

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

Name of Activity: *THEATRE ORGAN RADIO/FINANCIALS* (Please fill out separate form for each activity.)

Committee Chair/Officer Name: Ken Double/Tom Blackwell/Steve Worthington

Date of Report: January 19, 2010

### 1. Actions completed since the 2009 Annual Meeting: (Please bullet actions completed.)

- Continued growth in listenership/hours spent listening from 1500 hours per month in April/May '09 to 12,000 hours per month in Nov/Dec '09;
  - Initial sponsorship proposals presented finalized and presented;
  - Three current sponsors: Organ Stop Pizza, Bob Ralston, EMCATOS;
  - Six sponsors pending, including two artists, two corporations, two other chapters and one record/CD selling entity;
  - First effort at interviews and features, from the Summer Youth Camp, was most successful.

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

- Continuing effort to attract sponsors;
  - Programming expansion includes more interviews and features;
  - Discussion of doing one monthly "live" two or three-hour program with inter-active on-line requests, some interviews, promotion of chapter events, etc., in a disc jockey type format;
  - Record requests for donations for TOR to keep it on and growing.

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

- Sign at least three more sponsors;
  - Get sponsorship and donor income to the point it is at least self-sustaining, if not a profit center;
  - Expand the feature aspect of the programming;
  - Begin the monthly one-hour live webcast.

4. Amount budgeted for your committee: \$ 7,000

Amount expended by your committee: \$ 4,862.36

- This includes the initial \$3,163 (\$265/mo) that would have been the Annual Cost had hours spent listening not increased so dramatically;
  - Additional costs at Mid Year were \$1,699.36;
  - At 12,000 hours per month, we are paying roughly \$450/mo to Live/365;
  - The next threshold of higher costs is 15,000/hrs/mo.

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

- Income from three sponsors totals \$4450;
  - Costs for time/space on the internet/web is based in part on hours spent listening;
    - Since our HSL has jumped from 1500/hrs/mo to nearly 12,000/hrs/mo, our annual costs will be higher by almost twice as much;
    - Additional income will offset the higher costs;
    - With \$ 7,000 budgeted, and \$4450 in income added, there will be NO need to seek additional funding from ATOS budget for the rest of this first year to cover costs on TOR;
    - It will be vital to find new advertising sponsorship and listener underwriting to guarantee we will cover costs should the hours spent listening remain this high, or continue to grow.