

- **YCTV₄:** On Thursday, 4/25, we arrived at the “flip the switch” point with the Yreka server. Vince promised to get the new server broadcasting by end of day Friday and to let me know when it's up. (It is now 5pm on Friday, and the switch is not yet confirmed.) We are leaving the old system intact for the time being so we can revert to it temporarily if necessary.
The City of Yreka has been alerted to the impending change, but I will hold off on all public announcements until we know the system is running smoothly.
I will ask Nathan to embed the Yreka online stream on our website after Tuesday's meeting.
Selma and George continue to wrestle the YCTV₄ library to the ground. They're amazing.
- **“Summertime Swing” Fundraiser 2013:**
Food: Packets including a new “About Siskiyou Media Council” brochure** are about to go out to 10 – 12 local restaurants requesting donated hors d'oeuvres at the event in exchange for marketing exposure via event email advertising and business membership underwriting spots.
Wine: Initial contact has been made with 2 local wineries.
Insurance: I am working on this with Churchill Insurance and the owners of McCloud Hall.
Marketing: Ronda Elliot is drafting a poster for use in local marketing; as soon as we have food and drink confirmed, emails will go out to dance groups/associations/clubs along I5 corridor
Swing Dance Professionals: Rick and Peggy Nixon are enthusiastic to offer dance tutoring “on the dance floor” during the event, and have agreed to judge a dance contest. They also provided contact with a local winery. We are trading a one year business membership for their participation.
- **Siskiyou County:** I enjoyed a long lunch meeting with District 1 Supervisor Grace Bennett. Grace is excited by possible applications of our online stream at the Collier Rest Area (soon to be a California Welcome Center) and is open to the idea of a County contract with SMC.
- **Membership:** As soon as the YCTV₄ broadcast and livestream is running smoothly, we will launch a new sales campaign for business and non-profit memberships. We've streamlined the underwriting spot protocols for business members and we've implemented some new services for non-profit members:
Non-Profit Membership: Membership rates for the two lower tiers have been increased by about 10%, and a new offer is in place that allows organizations to pay an extra annual fee to have SMC staff upload their announcements to the EBB. The top tier rate has increased more significantly; this level now includes one free studio production with paid crew.**
- **Siskiyou Video Productions:** We've contracted with Linda Sue Runnels to serve as artistic consultant as Kevin enters the editing phase on the 3 COS promo videos. Sean Monaghan will work with Kevin next weekend to complete a first draft of the SGF commercial. We've contracted with the Fairchild Foundation for a 4 video medical lecture series over the next year. The first is on May 9, 2013. I am beginning negotiations with the COS Career & Tech Ed folks and the ADJ department about a potential ADJ promo video production this year.
- **MCTV₁₅ Programs:** A new producer has moved to the area and is planning her first public access production for May 29th. Both Therese and Arthur have resumed production in the studio as well.

Respectfully submitted,

Deborra Brannon

**Drafts of these items are included in the board packet.