



Siskiyou  
**MEDIA** Council

Annual Report 2008-2009



## Introduction



The Siskiyou Media Council (SMC) is an IRS-recognized 501(c)(3) charitable organization, chartered in the State of California as an independent not-for-profit corporation, now proudly in its tenth year. SMC's mission is "to encourage and support the use of media for sharing thoughts opinions and events by, and for the people of Siskiyou County." Our fiscal year is defined as July 1 – June 30.

Some of the key resources offered by SMC are:

- Ensuring an electronic free speech forum by staffing a television production studio facility on the Weed campus of the College of the Siskiyous available to the public.
- Hands-on training in video production
- Access to developing computer and editing skills
- Ensuring community media center support to area government, educational institutions and nonprofit organizations.

In support of SMC's mission, we have established two business units; Mountain Community Television Channel 15 ( MCTV15 ) and Professional Production Services( PROPS ). Both units are being further developed to better serve the County.

MCTV15 is the Public, Educational, Governmental ( PEG ) Access administrative authority commissioned by the cities of Dunsmuir, Mt. Shasta and Weed to manage and grow their PEG services and maintain programming on Northland Cable's Channel 15 serving south Siskiyou County subscribers.

PROPS provides affordable, professional, multimedia production services, primarily to local nonprofit groups in support of their marketing efforts.

Governance of SMC is by a board of directors comprised of up to seven members elected to three-year staggered terms. SMC operates under the Ralph M. Brown Act governing California public agencies, all meetings are open to the public. An Annual Meeting is held for the purpose of organization, election of board officers and transaction of other business in February. Board meetings are held on the first Tuesday of each month. Comments or questions regarding the activities of SMC or its business units may be brought to the attention of the Executive Director at our address of record: Siskiyou Media Council / MCTV15, Studio COS, 800 College Ave., Weed CA 96094



## Board, Officers, Committees and Staff

### Board of Directors

Judith Conrad, *President ( ending October 2008 )*  
Greg Messer, *President ( beginning October 2008 )*  
Barbara Dillmann, *Secretary, Treasurer*  
Todd Cory  
Steve Crow  
Jim De Pree

### Committees

**Finance**  
Barbara Dillmann

**Board Policy**  
Barbara Dillmann

**Technical**  
John Cumming

**COS Liaison**  
Steve Crow

### Government Liaison

Audra Gibson

### Staff

Audra Gibson, *Executive Director ( Contracted )*  
John Cumming, *Technical Director ( Volunteer )*  
Kathy Blevins, *Program Director ( Agency )*



## President's Message

### Greg Messer

SMC, this year in spite of funding setbacks, SMC has made exceptional progress on the 2009 business plan, and has even greater aspirations for 2010.

In 2008-2009 we aspired to:

1. Create an Executive Director position while converting many of our volunteer responsibilities to stipend or paid positions.
2. Increase revenues by establishing our "Professional Production Services (PROPS) business unit while expanding our production know-how and team building in the community.
3. Expand our Government services and revenues through value-added contracts with the south county cities. In this regard we now have contracts with Dunsmuir, Mt. Shasta and Weed to deliver public access programming and informational services to their cable constituents.
4. Update the production technology in the studio. In this regard and with the help of COS we have replaced our studio lighting control system and added new switching controls. We have set up system back ups for delivery of programming and our electronic bulletin board and have completely reconfigured and rewired the control room.



In 2009-2010, we plan to continue what we started in 2009, in addition to the following exciting projects:

1. Expand our production and technical services to the College by offering a Video Production Technical Workshop and working with the college's administration in making SMC resources available to more of the College's departments and programs.
2. Expand SMC's production and technical services to commercial and community organizations throughout Siskiyou County. In this regard we will be marketing to other media centers and non-profit organizations providing televised Public Service Announcements and other documentary video services.
3. Expand SMC's presence and services on the Internet. In this regard we are looking to provide an on-demand programming service for commercial and non-profit use. In addition, we are considering expanding the number of internet channels.

The SMC and Public Access television in south county is alive and well and growing, however we would not have our successes or a future if it wasn't for the hard work and dedication that our volunteers and employees have committed. I want to thank all of the people who have donated; funding, time and expertise to SMC this year and at the same time encourage you to join us for another year of challenges, successes and achievements.

