

- **YCTV4:** I have been going through boxes of archived shows in Yreka with volunteer Selma George. We've got too many to store – most of them are still in VHS format, and even the ones already in DVD format have to be digitized for uploading to the new server – so I'm going to ask the City of Yreka whether or not they can store a good percentage of them for us on a “long-term temporary” basis. Over time, as volunteer energy allows, the entire library can be digitized...but that's not even on the radar right now. We will be digitizing a couple hundred shows as we prepare for the new server, but that's only a fraction of what is there. I will order the TelVue equipment we need for the YCTV4 media server and streaming capacity at the end of August/beginning of September.
- Sean Monaghan, of Mount Shasta, is currently interning for us. He's working hard on a Carnevale video composed of footage he and Donn Brannon shot during that event. Sean will be working with us at the Siskiyou Golden Fair as well, and will put some Fair videos together for us, utilizing footage shot by volunteers during the fair, before he returns to SOU in early September.
- We now have a Facebook page and a MailChimp email marketing account (thank you Sara!), and our new website has most necessary content loaded. Nathan awaits log-in info from me to transfer the livestream, VOD, bulletin board, and tv schedule from the old to the new site. I anticipate full transfer by Aug. 1st.
- Sara and I have created a media campaign outline aimed to clarify the timing and the actions that will bring us into the public eye and generate interest in our organization. Facebook and MailChimp and the website are all part of this effort, as is a major article about SMC appearing next week in both papers and the press releases scheduled for regular submission over the next several months. We are developing some branded content for our e-newsletters, as well, so that we can include a link to an interesting and pertinent video (equipment training, studio make-over, how to do a production, etc) or a brief written piece that falls under the heading of “Video Tech Tips” with each monthly e-mailing. Open houses at each studio will be scheduled after we've re-done/built them. The 2nd Annual Mark Levine Jazz Fundraiser will fold into these events/promotions nicely!
- At the time of this writing, it looks as though we will have our studio floor re-done before school starts. COS maintenance did not have time to do the job, and Greg generously offered to pay to have the rug taken up and the floor painted. SMC will pay for the paint itself out of the equipment grant from SRCF, and SMC will also buy both the rubber studio tiles for the “set” area of the soundstage and a grey curtain to complete our neutral-color “professional” studio look. The blue and yellow curtains will remain up and available for use.
- So far this spring/summer I have presented for SMC to the Mount Shasta Chamber, the Mount Shasta Rotary, the Siskiyou Performing Arts Council board, and the All-County Chamber of Commerce Alliance. Over the next month or two I will speak at the Yreka Chamber, the Montague City Council, the Montague Rotary, the Siskiyou County Museum board, and the Yreka Historical Preservation Society board about SMC.
- **MCTV15 Programs:**

I met last week with Mount Shasta resident Penny Bloodhart, who is interested in doing a semi-regular show about interesting local people. She's got lots of contacts, great ideas, and has been active in theatre – a great candidate for the project she has in mind.

We've been airing Kevin Citta's videos about the State of Jefferson (mostly beautiful stills, with lower thirds identifying the natural wonders, and great music) and about his bicycle travels.
- **Siskiyou Video Productions:**

Our first “non-profit member ‘turn-key’ production” was a resounding success – an SMC production team composed of Sara, Audra, Martin Spencer-Davies, and Kevin Citta provided a seamless experience for the “Music by the Mountain” folks. We'll air this production in the coming weeks.
- **Hold the dates: 2nd Annual Mark Levine Jazz Fundraiser Concerts**

Friday evening October 12th @ Yreka Historical Preservation Society (formerly St. Mark's Church)
Saturday evening October 13th @ Weed Alehouse & Bistro (Mount Shasta Brewery)

Respectfully submitted,

Deborra Brannon