see.
- At Puget Sound, help with restoration of Paramount Theater Organ Project
- Sooner State is located in Tulsa, OK. I live in OK City where there is no chapter. A major restoration of an Oklahoma artifact Kilgen restoration in OKC museum is never mentioned at Tulsa , Sooner State, nor the U of OK TO dept. mentioned. OK City is the largest city and the capitol!
- At this point we'd accept almost anything. Our r/ship w/ landlord isn't involved and doesn't have any interest in keeping space available for us after 22 years.
- Our organ is still not reinstalled since hurricane Rita. We need some assistance with building owners to get the chamber repaired so that we can put the pipes back in! (Jefferson Theater, BMT TX)
- By auditing its administrative and finance activities
- As with national, NEW BLOOD needs/must be allowed to get involved and serve (not just "grunt work" positions!)
- Institute a local chapter in West Palm Beach, Florida
- Crawford chapter is one that most of its members live no where near Billings, Montana. As far as I know, there are very few "local members."
- Columbia Missouri is not yet affiliated with ATOS. I would like the Missouri Theatre Administration to be contacted by the ATOS. David white is artistic director. (www.motheatre.com)
- Give more concerts
- Encourage our local amateurs to enter amateur TO competitions.
- Not sure – NorCal is a saturated area. We have produced successful conventions but locally we have such competition for cultural events.
- Form a chapter for our theatre pipe organ at Crystal Theatre, Crystal Falls, MI 49920
- Stability at national level. Less in-fighting and splitting. Maximize openness and communication.
- By securing the aid of young volunteers to participate in designing our future
- In places w/ no active chapters, write letters personally to each member asking if they are interested in forming a chapter. Then act on the response.
- Our organ is in a technical school and we are limited in our access to it. We are limited in our technicians and helpers and our number of players is dwindling. At the same time, our attendance and membership is growing. People really come out for the silent movies, but a good professional does not draw as many
- Perhaps create an outline/sample plan to help chapter achieve goals outlined in the #25 above
- ATOS and NCTOS to work together as a team instead of as two entities

How can your chapter improve its ability to support your local mission?

- More promotional/public educational programs, advertising, publicity for events (PBS) (41)
- Attract younger/new members; increase membership (39)
- Get involved with schools and colleges (free student concerts, school tours, lessons, etc.) (21)
- Better/more/new programs, concerts, and activities that attract larger audiences (18)
- Acquire more funding/donations (16)
- Increase the participation/volunteerism of our members (15)
- New, stronger, less egotistical leadership (11)
- Be more open to those who aren't real regulars at events and functions; be more welcoming (7)
- Attract/acquire more/new organists (6)
- Become more of a professional organization, not a hobbyist club (6)
- Hold more meetings; regularly scheduled meetings; become active (6)
- Finish up our current projects before taking on new ones (5)
- Work more closely with ATOS (4)
- Increase access to the organs (4)
- Connect with other related organizations (4)
- A TO and organ venue with reasonable access (4)
- Include other instruments/acts in concerts (4)
- Hold more concerts and meetings at locations away from their home organ. (4)
- Clearer vision of missions (3)
- More frequent/better newsletters (3)
- Increase concert attendance (3)
- Lower ticket prices and yearly dues (3)
- Collaborate with other chapters; stop being territorial (2)
- Better communication with local TO owners (2)
- More volunteers (2)
- Our chapter does a great job. Unfortunately the quality of the "new-music" is increasingly pathetic. Maybe the trend will change and young people will realize what's really good. (2)
- Involve more families in our events (2)
- Maintain a local teacher registry
- Offer more technical workshops
- Communicate better with members
- Publish a list of local theatre organs, owners, and status
- Update the website
- Include more contemporary music in concerts
- Increase admission price
- Less complaining by our members
- We continue to raise awareness through a newsletter, posting audio and video files, and word of mouth. All our meetings are open to the public
- Probably can't; incapable
- United leadership
- Our chapter is too small and spread out to do much
- Get more members involved in control of chapter
- We have been able to get some young folks on our board who are proactive in dealing with local TO ownership.
- Talk Dilworth into making Dickinson TOS a chapter
- By keeping its hands off the organs
- Do something like NYTOS: take an electronic TO to schools