Thank you

A handwritten signature in black ink, appearing to read "Greg Messer". The signature is fluid and cursive, written over a white background.

## Executive Director Audra Gibson

Dear Supporters and Staff,

It is my privilege to be in a position of leadership with Siskiyou Media Council. As an independent contractor, I was hired by the board to develop the position of an Executive Director for Siskiyou Media Council. Right in our backyard, we are building the resources to meet the technological needs of area non-profit organizations and businesses who want to 'get their word out', as well as providing services for the public to make television.



This first year with an Executive Director was focused on strengthening our foundation, and developing a business model that can support the services we want to offer Siskiyou County. This has involved evaluating our staffing needs, identifying and refining business plans for SMC and its business units, and working to clarify roles and responsibilities to meet the needs of our organization. We have established a written agreement with the cities to clarify our respective roles in providing for Public Access and programming. An operation such as ours is heavily involved in technology and this past year has revealed to me the magic and complications of that involvement.

Thanks to the volunteer contributions of our resident 'geek', John Cumming of Silicon Sorcery, delivery of our cable programming became available on the Internet via our web site home page this past year. We continue to work to stabilize this method of delivery of our programming, and we are exploring the feasibility of dependable 'call in' capability for television shows made in the studio. A fair amount of time is dedicated to projecting our equipment needs as technology moves from analog to digital delivery. We honor our mutually beneficial relationship with the College of the Siskiyous and have spent a large amount of time and effort to improve the production facility with the support of the College. An upgraded lighting system and thorough cleaning and organization of the physical space has been accomplished. Communication and Celebration are important to the viability of SMC. I hosted a meeting with our volunteer Producers to identify our mutual challenges and successes and we held the first annual Open House and Awards Ceremony in partnership with the COS Media Department last December.

Looking forward to this next fiscal year, I am optimistic that the voices of Siskiyou County will be seen and heard, that our available services to area non-profit organizations will be better utilized, that our training of volunteers and development of staff support roles will evolve and that the funding needed to do all of the above will be forthcoming.

Sincerely,

A handwritten signature in black ink that reads "Audra Gibson". The signature is written in a cursive, flowing style.

Audra Gibson

## Highlights

- Developed delivery of Channel 15 programming via live stream on Internet at [www.mctv15.org](http://www.mctv15.org)
- Scheduled organizational meeting for volunteers and producers with over 30 in attendance.
- Studio facility had a major clean up with the goal to evaluate equipment, establish ease of use, and plan for physical improvements.
- Coordinated an upgraded Lighting Project (completed by COS June 2009)
- Implemented Production Coordinator training program to support Public Access bookings.
- Aired approximately 625 shows, 413 produced locally.
- Established contracts in Professional Production Services (PROPS) to area non-profits: Mercy Medical Center Mt. Shasta, COS Foundation, Siskiyou Arts Council, and Mt. Shasta Bioregional Ecology Center.
- Hired a consultant to develop the Executive Director position for the organization.
- Organized first Annual Holiday Event - Awards and Recognition (taped for TV rebroadcast, collaboration with COS Media Dept.)
- Established Multi-year funding contracts with Mt. Shasta and Weed based on a percentage of Northland cable franchise fees collected by cities.



# Volunteers

## Staffing and Volunteers

SMC has historically paid Kathleen Blevins for office staffing and programming by contract with Personnel Preference. The position of Technical Director has been volunteered by John Cumming of Silicon Sorcery.

We are currently re-evaluating roles and responsibilities in order to professionally meet the administrative and public relations needs of the organization.

Thanks go to a core of volunteers who assist the staff by answering the telephone, web site upkeep, database entries, sit on our Board of Directors and Committees, attend our orientation sessions, teach our production training courses and provide technical know how. They ensure that local programming is made and seen on our community television channel and the Internet stream.

Below is a list of the many hours contributed by our staff and volunteers:

### Staff & Volunteer Time ( Hours )

<b>Tasks</b>	<b>Staff</b>	<b>Volunteer</b>
Programming	200	12
Office	425	323
Administration	300	0
Editing Bulletins	0	27
Maintenance	0	277
Television Production	0	1437
PROPS	30	10
Board Members	0	462
Organizational	500	175
Production Coordinator	75	0
Orientation & Training	0	120

## Producers

### Getting Involved

Becoming an active community access producer at MCTV15 to make television programs or video products is available to individuals who live work, or go to school in Siskiyou County and who pay an annual fee to the organization. There is an initial requirement to attend one of the monthly orientation programs leading to access privileges which include use of the television studio, computers and editing stations, and check out of production equipment. The best way to 'learn the ropes' is to volunteer for production assistance to other producers and take certification courses when offered by MCTV15 or COS.

