

- **YCTV4:** Our new TelVue server hardware is installed in the Northland head end facility in Yreka – minus one component (an A/V Distribution Amplifier). Technical questions arose and were handled by a series of conversations and email conferences variously involving Matt Lattanzio, Vince Reinig, and the TelVue Support team. All has been resolved. Vince has committed to completing the installation and creating both IP addresses and the firewall ports we will use to access the server via FTP from our Weed office when he is next in Yreka.
Meanwhile, I am working with YCTV4 volunteers George Okomoto and Selma George to count and re-box the hundreds of VHS tapes YCTV4 generated through years of community filming. Yreka City Manager Steve Baker has asked for an estimate of the cost to transfer all VHS tapes to DVD format so the City can easily archive the programs. Once all is transferred to DVD we may find more content appropriate for broadcast, but YCTV4 has aired both copyrighted material and hyper-local programming for a long time. Not sure how much will actually be usable as content going forward.
I told Baker that we do not plan to set up a Yreka production studio until Fall 2013 at the earliest. Not only do we need to recoup the financial outlay in salary this transition has cost, but we do not have an obvious “choice” as to location. I remain a proponent of re-uniting with Northland when they are in their new facility. I will negotiate with the realtor managing the Miner Street property for the new owners for a significant reduction in rent. If that is not possible, I propose renting a small storage unit March – September (approx.) for the office equipment, DVDs, etc currently boxed in the Miner Street location.
- **Spring Fundraiser 2013:** I am working with the Siskiyou Big Band director Clarence Barger on a video production/performance trade for our spring fundraiser. Both he and the band are enthusiastic. Thursday Feb. 28th I will tour the McCloud Dance Hall and possibly reserve the space for a July 27th fundraising event – a wine-tasting cum big band swing dance. The owner of the Dance Hall is thrilled about this being an annual fundraising event by a local organization. All seems positive as of right now.
- **Cougarcast!:** Following a very productive meeting with Mike Matheson, WHS is now sending the students to our studio every Wednesday morning – on the first Wednesday of the three week cycle, I instruct/train in interviewing techniques, field camera work, etc. On the second and third Wednesdays of the cycle, Sara coordinates a *Cougarcast!* rehearsal and production, respectively. Morale and production quality are MUCH improved!
- **Membership:** We videotaped our first business underwriting spot for Snow Creek Studios...and will have to re-shoot later this week because of poor audio quality. There is clearly a learning curve for this new service, but we have corrected the problem and anticipate no further problems.
Business Membership: I have about 20 businesses in mind for immediate contact, but this is an area in which board members can help tremendously. Your contacts in the business world may make a critical difference in the future of our organization! At our January board meeting I will talk about how to initiate membership conversations with your friends, colleagues, and associates.
Non-Profit Membership: Sara has gathered sufficient data for us to approach about 50 non-profits in the county about SMC membership, a process scheduled for this quarter. Kudos to Sara for this effort and for maintaining excellent customer relations with our existing members.
- **Siskiyou Video Productions:** Work proceeds apace for the COS promotional videos, and both the Poetry Out Loud and the Pusher, Inc projects were completed this month.
- **MCTV15 Programs:** Video footage has been produced for one of the future Siskiyou Spotlight shows, and contacts have been initiated for an additional three shows.
- **Odds and Ends:** Audra Gibson terminated her regular role as SMC PEG Access Coordinator effective February 13. Sara, Audra, and I celebrated the transition at the Mount Shasta Brewery on that day. Audra has expressed her desire to work on future SMC projects as needed and as is possible, and plans to continue her contributions on a limited volunteer basis.

Respectfully submitted,

Deborra Brannon