

Siskiyou Media Council Executive Director's Report to the Board

March 27, 2012

- Strong focus on non-profit member recruitment has netted good results both financially and in terms of community outreach. Our 2012 "Free PSA Day for Members" is scheduled for May 2. We anticipate about 10 member PSAs and will make available other slots to non-members for a fee, as time allows.
- I spoke at the Weed Rotary on March 8th, am on the Mount Shasta Chamber agenda as speaker on May 10th, have been asked to present sometime this spring at the Mount Shasta Rotary, and have been invited to present at either the April or July the All County Chamber Meeting. Presentations in the north, east, and west areas of the county TBA.
- This week I sign the YCTV₄ contract, with a start date of April 2, 2012 and a first contract fee check date of April 6, 2012. I've met with the station's lone volunteer, Selma George; she is coaxing former volunteers back into the fold! The lease with Northland is under active negotiation – first draft was vetted by Bob Winston, a few amendments were suggested, and it's back in Northland's hands. Meanwhile the YCTV₄ inventory has been proceeding with the help of Vince Reinig, who has committed to help move equipment to the Northland site on the weekend of April 6-7.
- Submitted a \$42K equipment grant proposal to the Shasta Regional Community Foundation/McConnell Fund on the 21st. The project, if funded, will upgrade/replace equipment in Weed, will replace/add equipment in Yreka, and will bring YCTV₄ to broadcast industry standard and ensure online streaming for that station. Thanks go out to the "ad hoc" committee who researched specific equipment/prices for the Project Budget details!
- Submitted a \$1K grant proposal earlier this month to help fund staff hours for the WHS Broadcast Journalism Field Study. Five community sponsorships were obtained for the show series as well. The program needs fine-tuning, but we're off to a good start.
- I've reviewed all board policies and submitted suggested revisions to most of them – and am prepared to talk about this when the board takes up the item in our regular March 27 meeting.
- I've reviewed all SMC Operating Rules and Procedures – most have been amended and some have been added to reflect both current practices and SMC's expanded role in community.

Respectfully submitted,

Deborra Brannon