- Jack Moelmann does a remarkable job of entertaining bus-loads of retirement home residents and other civic groups at his basement installation
- Wake up!
- It needs to start or promote a chapter for Oklahoma City. The AGO does more theater organ concerts and silent movies on church organs! We should be leading OKC on the Kilgen Project Theatre
- At present I feel the workers are no longer in physical condition to continue at their past pace. Not enough younger folks are available and interested in the commitment.
- Be rebuilding the primary instrument that they own
- Use it for its original purpose – silent films
- Have Felix talk to Australian TOSA members
- The COTOS has great success when we presented a free program. It consisted of a sing-a-long, silent movie, and TO music played on our Wurlitzer. Perhaps more free concerts to generate public interest. At the end we asked for donations to be used in restoration of Wurlitzer. Many donated.
- We have just changed officers and have lots of ideas/energy to do just about everything.
- Stamp out negatives – “it never worked before” we can’t do that b/c: cost, labor, time
- Stay focused on socials for entertainment, not business meetings
- More emphasis on open console programs and less on professional organist concert programs. Many classical organists/pianists have never gotten to play a TO. Young people need an experience to see, hear, and play a real TO. They also need to learn how they are made and maintained.
- We’re doing it to some extent but much too quietly.
- RMCATOS rocks. Lee Shaw is amazing
- Disband completely – the harm to the reputation of TO locally is incalculable and it will be at least a decade before a new group could make a fresh start.
- I’d like access to more technical and restoration based projects. We don’t have much opportunity to work on stuff beyond the emergency fix stuff and small tasks. I’d like to learn complete restoration, pipe cleaning + repair, etc.
- Support regular informal gatherings that include playing the organ and socializing.
- Have short free workshops on organ playing and maintenance. Follow the AGO
- POE model but for all ages: “if you can play keyboard, why not try organ.”
- Get rid of the incompetent board. Close this pathetic chapter and start a new one.
- Put organ back in movie theatres and play them – with music the youth of today enjoy, not stuff from vaudeville days
- Reorganize
- We need to have a chapter in Crystal Falls. This is the hometown of Tyler Morkin – ATOS Youth Rep.
- Attract younger leaders, hold seminars on basic organ technology. Limit support for electronic (digital, sampled, etc.) hybrid “restoration.”
- Find a member with a lot of energy and drive to head up some outreach programs other than publicity. Get the Alabama theatre to allow us to publicize our existence at all events where the organ is used.
- Less politics and ego – create more of a “team” effort. Much less formal, stuffy hosting of concert audiences. Find M.C. that can prepare audience to welcome artists. NO SCRIPTS
- Better educate members

Our ATOS membership continues to decline. Please provide your ideas for increasing ATOS membership.

- Increase marketing/publicity over internet, newspaper, radio, and television; more public exposure; have TO programs featured on television (i.e. PBS or History Channel) (78)
- Involve/attract/reach out to younger generations (50)
- Create school programs and reach out to school children via free concerts/tickets, music history programs (37)

- Play more modern / contemporary music at concerts that appeals to younger people (25)
- Partner with other organizations associated with the TO (i.e. AGO, venues, museums) (21)
- Incorporate other instruments and acts at TO concerts (20)
- Provide members incentives for bringing friends; encourage members to invite their friends (14)
- Use the TO for its original purpose and present more silent films (13)
- Be more welcoming to newcomers, especially younger people; stop being clique-y (12)
- Be more including of all types of organs (12)
- I doubt that much can be done. This is an out-dated hobby with little appeal to young people. We might as well accept this. (9)
- Lower membership dues (9)
- Public (free?) concerts (8)
- Make conventions open to the public (6)
- Special rates for senior citizens; market to senior citizen centers (6)
- Develop a better website (i.e. social networking, YouTube, blog spot, downloadable music, etc.) (5)
- Focus on the magazine more since it is the main reason for many people's membership; make it better (4)
- Contact churches and church organists (4)
- New leadership (4)
- ATOS needs to get more involved and look more closely into chapter activities (4)
- Make TO printed and recorded music more readily available (3)
- Make list of ALL scheduled events available to members (3)
- Make promotional print material available to local chapters to pass out; mass mailings (3)
- Make organ more accessible for schools and amateurs (3)
- Increase the number of venues; expand venue variety (3)
- Make the magazine a separate fee from membership dues; develop different levels of membership (3)
- Contact areas with an organ but no chapter in hopes of starting a new chapter (2)
- Get piano and organ teachers to involve their students (2)
- Smaller chapters that cover specific areas (2)
- Provide a national concert tour (2)
- Provide list of all theatre organ locations/venues (2)
- The general public seems to have a preconceived idea that a theatre organ will sound like the typical home organ of the '60s.' They do not understand the concept or sound of a "unit orchestra." People still ask, "Where are the speakers?" We need to push that idea of "unit orchestra." (2)
- Limit support for electronic hybrid restoration (2)
- Stop focusing on gaining members and start focusing more on promoting the theatre organ
- Show off more of the technical side of the theatre organ
- Play fewer concerts
- Develop more funding
- Provide a national theatre organ teacher registry available to chapter and members
- Play TO music on the radio
- Encourage use of TO entry/exit music at non-related events
- Pass out membership applications at every TO event
- Encourage organ dealers to stay in ATOS
- Give out awards for chapter improvement
- Many of our members are interested in programs and social only. They have no desire to take out ATOS membership
- The society name is somewhat a negative around the world (AMERICAN TOS)
- Respond to member's inquiries!
- Volunteers are in short supply