### Producers

<b>Individual</b>	<b>32</b>
<b>Family</b>	<b>1</b>
<b>Senior</b>	<b>4</b>
<b>Student</b>	<b>12</b>
<b>Organizations</b>	<b>2</b>

### Friends of MCTV15      703

Friends of MCTV15 are those that have had a relationship over time with MCTV15 or SMC. They include inactive past producers, those that have used our services such as the community bulletin board, submitted programs, sponsored or underwritten programs, or otherwise supported the mission of the organization since our "formal" beginning in 1999.

## Volunteer Recognition

These folks volunteered over **2,406** hours of their time and expertise to create community programs and events, they helped keep the facility running.

A sincere thank you to everyone!

Aaron Codwallader	Jennifer McKinnon	Murray Kaleglous
Aaron Hanks	Jessica Adams	Noel Duckett
Analyn Shepard	Jim De Pree	Omaran
Antera	Jim Parker	Pat Butler
Arden Carr	Jim Quimby	Patricia York
Arian Sarris	Jjane Pettes	Patsy Melo
Arthur Aday	Joanna Cherry	Patti O'Brien
Audra Gibson	Joanne Moonflower	Paul Blair
Barbara Dillmann	Jodi Ede	Renata Funke
Barbara Semple	Jody Ciesielczyk	Rex Golston
Beth Jackson	Joe Villasenor	Rob Wilden
Bill McIntyre	John Aughinbaugh	Ron Demele
Bill Pool	John Cumming	Ron Lovelace
Blackhorse	John C. McComb	Sandra Winslow
Bob Swanson	John Googins	Sarah Doyle
Brendan Butler	John Roshek	Scott DiMartini
Brian Meek	Joy Hunt	Sean Marshall
Dana Stafford	Judith Conrad	Sky Secay Larson
David Flores	Juvenal Garcia	Steve Crow
Deborah Hiple	Kathleen Blevins	Steve Dantini
DeLeon	Keith Abbott	Steve Russ
Dennis Adams	Kirk Cyr	Terry Gardner Holecek
Duane Grubb	Kris Keyston	Therese Swenson
Eileen Kelly	Kristine Neel	Tim Rickman
Eric Siems	Laura Ingraham	Toby Hall
Farrell Fox	LindaSue Runnels	Todd Cory
Germain Kneass	Marcella Ruikis	Tom Jackson
Greg Messer	Marge Wheeler	Tom Pincince
Hannah Tullmax	Marie Mitchell	Val Shepard
Heather Stafford	Mark Blevins	Vicki Pettes
Jack Brockway	Mark Gibson	Vince Reinig
Jacobi Padua	Martha Dunn	V. Davis
James Hunter	MaryAnn Thrush	Wendy Murray
Janet Bruce	Michael Murray	Yammy Butler
Janice Fox	Mikaelah Cordeo	
Jean A. Mooney	Murduacha Griswold	

## 2008 Awards

At our first annual awards ceremony, the following people were recognized for contributions to Community Television

Thanks for being a part of our successes!



### **Outstanding Contribution to the MCTV15 Organization**

John Cumming

### **Local Programing Recognition**

LindaSue Runnels

### **Longest Running Series**

“Siskiyou Blues Society”

### **Outstanding Volunteer Service**

Diana Limjoco

Neva Barnett

Audra Gibson

Judith Conrad

Kathy Blevins

### **Volunteer Recognition**

Arthur Aday

Brendan Butler

Rex Golston

## Programming

MCTV15 cable-cast more than 700 shows on Channel 15 this year. The number of locally produced shows has leveled off in the past two years, after a steady increase since we began. Adding Internet streaming has helped extend our distribution beyond the reach of cable. Over 30% of the shows cable-cast on MCTV15 are locally produced by individuals, non-profits, schools and government, amounting to over 7,000 hours during this last year. We are still among the most active PEG's in the country given our community size, budget and other resources. SMC supports this continued growth. We offer monthly orientations and training to encourage more individuals to get involved.

