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Doll nationally recognized for work targeting preservation of the Arts

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Each year, the Business Committee for the Arts (a division of Americans for the Arts) recognizes ten companies in the U.S. for their exceptional commitment to the arts in the form of David Rockefeller's Top 10 Best Companies Supporting the Arts in America Awards. The roster of honorees reads like a stock market ticker - names such as Aetna, Disney, Macy's, and 3M. Also on that list is local woman Trish Doll, owner of Lancaster County based Publicity Works, whose volunteer and professional efforts include providing pro bono music therapy services to hospice patients and families, incorporating arts media and events into proposals for clients, and advocating scholastic music programs.

The criteria for being listed require that companies set a standard of excellence and serve as role models for others to follow. As one of the top ten companies selected, Publicity Works and Doll were honored at an October black tie Gala in the Central Boathouse in New York City, and further recognized in Forbes Magazine and USA Today.



“Business support for the arts is a critical piece of the arts funding equation in the United States, and Americans for the Arts is proud to honor those businesses that recognize the value the arts bring not only to their workplace but also their community,” said Robert L. Lynch, president and CEO of Americans for the Arts. “By demonstrating their commitment to the arts, these business leaders not only lead by example and set a standard of arts support for other companies to follow, but also bring the arts into lives of millions of people, further enriching and improving the quality of life for their workers and their communities.”

Doll said that while receiving the award was a great feeling, it was the experience of the connectivity with others through participating in the event which made her feel the most honored.

“I was humbled, but you have to step back and look away from winning the award. It was about participating, and meeting all of the top ten and the organization that supports the arts. I gained all of this invaluable knowledge to improve my company and myself. It was just so gratifying for me to take part - even it is just a small part - in arts preservation because we need it.”

Doll has a strong lineage of string music in her family, as two of her uncles were members of the Philadelphia Orchestra's strings section. She gravitated toward the violin, and began taking lessons at the age of five. Her history of volunteerism coupled with the arts began when a healthcare client of Publicity Works approached her to ask if she would be interested in playing her violin for hospice patients. Although the undertaking required a year and a half of training in order to become hospice certified in music therapy, Doll happily agreed to do so.

"Music therapy is just another way that music impacts our lives." Doll said. "There are many studies on how music impacts people who are near the end of their lives, and how they can remember music and benefit from music therapy. It is so powerful, and I think that the magnitude of the arts in general is often underrepresented."

Doll's most personal endeavor for preservation of the arts came in 2009, when the ELANCO School District proposed cuts which would have eliminated the classical strings program. Not only was she vested as a musician and a patron of the arts herself, but the cuts were targeting a program in which both of her children were involved in as students and young musicians.

"I received a letter – the same letter that was sent out to all of the parents of kids in the strings program – saying that they were going to cut the strings program," Doll explained, "and I thought 'this cannot be happening.' So I planned a grassroots initiative, and I called it Save Our Strings."

As part of the Save Our Strings effort, Doll gathered supporters, parents, and ELANCO graduates who were professional musicians to stand beside her. She then created a PR campaign, and publicized and organized the campaign over a period of six months.

"It helped to reverse the decision of the school board. It is no longer a full-time program, only part-time, but at least it is safe."

She said that while she had done a great deal of volunteering the Save Our Strings provided her with an unprecedented feeling of accomplishment.

"Not only did we save the strings, but we saved the kids too. It goes back to the children and the efforts we put into helping our kids."

In addition to volunteering to support the arts, she has intertwined the arts in her professional life as well. Anyone familiar with Publicity Works knows that Trish's violin is her businesses' hallmark. The concept presented itself to her about ten years ago.

"I had a real estate client who asked me to bring my violin, because he wanted to hear me play. As he was reviewing my marketing proposal, I was serenading him with my violin and he started crying. I was blown away by that. Since then my violin has been the brand for my company (and) is in all of my material. That was an 'ah-ha moment' where I realized that I could integrate music into my business. That one client meeting was so impactful, and it was from that moment that I really started putting my music into my business."

Another memorable moment where Doll incorporated art with marketing came when she combined a client's book launch with a musical presentation of Aaron Copland's A Lincoln Portrait performed by the Reading Pops Orchestra and Muhlenberg Community Chorus.

“I did the traditional public relations things, but thought it would be neat to do the Lincoln Portrait - which is done with Lincoln reading the Gettysburg Address while the orchestra plays. So we had a Civil War concert to launch a Civil War author. I also gathered other Civil War authors together, and everyone did book signings in the lobby. It was the biggest draw that they ever had for a concert.”

Going forward, Doll will continue to focus her efforts on preserving the arts by taking Save Our Strings to the next level.

“This award ignited me, and I want to do more to help music in schools. Whatever I can do to help, that is my next chapter. It will be a long process and a challenge. I would like to take it nationwide and make music and art a core fundamental of education. It is so important in our lives and our communities. It should not be cut or dismissed.”

It is as she said in her recent speech at the Business Committee for the Arts Award, “Are the Arts actually become the Art of Compromise? I say compromise elsewhere.”

If Doll’s track record serves as any proof, her success in preservation of the Arts is likely to continue. Aside from the recent Top 10 Best Companies Supporting the Arts in America Award, she has an impressive accumulation of other honors: recognition as one of Central Pennsylvania’s 25 Women of Influence, two Governor Proclamations (for her work with Save Our Strings), the Governor's Best 50 Women in Business (Pennsylvania), a Top Forty Under 40, two American Heart Awards, the SBA Women's Business Advocate - honoring the Nation's Top Entrepreneurs, and a Volunteer Spotlight Recognition from the Greater Reading Chamber referring to Trish as a 20-year Volunteer Extraordinaire.

To find out more about Trish Doll and Publicity Works go online to www.Publicity-Works.com.

To find out more about Americans for the Arts go online to

www.ArtsUSA.org

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