- Promote the connection b/ween keyboards (synthesizers) and TOs
- Be more effective in chapter support
- Allow chapters to take in an unlimited number of listener members that do not have to join ATOS. They are the life blood (see survey for attached document)
- Consequence
- of: diminishing funds in public schools; disappearance of home organ manufacturing; movement of top 40 airplay from melody/cord-based music to (c)rap. We need a major culture shift.
- The emphasis of this survey is on chapters...there are none in my area! Wouldn't it help if we placed the emphasis on gaining individual members. If we can gain individual members then perhaps chapters will follow.
- Speak to persons sitting around you at concerts. Ask if they are interested in membership
- Put a label on "TO" and lost local venues and phone #s then leave them in Dr./D.D.S. offices
- Every "hands on" hobby – model trains, boats, stamp and coin collections – are almost entirely populated w/ 60+ members. We can't overcome the same demographics in ATOS. I believe we need endowed "history" centers where the music will live even if we don't.
- Persons living at the same address as a member getting a journal subscription could become members for a nominal fee; reach out to other musical organizations.
- I believe in and support Double's approach and the changes he's made. Continue along those lines
- Make sure the chapters do not get the impression that board members are voting themselves into things. Board members should not be paid for services rendered to ATOS approved activities.
- Try and get some heterosexuals interested; too many queers in this organization.
- Do what the AGO does: have Pedals, Pipes and Pizza event where young people taking piano lessons can play on a theatre organ
- If I knew the answer to that I'd be president! I am not interested in bands, singing groups, dancers, etc.!
- This is the result of the dying off of the old timers who remember TOs. Much of today's generation has never seen nor heard of a TO and most are not interested. The Dickinson TOS in Delaware is an exception. It's a matter of exposing others to the sound and promotion. Look into their program
- Quit putting all the recruiting emphasis on the young people who have neither the time nor money to keep TPOs playing.
- Capture the "greats" w/ video recorded interviews. We are losing our greats to death. They should be interviewed w/ their ideas on what can be done to increase attendance at concerts and meeting, technical innovations, etc.
- If I can't afford to attend a convention, why join?
- By giving an initial ATOS membership (1 year) w/ every electronic organ +/- piano sold. I learned about TWO by attending a concert for electronic home organs and was converted. Concerts should be fun and could include some audience participating.
- Enlarge venues with adequate organs
- I would think that many UK organ society members are not ATOS members so they probably feel there is nothing to gain.
- It would be very helpful if there were a complete list of members' names, addresses, telephone numbers, and kind of organ owned released EVERY OTHER YEAR. Especially important for new members in order to have a feeling of belonging.
- The artists all need to have this attitude "I like playing the TO and want you to have a good time listening to me!" communicate this not only through words but also smiles, body language, and enthusiasm. Look like you're having fun and the audience will pick it up
- FYI – I'm a playing member of DTOS. And while not an ATOS chapter, they are head and shoulders of Toledo.
- Use articles on individuals in the field not all professionals. Increase rebuilding information and maintaining information.

