

- **YCTV4:** Set up of our new TelVue server in Yreka is inching toward the finish line. Vince and Curt Condit have been working with TelVue technicians to work out the final kinks. I purchased the domain name "yctv4.net" and will link that up with the YCTV4 stream on our website. Press releases, a possible KSYC radio interview, Facebook updates, an ad on the Siskiyou Golden Fairgrounds electronic sign, and an email sent to our entire database will herald the completion of our county-wide local television/online stream system.
- **Summer Fundraiser 2013:** The Siskiyou Big Band has accepted my bid for video work in exchange for their performance at our Summertime Swing 2013 fundraiser on July 27 this year. The owner of the venue, historic McCloud Dance Hall, has reduced the weekend rental fee by 50% to help us get started, and expressed interest in trading for video promotional material part of next year's rental fee.  
**Food:** We will approach 10 – 12 local restaurants about exchanging marketing exposure (via our event poster, email advertising, etc) for hors d'oeuvres at the event. We will market the event as offering an "hors d'oeuvres supper" included in the ticket price.  
**Wine:** We will approach 3 – 4 wineries about the same sort of exchange. We'll include one drink ticket with each event ticket sold and then request donations for subsequent glasses of wine.  
**Soft Drinks...** will be available and a donation will be requested for each drink.  
**Time parameters:** Facility rental will be from Noon Friday July 26 – Noon Sunday July 28. I ask that you help with set up, the event itself, and/or clean up to the greatest extent possible.  
**Tickets:** We will cap ticket sales at 300 people.  
**Marketing:** We are marketing locally and also to dance groups between Portland and San Diego.  
**Extra help:** Former McCloud Chamber president Ronda Elliot has already been a huge help in planning this event, and she intends to continue to support our efforts – particularly in galvanizing the town of McCloud!
- **Siskiyou County:** I enjoyed a long lunch meeting with District 1 Supervisor Grace Bennett. Grace is excited by possible applications of our online stream at the Collier Rest Area (soon to be a California Welcome Center) and is open to the idea of a County contract with SMC.
- **Membership:** As soon as the YCTV4 server is broadcasting and streaming, we will begin a sales campaign for business and non-profit memberships.  
**Business Membership:** Your contacts in the business world may make a critical difference in this membership drive! Please come to the March board meeting with the names of businesses you believe might be good candidates for membership.  
**Non-Profit Membership:** Sara is ready to begin making calls from a 50 organization, prioritized list of potential non-profit members. We are currently also sending out the first of our membership renewal invoices.
- **Siskiyou Video Productions:** Kevin Citta is our new staff Video Production person, and he is currently filming and/or editing 5 projects: 3 COS promo videos, the Youth Entrepreneurship Program video, and the Siskiyou Golden Fair commercial. He will begin work on the Siskiyou Big Band video project in May. I'm awaiting approval of a bid for a 4 video series for the Fairchild Hospital Foundation as well, the first of which would be shot and edited in May as well. Welcome Kevin! (He got here just in time...)
- **MCTV15 Programs:** Sara will interview folks from the Klamath Wildlife Refuge for a Siskiyou Spotlight show on 3/27; the program will include video footage Martin and Sara shot a few weeks ago during a private "tour" of the Refuge. Weed Elementary School will be in the studio in April to product a show featuring Principal Alisa Cummings talking with her Leadership students.
- **Odds and Ends:** Scheduling for the Spring PSA Day 2013 will be moved forward to June this year so we can launch the new membership campaign and welcome new members into the studio quickly ... Sean Monaghan graduates from SOU in a few months with a degree in Media Communications, and he's asked if he can intern with us again this summer! ... I've resumed work with the Siskiyou County Information Forum, a group of emergency services/county and state agency PIOs headed by the OES.

Respectfully submitted,

Deborra Brannon