

YCTV4: We negotiated an agreement with Northland Communications which guarantees our Yreka media server a 5 year installation/operation in the Northland head end facility on Juniper Drive at no charge. The company is open to re-negotiation when the agreement terminates. Included in the agreement is the set-up of a static IP address through which we can move our content stream over the Internet. Our Yreka media server hardware, originally due to arrive on the 26th or 27th, didn't arrive until the Nov. 30th. Vince has offered to help with set-up on the Northland end, but will be out of town after Dec. 4th...leaving our projected start-up date up in the air.

Mark Levine Jazz Fundraiser 2012: Revenue from the Levine jazz fundraiser increased by about 250% over last year's inaugural event. Staff, volunteers, and board members worked together to create a great atmosphere, fabulous food, and an aesthetically lovely presentation at both venues. The "crowd" included many repeat attendees but, perhaps more significantly, drew from different local circles as well as from Redding, Medford, and the coast. Attendance in Yreka was small to moderate but attendance in Weed was strong. (*Good sign:* at least one couple who attended the Weed concert said they'd driven down from the north county because a friend who'd attended in Yreka had said... "Don't miss this! Go to Weed tomorrow night!") Martin Spencer-Davies videotaped both performances and has submitted a video of the Yreka concert, but due to copyright challenges, we cannot air it. We will, be able however, to use parts of the recording next year as promotion for the 3rd Annual.

Cougarcast!: We have 5 sponsors for this year's Cougarcast, and both the prep and the productions are going well. SMC loaned a camera to WHS and the students have been recording in-school videos for inclusion in their productions. Mike Matheson plans to buy cameras for the students to use, not sure when. I've been arranging for in-studio interviews for one student per production and the community has been willing to appear. I've begun videotaping the Weed Rotary student of the month presentations for inclusion in the Cougarcasts. COS head football coach Charlie Roche appears in this week's production, and he is excited to get game highlight videos to us for inclusion in Cougarcasts during next football season. Lots of community interest is growing around this project. Sara has stepped up as the person more or less "in charge" while the students are in the studio - she's got them training in basic control room skills, building their own sets, and cleaning up afterwards; she also works with them to establish content flow and camera angles/assignments, and then directs each production. Kudos to Sara!

Membership: I've been "on the ground" building non-profit memberships - Yreka Chamber, Madrone Hospice, and JEDI have all signed on in the past two months. Sara now handles almost all the follow-up after a membership is committed. (Our current non-profit 20 member list is on the website under the "Membership" tab as a sub-tab of "Non Profit Membership.") I spoke at the Yreka Rotary in October and was well-received - no membership commitment yet, but several folks who represented non-profits of their own showed a good level of interest and it was a great way to get the work out up north about what SMC is doing. In January, when the Yreka server is up, YCTV4 is streaming online, and I've got several underwriting spot video clips to use as examples, I will begin a serious Business Membership campaign county-wide.

November 2012 PSA Production Day: We hosted a very successful PSA Production Day this month on the 14th - participating members commented again (as they did at the last one in May) that it was a very smooth and enjoyable experience. We have happy customers - can't tell you how rewarding that is. We used the basic event template I established in May, and Sara took on the primary organizer role. Audra and Sara set up the teleprompter and ran the control room during production; Linda Sue Runnels and Martin Spencer-Davies provided excellent volunteer support. Kudos to all!

Siskiyou Video Productions: We produced a short "testimonial" video for Mercy Foundation and hosted a turn-key Candidates Forum production for the Mount Shasta Chamber. Next week we begin taping footage for two COS promotional videos - about student life and "academic transfer track" classes, respectively.

Odds and Ends: Many QuickBooks headaches during these months, thank you Barbara for your support there... Insurance has been increased per board direction... Had a very positive meeting with Dunsmuir city council person Ed Steele, who is thrilled with what we're doing and who will do his best to pave the way for a Dunsmuir/SMC contract... A rep from the COS insurance carrier visited the studio to do an OSHA check and told me that the studio curtains have to be flame-retardant - but they're not. I am following up with him and the administration to determine what that will mean and why this issue has not been raised before now (the curtains belong to COS and pre-date the MCTV15/SMC shared use of the studio).

Respectfully submitted, Deborra Brannon