Listed below are some statistics for July 1, 2008 through June 30, 2009. For those who are not familiar with our terms, a series show is a show that is produced on a regular basis, whether it be weekly, monthly or somewhere in between. A single show is a one time event.

<b>Local Shows</b>	<b>232 shows</b>
Series Episodes	126 shows
Single Shows	31 shows
Government Meetings	75 shows
Community Bulletin Board	242 slides

<b>Non Local Shows</b>	<b>494 shows</b>
Series Episodes	257 shows
Single Shows	16 shows
Satellite Programing	221 shows

## Series / Single Shows

Anyone living or working in Siskiyou County can submit shows to MCTV15 for distribution on local cable television and other outlets. Time slots are allocated on a first come, first served basis. Regular series of three or more shows are designated as a series and are eligible for a regularly scheduled time slot. Live government programming from city meetings takes highest priority in the scheduling line up and overrides any scheduled shows.

Although local residents who are not MCTV15 producers are welcome to submit shows, we do encourage them to attend a free orientation session and support our efforts. Following is a breakdown of show titles airing this past year:

## Series

### Produced Locally:

Arthur Talks  
About Town  
Geek Central  
Listen Up!  
Siskiyou Blues Society  
Space Messengers  
Treasures of Mt. Shasta  
Mt. Shasta  
Student TV  
Positive Music  
Water Talks  
Mt. Shasta Gymnastics  
Jefferson State on Stage  
Front Row Center  
Write Away  
Real TV  
The Space Messengers  
Listen Up!  
Funk Messengers  
COS Matters  
Arthur Talks  
Mount Shasta Magic

### Sponsored Locally:

California Country  
NASA  
Democracy Now!  
University of California  
Free Speech Television  
Gospel Showcase  
Solving the Klamath Crisis  
Almost Perfect  
Controlling Nature's Wrath  
Santa and Sons and Daughters  
Trees Are The Answer  
Fate of the Stallion  
Shasta Taiko  
Ratz in the House  
Baseball without Doris  
Serotonin  
Man Who Skied Down Everest  
Liberty News  
New Connections  
Go Tell It On The Mountain  
Meet the Bloggers

## Singles

### Produced Locally:

USFS City of Gold  
Weed Carnivale  
Nayara & the Bhakti Band  
Places and Names  
Siskiyou Arts Council  
Candidate Forum  
Whiskey Row  
Uytaahkoo  
Old Town Yreka  
Yoga for Students  
MCTV15 Awards  
HorseSense  
Telos Now  
COS  
McCloud Watershed  
Art Giving Heart  
Natural Timber Country  
Rollin' Weed  
Siskiyou Historical Society  
Purple Mountain Majesty  
Mary Poppins  
Siskiyou Community In Action  
MCTV15 Promo  
Smoke Out  
RHSI  
World of Chi  
telosNOW  
Messengers of the Funk  
The Four Bodies  
Dunsmuir Railroad Days 2009  
Blue Dog Music

### Sponsored Locally:

Cooking with Marie  
Second Coming Church  
Midnight Massacre Theatre  
In Their Boots  
Gangaji  
Meeting with Eli  
California Country  
Peak Moment  
Jook Joint  
Today's Air Force



## Community Bulletin Board

A valuable information service we provide to the community, the MCTV15 electronic bulletin board ( EBB ) posts Public Service Announcements, event listings, government agency contact information and more at the noon hour each day. Many local organizations took advantage of the opportunity by submitting over a hundred announcements to be posted in this manner. The EBB is seen on cable television by the many visitors to our area who are staying in local lodging.

“Have we helped YOU get your word out yet?”