- A better recognition of the TO as something fun and entertaining. Pizza organ restaurants help expose our “dinosaur” to the general public as something fun and interesting.
- Inform people at concerts of the desperate need for TO enthusiasts and more involvement.
- ATOS must mandate that every organist play lively loud music at concerts. Concerts with more than one Jones Crawford, George Wright tribute piece or ballad are deadly dull for the general public fans.
- Provide newsletters and magazines to local organizations explaining who we are and what our goals are. Cite the loss of historic show palaces that have been demolished and later regretted that action.
- Get TOs back into movies and Hollywood
- Have more youth organ competitions; encourage members to take organ lessons
- Program variety — they don’t know what it is nor have many heard one. Complimentary membership for younger people? Free passes to certain convention concerts?
- Have a follow-up program for parents of the students from schools. Have the children bring their parents. Need programs in areas where there are no chapters.
- Brochure/workshop magazine samples @ events
- Provide more professional leadership incentives to support the mission; update the national mission statement and demonstrate the action needed to carry out that statement
- Align ATOS board values with the values of your target membership group then advertise those values
- Rather than reaching out to kids, try to reach 40-somethings – have more time and money.
- Find out why members are leaving
- Where they exist, work w/ theatre owners/management to use organs more often b4 performances to make them visible to many that don’t know they even exist. Create those new memories!
- Increase promotion of young organists and technicians by seminars and workshops
- Get a professional advertising firm to help nat’l
- Reverse the negative in the organization/theatre organ community – getting rid of Jack Moelman and his cronies was a good start
- Inter-chapter meetings in spite of some resistance to that again – visit from our director on a yearly basis

Other suggestions, comments, concerns

- ATOS needs to do a better job at making new members feel welcome/included (16)
- ATOS seems to be on the right track; Ken Double is a good leader. (14)
- Conventions are too expensive; air travel, hotel stay, and food makes it too expensive; have conventions every other year to save money and advertise longer (12)
- ATOS needs to attract younger members/leaders (12)
- Collaborate with other organizations, such as AGO (11)
- ATOS needs to market themselves and their activities more and better. (11)
- There needs to be more emphasis on teaching the technical side and maintenance of theatre organs in order to ensure their survival (better manual, certification, workshops, return workshop articles to the journal, etc.) (10)
- The new TO journal format is impressive; I’m pleased. (10)
- End the pipe versus digital debate; support digital organs to attract a larger following (9)
- I support a national headquarters / central location for organs and archives. (9)
- Maintain a better website with access to music listening, schedules of local and national events, downloadable sheet music pdf files, member directory, recorded seminars, etc. (9)
- The TO needs to change/expand with the times; play modern music; (8)
- Incorporate other musicians and instruments into concerts / events (7)
- Disappointed with new journal format; seems like it’s living in the past; not marketable to younger people; too political (5)
- Poorly executed / pointless survey; should have been offered online (5)
- This is a lost cause; face the music; the TOS is coming to an end. (5)

