

- **YCTV4:** SMC's negotiations with the City of Yreka are complete, and all insurance certificates required for SMC management and operation of YCTV4 are in the process of being drawn up. A preliminary inventory of YCTV4 equipment was accomplished by Vince Reinig, Karl Greiner, and me early in February. A "second look" is planned over the next week or so. As soon as lease negotiations with Northland Communications are complete and our new space is available for occupation and set-up in the Miner Street location, we can move forward and sign our contract with Yreka. Vince anticipates that Northland Communications will have a lease ready for our review and our space will be available in mid- to late March.
- The ad hoc advisory committee – Vince Reinig, Nathan Johnston, Martin Spencer-Davies, Audra Gibson, Sara O'Meara – met with me in the studio early in February to review our current equipment and recommend equipment choices for replacement and upgrade. Vince, Martin, and Audra have submitted their research results to me. Once I receive Nathan's research results and have a clear picture of our needs from TelVue, I will be able to complete the equipment list on the McConnell Foundation grant proposal.
- Website design is complete, staff training and content transfer is up next. Content transfer is contingent on my reviewing and revising content from the old website, a process to which I will return my attention in March.
- The WHS journalism class "broadcast journalism field study" began this month and the students shot their first "Cougarcast" on February 23rd. It felt like a marvelous accomplishment for all, and I speculate that the students' attention and energy for this project will now move into high gear. A reporter from the Mount Shasta Area Newspapers was there during the shoot at my request. I anticipate good coverage in this week's paper. So far we've landed two "Cougarcast" sponsorship agreements; more contacts will be made with potential sponsors this week.
- Two former COS Media Communications students are interning with SMC during the hours of our weekly work with the WHS journalism students. Angelica Polkowitz and Rory Owens are helping with all aspects of production, coaching the students for on-camera work, and contributing great ideas. The "peer tutor" aspect of this arrangement appears to be working well for the WHS students; the production help is hugely valuable for SMC staff on these Thursday mornings; and both Angelica and Rory are excited by the opportunity to enhance their skills in a "learn by doing/learn by teaching" environment.
- I attended a workshop in Sacramento on Social Media and Email Marketing, offered by Constant Contact, and am preliminarily convinced that the value of launching/managing Twitter and Facebook pages will outweigh the time burden on staff. Audra, Sara, and I will work on setting up this social media so that it will "launch" along with our website.
- **MCTV15 Programs:**
 - After a 16 month negotiation, Mark Oliver agreed to allow us to air "From the Quarters to Lincoln Heights" 4 times this month; a press release with photo alerted the community to this opportunity
 - After a 6 month negotiation, German documentarian Michael Wigge granted us permission to air his 5 part documentary "To the End of the World Without a Penny" in March
 - Sara obtained permission to air several of local videographer Kevin Citta's music/video/still photo documentaries; his "State of Jefferson" is currently airing
 - Local Edward Jones investment professional Mark Clure intends to launch a regular investment show
 - UCTV is leaving satellite television due to budget constraints; Sara is investigating...
- **Siskiyou Video Productions:**
 - We will produce a video for the Fire Science Academy at COS this spring. Tony Osa has obtained funding for a 5-6 minute promotional/recruitment video and a 30-60 second spot for uploading to the Fire Science COS web page. I anticipate filming will begin this week.

Respectfully submitted,

Deborra Brannon