City of Mt. Shasta	Mount Shasta Bioregional Ecology Center	Mt. Shasta Dance Theater
City of Weed		Siskiyou County Libraries
City of Dunsmuir	Rotary Club of Dunsmuir	Friends of the Library
JEDI	Mt. Shasta City Firefighter's Association	Yreka Community Theater
Mt. Shasta Music Festival	Mt. Shasta Fire Protection District	Siskiyou County Senior Nutrition Project
Mt. Shasta Chamber of Commerce	Siskiyou Media Council	River Exchange
Mt. Shasta Visitors' Bureau	Siskiyou Motorcycle Association	Dunsmuir Garden Club
Mt. Shasta Community Partners	Siskiyou Snow Dog Sporting Association	Mt. Shasta Elks
Dunsmuir Chamber of Commerce	Mt. Shasta Recreation and Parks District	Mountain Wheelers
Weed Chamber of Commerce	Siskiyou County Public Health Department	Community Family Resource Centers
Weed Revitalization Coalition	Mt. Shasta Nordic Center	CASA of Siskiyou County
McCloud Chamber of Commerce	Legal Services of Northern CA	Mt. Shasta Farmer's Market
Siskiyou Arts Council	Shasta-Trinity Counties Bar Association	Red Cross
Siskiyou Union High School District	Small Business Development Center	Dunsmuir High School
Sisson Museum	Shasta Mountain Film Festival	Siskiyou Humane Society
College of the Siskiyous		Siskiyou Adult School
COS Foundation	Siskiyou Child Abuse Prevention Task Force	
Red Scarf Society	Yreka Lions Club	

## Treasurer's Report



Dear Board,

The 2008-09 fiscal year was much better than anticipated by the budget and a good indicator of what we can expect in the future. Although our income fell short of our goal, we were very close. We had expected a higher income from Program Services than was realized. The expenses were approximately one half of the amount budgeted. Personnel costs were also much less. We ended the year with a loss of \$4,804 as compared to the negative \$31,450 budgeted.

The Balance Sheet reflects our investment of \$20,000 into CDs for future growth, \$885 in the Checking Account, Accounts Receivable of \$5000 and \$8,580 in Fixed Assets.

As we reflect on our work this past year and our work in the future, we have to appreciate those cities committed to helping us provide public access through the cable franchise fees, and look to the County for their support. We cannot emphasize enough the vision of the legislature in giving our political communities these fees to educate local communities on activities that affect each of us personally every day. It is imperative that we keep this information line alive and we thank all of you who contribute your time, donations, and expertise to making Siskiyou County a more informed community.

A handwritten signature in cursive script that reads "Barbara M. Dillmann". The signature is written in dark ink on a light background.

Barbara Dillmann, Secretary and Treasurer

# Statement of Financial Position

## Balance Sheet

### Current Assets

Cash	20,890
Accounts Receivable	5,000
Total Current Assets	25,890
Fixed Assets	33,627
Accumulated Depreciation	-25,047
Total Fixed Assets	8,580
<b>Total Assets</b>	<b>34,470</b>

### Liabilities & Equity

Accounts Payable	0
Equity – Unrestricted Net Assets	35,773
Net Income	-1,304
<b>Total Liabilities &amp; Equity</b>	<b>34,470</b>

## Ordinary Income/Expense Sheet

### Income

Government Agencies	14,200
Program - Related Sales & Fees	9,470
Dues	1,300
Other Sources	2,190
Individual/Small Business Contributions	8,444
<b>Total Income</b>	<b>35,604</b>

### Expense

Salaries & Related Expenses	10,214
Contract Service Expenses	17,600
Non-Personnel Expenses	1,983
Facility & Equipment Expenses	4,749
Travel & Meeting Expenses	519
Program Fees	371
Insurance - Non-Employee Related	2,182
Membership Dues - Organizations	475
Misc Expenses	15
Business Expenses	136
<b>Total Expense</b>	<b>40,407</b>

**Net Income** (4,804)

## Donors and Contributors

Funding to support the management of our Public Access came from a number of sources this past year. SMC gratefully acknowledges all contributions, big and small to assist us in practicing our mission.

City of Weed

Digital Web Services

City of Mt. Shasta

Silicon Sorcery

City of Dunsmuir

Gibson Family

College of the Siskiyou

Alpine Business Equipment

The Messer Family

Aiello Goodrich and Teuscher

The Limjoco Family

Northland Cable Television

## Professional Production Services - PROPS

Thanks to our supportive clients who engaged our Professional Production Services during this year!

Mercy Medical Center Mt. Shasta - *“To Your Health”* TV series

Producer: *Audra Gibson & John Cumming*

College of the Siskiyou Foundation - *“It’s a New Day”* promotional DVD

Producer: *Sandra Vaughn*

Siskiyou Arts Council - *“Art Matters”* promotional DVD

Producer: *Sandra Vaughn*







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*This annual report created by volunteers and the help of  
Silicon Sorcery*