- Glad to see ATOS trying new things; thanks for asking us. (5)
- The 4th of July is a terrible date for the convention. (4)
- Keep liturgical/classical music out of TO concerts (4)
- Conventions need to be better planned, organized, and managed (3)
- My local chapter is too far away to attend meetings/events regularly (3)
- Do a better job of Keeping theater organs intact and as much in their original condition as possible (3)
- The times are changing and there is little we can do / have control over (3)
- Supply a directory of organ teachers, technicians, home installations, etc. (3)
- I am too old/in too poor of health to help with volunteer activities (2)
- There needs to be a change in leadership/board members; poor leadership (2)
- Get more involved in school music programs/departments (2)
- More grant money is needed to finance concerts (2)
- I have not attempted to find out if lessons are offered in my area (2)
- The questionnaire is referred to nat'l – can you imagine what our chapters in England and Australia think of this? Are we international or not? Let's pick a side and stick to it. It should be international with all the youthful talent coming from abroad we've had.
- On the internet offer: a visual aid and demo on what are pipes and the sounds they produce, what's the electronic equal, what are ranks and stops, pipes electronic control: blowers and inches of water etc.; this could be downloadable for presentations
- Provide a call in number for ATOS members to listen (only) in on board conference call meetings. Create a monthly email newsletter. For future surveys, offer them online first
- I would love hearing the Detroit Fox Wurlitzer more often
- At EMCATOS we are becoming more aggressive in doing print advertising in newspapers our recent concert was sold out for an organist that we have not heard of before!
- Take a look at the journal. Now imagine me placing it in the hands of a teenager. Is there anything in there that will attract a young person? It appears to be moving more towards a professional magazine rather than one for hobbyists and enthusiasts
- Stop playing dusty old music; give away back issues of magazine for free; sell popcorn and candy at events
- Please note my change of address to 1962 S. Connie Pt. Lecanto, FL 34461-8596
- I was a member of CVTOS until moving to Virginia 7 months ago. I held every chapter office except treasurer and also served as concert chairman for 10 years. There is no chapter near my new home.
- As The Dickinson Fund Raising Chairman, I have been able to more than double the yearly appeal. We have to make it personal with our members, not gimmicks. No banquets, those drain funds. Just make them feel like part owners
- This chapter owns 2 organs – once owned the theatre in which one is installed. Lack of finances transferred ownership of theatre to a new group. The organ went from being showcased to a liability. The other is at Minnesota state university and is used frequently for scoring silents in their successful film program
- The journal is way too mired in ancient history and opinions of grouchy old men. Get more young members to write. This survey is full of leading questions thus the result may be meaningless
- In the future have surveys such as this available on the ATOS website
- I also support the organ historical society efforts. Thanks goodness for Carlton Smith
- Work is progressing on the installation of a Wurlitzer TO in the newly renovated Fox Theatre in downtown Tucson, ASZ. It would be nice to get a separate chapter (or satellite of Valley of the Sun) in Tucson after the organ is completed
- Stop striving for perfection – loosen up
- Could the Pied-Pier Venue list be expanded to include all pipe organ installation: theatres, pizza, colleges, museums, etc.

- Our St. Louis chapter is rather large in numbers and does a good job in trying to promote more exposure to TO style playing. We have a lot of talented musicians in our area. We try several times a year to have public programs and concerts to promote exposure especially to younger people
- Change magazine to monthly – 12 issues per year
- The principle of recognizing/thanking volunteers and donors 7 times seems to work for alumni associations and other charities
- I'm disappointed and discouraged by the total lack of support for mature members who are unable to use the mentor program, to learn to play. Why not support independent initiatives such as the occasional CSUTO workshop?
- Why wasn't listening/enjoying the ATOS music a choice in #14? W/out listeners our organization will not grow substantially – I realize we need technicians, but the overemphasis on this one aspect will not help.
- Honor those who have been given recognition by publishing the names and achievements in Theater Organ Mag. I was given a technical award and never saw any mention of any awards given last year. I think reprinting it in TO is a great way to encourage those so honored.
- Many of my fellow ATOS members are getting tired of the constant coverage of the “Rich Men's” organs as well as the elitist attitude of the major players and restorers toward the smaller organs and venues (originally 4-7 ranks were in the vast majority of 1920's installations)
- The AGO magazine is indeed very good with its coverage. However, it does have a problem with reading the print. The thinness of the printed letter size can be hard on the eyes to read. The printed letters need to be a little thicker for ease in reading. Ex. The printed letter size of the newspaper.
- We get a tiny notice in the Friday Entertainment section and people see it. We don't charge admission and do provide coffee and lemonade. We put out donation baskets and people give. We now have over 100 family memberships this year (through May).
- Hope nat'l can pick up the pieces; would love ten minute conversation with Ken Double
- I'm disappointed and discouraged by the total lack of support for mature members who are unable to use the mentor program, to learn to play. Why not support independent initiatives such as the occasional CSUTO workshop?
- If you have another instrument play w/ the organ don't over amplify that instrument
- The TO appears to be a western USA and foreign phenomenon. There's only two large good ones in New England
- Identify and track organizations and individuals willing to donate instruments to be used by schools
- One survey for 2 members. Two people w/ different ideas, you only find out one set of views. Survey should include organ ownership, pipe or electronic
- I am unsure about the need for paid executives. If it increases membership, I may have to drop the hobby. I am selling much of my CD collection in order to pay for the 2008 convention
- My husband loved organs, and when we got a house we got an organ. We took lessons after he retired and attended our chapter meetings/concerts with great joy. We took guests after – who weren't aware of theatre organ presence in the area.
- It has been very difficult to answer this survey b/c it has been largely aimed at local chapter membership. Our local “Free State TOS” could have become a chapter if some by-laws provisions had not made it unattractive. Our membership has grown through free monthly concerts at the local hospital where our TO is located.
- ATOS should maintain a library of TO theory, arrangement materials, and make copies available to members at a nominal charge for educational purposes
- My AGO chapter, at my urging, arranged visits to Milhouse Museum. Members' response was positive.
- You're missing a critical point. You should have asked “are you involved in your chapter? And if not, why?”

