

- **YCTV4:** Still going through boxes of archived shows in Yreka with volunteer Selma George and regularly programming the 4 show slots the current system can accommodate. I've generally been spending a couple of hours every week up there, but beginning in September I will spend one 4 hour workday per week in Yreka until everything is organized.
I had planned to order the TelVue equipment we need for the YCTV4 media server and streaming capacity on Monday, but have just been notified that Northland intends to put the building on the market. Per our lease agreement, SMC has "first right of refusal" as a potential buyer. I will hold off ordering the TelVue equipment until this situation is resolved.
- Our intern Sean Monaghan is busy sorting through close to 10 hours of video footage shot at the Siskiyou Golden Fair. Greg, Audra, Sara, Donn, Sean himself, and I collectively got a great variety of good clips – big shout-out to our video crew and to Sean, who now has to turn it all into two hour-long shows. About 45 folks who were interviewed gave us their names and email info so we can alert them when the SGF 2012 shows are up on VOD on the website. We've contacted everyone on the list already to thank them for their participation. The opportunity to generate contact lists from our work at public events is a great bonus – we get content AND contacts! Overall I think we met our goal for this year's SGF participation: community exposure for SMC.
Many thanks to Greg, Barbara, Nathan, Audra, and Sara – and to YCTV4 volunteers Selma, George, and Jackie – for helping to staff our booth!
- Sara has been updating our Facebook page and the MailChimp email marketing account is being utilized to good effect –emails are starting to generate "likes" for our Facebook page, which is how it's all supposed to work. Our website has been streaming content and bulletin board since July 31st (**Thank you** Nathan!) and a message posted on our old mctv15.org site has been alerting folks to the change. This week I will re-direct the mctv15.org domain so folks will automatically land at our new website.
- The media campaign continues – so far, two radio interviews on KSYC (broadcast live from the SGF), one lengthy article in the south county paper, and Facebook/email marketing as per above. Next up an article about the 4 interns we've had working with us so far in 2012 – with an eye to generating more intern participation.
- Mark Levine Jazz Fundraiser material is being prepared for press release/calendar inclusion in newspapers within 100 miles of Weed (plus Chico...). Last year's posters, email lists, tickets all being updated.
- The studio floor was re-done early in August, but there are problems with the job. I am working with Greg and with Alpine Construction and with the Epoxy-Coat folks to resolve the issues. Even though we've a way to go before it's all "right," it's a great relief to walk into a clean, professional soundstage environment! **Thank you** Greg for funding the labor involved in the floor work!
- I presented at the Yreka Chamber Board meeting this month, and have an invitation in the works to address the Yreka Rotary. Presentations to the Montague City Council, the Montague Rotary, the Siskiyou County Museum board, and the Yreka Historical Preservation Society Board are still in the planning stages.
- **MCTV15 Programs:**
 - ✓ We were contacted about airing a children's puppet show produced in Yolo County. Should start soon.
 - ✓ The Carnevale 2012 video is in the VOD category "culture" on our livestream. Check it out!
- **Siskiyou Video Productions:**
Fire science video nearing completion; Sonia Wright has approved 2 promo videos for COS this year; Basic Skills Seminar series is still under discussion by the respective department staffers.
- **Hold the dates: 2nd Annual Mark Levine Jazz Fundraiser Concerts**
Friday evening October 12th @ St. Mark's Preservation Square (formerly St. Mark's Church)
Saturday evening October 13th @ Weed Alehouse & Bistro (Mount Shasta Brewery)

Respectfully submitted,

Deborra Brannon