

## Siskiyou Media Council Executive Director's Report to the Board

May 28, 2012

- Everything except four large furniture-sized items has been moved out of the old YCTV4 station in the City yard in Yreka, and all the electronic equipment has been checked for function. Much of the electronic equipment is significantly outdated, but some could be used if necessary to set up the small recording studio we plan for YCTV4 at its new location on Miner Street. I signed the lease with Northland Communications; the insurance certificates required for that lease are currently being reviewed by Northland's legal team in Seattle. I am confident that the least will be returned within the next week or two, signed by Northland. Martin and Vince have been tremendous help and have served many volunteer hours to get us to this point.
- Our grant proposal – submitted to Shasta Regional Community Foundation requesting funds from the McConnell Foundation for equipment funding – made the “first cut,” as it were, and the grant review committee came to the MCTV15/COS studio on Monday, May 21<sup>st</sup> for a site visit. Vince, Audra, Sara, Greg, and Martin were on hand to greet the committee and answer questions. It was a solid team effort! We await word of their decision about SMC's funding request.
- The new website is up ([www.siskiyoumediacouncil.org](http://www.siskiyoumediacouncil.org)) but not yet populated with content – adding our content is my primary project for early June. Our old mctv15.org website will stay online until we are satisfied that the new site is functioning correctly, and we have paid Silicon Sorcery to host the old site through the end of June just to be safe. Once functionality is confirmed and content loading is well under way, we will move the Peg.tv streaming service and embed the channel streaming, bulletin board, and video-on-demand to the new site. Thank you in advance to Nathan, who has agreed to embed those features.
- Sara, Audra, and I now have @siskiyoumediacouncil.org email addresses emerging from the new web server.
- I attended a meeting of the Siskiyou County Information Forum on May 2<sup>nd</sup>, and will return to their next meeting on June 6<sup>th</sup> to discuss SMC membership for each agency/department involved (USFS, CAL FIRE, the Siskiyou County departments of Public Health, Probation, and Education, the Karuk Tribe, Fairchild and Mercy hospitals, Sheriff's office, CHP, Yreka PD, and the cities of Weed, Mount Shasta, and Yreka). Many of those agencies were in attendance on May 2<sup>nd</sup>, and were excited about the information services – emergency and non-emergency – that SMC can provide. Ideally I will be able to work with the group as a whole to design a coordinated plan for information services they need and desire.
- The WHS journalism class “broadcast journalism field study” ends on June 5<sup>th</sup>. I had a lengthy meeting with the journalism instructor, Josh Oates, and WHS principal Mike Ristuccia early this month to discuss the project and begin assessing “what worked/what didn't work.” I have strong hopes of continuing and growing the project and of keeping our project sponsors onboard for next year.
- We bid a sad but grateful farewell to our two interns for the WHS journalism project – Angelica Polkowitz and Rory Owens – last week. These students graduated from COS this month and are headed to SOU. This brings our total to three successful internships since January. I will seek interns through the COS Media Comm department for the WHS project once again in the fall, and intend to develop our internship offerings to the general public such that they will become a permanent part of SMC's outreach.
- The “SMC message” and I were well received at the Mount Shasta Chamber of Commerce meeting on May 10<sup>th</sup>. As with the SCIF folks, the Chamber members were excited by the efforts we've made and the services we now offer. Sara and I are following up with individuals who expressed interest in SMC membership.
- SMC now offers a Business Membership to the for-profit sector – thank you Nathan for planting that seed!! Benefits include studio and equipment rental privileges, underwriting spots, and sponsorship spots. I ask the board's help in promoting these memberships in the business community. They will significantly boost revenue for SMC and provide excellent exposure for local businesses on our two cable channels and online.
- **Siskiyou Video Productions:** Fire Tech video almost complete; COS recruitment video project possibly reduced from ten to two more videos; proposal for production of up to ten “Basic Skills Seminar” videos has been submitted through the ASC.

Respectfully submitted,

Deborra Brannon