- Grand Rapids Public Museum Wurlitzer is expertly maintained by a separate committee all of whom are ATOS members but is not a chapter function. Our chapter is newly organized within the past few years, so there is a new enthusiasm and membership is increasing, hopefully, to remain active and interested for many years to come.
- My membership is important to me b/c I have learned how to rebuild TOs and I've met some great people. I would love to go to conventions but I am usually very busy w/ weddings, etc. during that time. I am the house manager for the Elsinore theatre in Salem
- I am concerned about Radio City Music Hall. I feel Walt Stroney's letter to the management was detrimental. If he had concerns he should have contacted the senior curator and my friend Ronald Bishop, not the Music Hall. He has worked so hard to keep this instrument going. We were having concerts once a year but now after this letter, they have been cancelled.
- I participate in two non-ATOS chapters. Neither of which feels a need to join ATOS. They each have successful concert and maintenance programs and do not wish to require their members to join ATOS. I think that's a real challenge for ATOS.
- National Assoc. of Watch & Clocks has paid staff and still same problems. Check out Fargo N.D. Silent Movie Nights. There must be term limits on all offices. Directors must be at more chapter meetings. Theatre organs must be more open to the "little people" that is chamber lounge(?), available to play, etc
- I have a 2m/20rk Hybrid Wurlitzer for almost 50 yrs. It is a beautiful instrument. Contains some unusual ranks
- Theatre organ playing instructions on registrations and techniques that used to be available in the journal, but seems to be scrapped at this time.
- My dream is to restore or rebuild the August Converse Esurial (217, 19R) now somewhere in Nice (French Riviera). Thanks to internet and ATOS the second dream will raise. Good continuation and survival wishes to ATOS.
- I think we really need to visually promote the offer of "1st timers are free." We do need to turn our focus to increasing membership first.
- I joined in 1960 and helped in a variety of ways / served as an officer. So now I'm 87! I've attended 20 conventions!
- ATOS and its chapters should be less of a social club and more of a professional club. The organization will grow and develop in all areas.
- Special invite to general public with discounted prices to a silent movie/concert. Our organists need to get more involved in saving the instruments.
- Many of these are dead issues in Jacksonville. No organs in this area. No people, only 10 members. Not much hope for this chapter.
- There was an excellent article in i.o. about how Dickenson group runs their concert series/is organized. They have a great system. Perhaps key points of that article could be distilled into an outline/framework for use by other chapters.
- Potomac Valley chapter has been dead for about 5 years. It's a long story, but I'm willing to discuss it.
- Do organ projects that the owners of the place want done and will use often i.e. oriental theatre organ reinstallation
- Currently there are 3 unused Theater Organs in CT: 1. Bushnell Memorial 2. Shelton High School 3. Windham Tech School (attended concerts at 2 latter schools in past). Will occasionally travel to Mass for a concert at Babson College which is usually at night and is over an hour away which I don't enjoy.
- There is no chapter in East TN where I live although we have an organ @ TN Theatre in Knoxville.
- I would like to know about Seattle concerts and Southern CA tours. We would plan out trips around there. How do you get mailing list for November tour without a computer?
- What made Jesse Crawford, George Wright, Don Baker, etc. unique? If you don't sell the music, forget about it, ATOS is doomed. When I was out of the country and did not renew my membership ATOS

didn't care and dropped me from their mailing list. To ensure a chapter thrives there needs to be 1 or 2 very devoted leaders, without that National is powerless. (see back of survey)

