

# ATOS MID-YEAR ACTIVITY REPORT FORM (2011)

**Name of Activity:** DVD VIDEO LESSON SERIES

**Committee Chair/Officer Name:** Ken Double

**Date of Report:** 1/3/11

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

- completed taping of Larsen and Eddington sessions
- completed editing of all four DVD's
- working with Allen Organ and Aram Basmadjian, completed all aspects of production
- began promotion of DVD sales in Nov-Dec journal and on TOR (web-radio)
- began sales of DVD's in Dec.

## 2. Actions begun but incomplete since the 2009 Annual Meeting:

- schedule and complete the "bonus" DVD
- begin "outside" ad campaign via other potential buyers, i.e. OHS catalogue, AGO, etc.

## 3. Goals to be reached by the 2010 Annual Meeting:

- complete DVD disc five and ship by Spring
- reach sales goal of 200 copies

## 4. Amount budgeted for your committee: \$ 15,000

**Amount expended by your committee:** approx. \$17,000 to-date

## 5. Comments:

- Project will run approx \$ 4,000 over budget due to unexpected music licensing expenses and production of PAL (European format) version
- sales as of Jan 3, 2011 right at 100 units...the project is profitable for ATOS to date
- 100 units x \$149 = \$14,900 plus ATOS received \$5000 in donations toward the project
- will update sales figures 1/22/11