

**What can  
Siskiyou Media Council  
do for *your* business?**

It's a big county —  
effective communication  
among our widely  
spread population  
can be tricky.

**Put your business squarely  
in the public eye with a  
presence on both north and  
south county cable  
television ...**

***... and on the Internet!***

Let us help you “get the word  
out” about *your* business!



Siskiyou  
**Media Council**

The mission of the  
Siskiyou Media Council  
is to promote  
the media production and  
broadcast of information,  
events, opinions,  
and creative programming  
by and for the people  
of Siskiyou County.

Siskiyou Media Council  
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Siskiyou  
**Media Council**

**Business  
Membership**

**2013**

*for  
Siskiyou County businesses*

530.938.5285

## TELEVISION / ONLINE SHOW PRODUCTION

**Create a series of shows that educate and inform the community about what your professional skills offer!**

Although our policies prevent advertising a particular business, folks all over the county will benefit from the expertise you share with them on the show about your professional service — *and* they'll remember your face!

Bring your own volunteer crew *or* take advantage of the “turn-key” productions available at a studio operated and managed by Siskiyou Media Council and contract for skilled SMC staff and production crew members.

## PROFESSIONAL VIDEO PRODUCTIONS

**Let our professional production team design and produce videos for your business needs!**

Brief promotional videos for your clients, your website, professional presentations and seminars, or students are a great way to reach customers and attract business.

Our contract rates are modest and *your support stays in the community*. All revenues generated by our video production projects are used to sustain the non-profit work SMC does in the community.

*Business Members receive a 10% discount on all contractual fees*

## UNDERWRITING

***Underwrite the mission of Siskiyou Media Council to give your business exposure!***

Your county-wide community will see your underwriting spots on local cable television *and* on the Internet — during each year of membership.

Our staff will record your underwriting spot on location at your place of business, to include:

- Visual and oral cues identifying the business;
- Business owner or staff person articulating support for SMC's mission and work in the community *and* briefly describing your business's service or product.
- On-screen captions listing the business name and contact information.
- **Note:** Underwriters may opt instead for a “static” spot in written and pictorial format rather than a video spot. This may include photos of the exterior of your business as well as a brief written description of your product or service, and contact information

*A la carte value: \$680.00*

## SPONSORSHIPS

***Sponsoring business name and contact information appears in the closing credits — so that viewers know who you are, where you are and how to reach you!***

Sponsorship lets the community know that your business finds value in the information or other content included in a show or series aired on MCTV15 and YCTV4 via cable television and the channels' online stream.

*A la carte value: \$275.00*

## Business Membership 2013

**Introductory Annual Fee:  
\$500.00**

*Annual Benefits include:*

### UNDERWRITING

Each Business Member's 30 second spot is shown daily via MCTV15 and YCTV4 for online streaming *and* television viewing.

### SPONSORSHIP

Each Business Membership includes television and online exposure via 6 sponsorship spots.

### 10% CONTRACT FEE REDUCTION

Each Business Member receives 10% “off the top” of any contracted studio or professional video production work.

### STUDIO/EQUIPMENT PRIVILEGES

All Business Members may rent time in studio facilities managed and operated by SMC, and may rent SMC equipment, including LCD projector and screen, PA system, cameras, lighting, and audio equipment.



**SiskiyouMediaCouncil.org**