- I feel frustrated as there are so few TOs in any venue let alone in a theatre listening to one in a small studio/home or mini theatre loses so much. Our Minneapolis Kimball 122 Ranes sits in crates.
- I prefer concerts without silent films; publish event attendance and gain/loss; radically reduce and simplify ATOS committees; consider ATOS subsidized conventions
- Publish financial audited report annually
- Return the excitement of the old TO to more performances. Visual – elevator, lighting, sing-a-longs, personalities. Sounds – novelties patriotic, locality, boys/girls. Repertoire – no concert stuff, familiar songs. Demo organ versatility from sweet and mellow to inspiring and thunderous. Why did the pizza organ failed? It needs to be fun!
- The Pittsburgh area theatre organ society is not a member of ATOS.
- If there were a chapter in Nashville, I would definitely be a member. I attend certain AGO events and we have some very nice church instruments. Thanks for all your hard work.
- A number of years ago the Toledo chapter was one of the most active and prosperous chapters in the country. Now it ranks as one of the worst.
- The historic role of the TPO was adjunct to things like movies, pizza, skating, intermissions, incidental concerts, ceremonies, rituals. Maybe we need to re-visit some of those aspects when presenting TPO music.
- I am a member of 2 ATOS chapters, but am active in neither. I am a staunch supporter/member of the Syracuse NY Empire State theatre and musical instrument museum and theatre organ society, which is NOT an ATOS chapter.
- Local chapter owns organ which is installed in community college auditorium. The college appears to make scheduling meetings difficult. Regular meetings are necessary to keep members interest.
- Please help rebuild the Oregon chapter!
- Annual convention always a highlight of my year, plus I include nearby cities in my trip.
- Tour a TO? Send an artist and organ on tour to increase interest and membership
- Encourage members to get professional help with pipe organs
- Contact the senior centers (health prevents us from attending).
- I was invited to join the Dairyland chapter by Fred Hermes after a visit to his home
- Show how powerful the organ can be
- Have more events open to the general public during conventions
- Increase board member accountability; conflicting board member interests; don't lose track of the journal; write a youth protection policy
- As a novice theatre organist I would like to see more basic educational articles.
- There are classical organ lessons but not theatre organ lessons available in my area.
- The reason our theatre organ society is no longer an ATOS chapter is that many of our members are interested in the local organization only, and do not want to have to pay national ATOS dues in order to belong to the organization.
- Get a booth/room at Bill Horn's Deutschland Organ Show. While this show is about electronic instruments, it would be a rich place to recruit members. The ATOS room could have static displays and workshops on TO techniques. The room would be manned by volunteers from local chapters
- Programs should be at least 2 hrs with an intermission adding 30 minutes. This is so that it becomes a special event for people.
- I have not been to a national convention but would be interested in the mentor program.
- Our chapter sent a letter to the Journal which was never published. I think the Journal, while very informative, sometimes takes on a "holier-than-thou" attitude.
- As new members we are unable to enjoy the exposure due to finances. We really enjoy theatre organs and the ability to hear them in the magnificent theaters.

- One of the major advantages we have is really good access to practice times
- I don't meet the qualifications for the mentor program
- The NY convention was well planned and executed.
- I have been president of the phoenix chapter. At one time 2 pizza parlors with 2 large Wurlitzers opened. These places do not exist too often anymore
- ATOS could partner with organ retailers to take theatre organs into public places (i.e. shopping malls) to make public aware of the T.O.
- Explore reasons for decreased listings in TO classifieds; my chapter seldom if ever discussed such things as strategic planning or missions in a general membership forum. What goes on at board level is not usually communicated. Everyone seems content to rely on officers. Our chapter doesn't really have a mission
- The nat'l organization is very polished and inspiring. The disconnect of the qualities to chapters like Oregon is killing the movement. This chapter is nearly dead. Not even worth joining b/c no interest both inside and out. No passion.
- Return the goals of the ATOS to the original intent of the charter of the 60-70s.
- These are changing times. The theatre organ and the theatre buildings will play an important role as people stay "closer to home."
- My answers may seem strange but living in South Africa prevents much interchange with the ATOS.
- TO (and membership) has become very expensive to receive airmail. Maybe a shame we do not have more chapters in UK – but London and SE England is really excellent.
- Make recordings of top grade concerts and send to schools churches and community organizations to display the quality entertainment of TOs
- A regional newsletter from our local chapters as to what's going on
- Efforts to develop local talent are good. The youth summer camp, mentor program, etc. are needed to help improve the "day to day" presentation of the theatre organ.
- I am a member of the Columbian River Organ Club b/c they sought me out and invited me to join.