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**Subject: Supporting the Southern Oregon University Music Building  
Renovation and Expansion Project**

30 April 2025

**To whom it may concern:**

As a Southern Oregon University alumnus and the founder of ONI Media Group, a video production and digital media agency based here, I am writing to express my strong support for the proposed renovation and expansion of the SOU Music Building, with particular enthusiasm for the new Digital Media Center.

Our agency's success is closely linked to the talented students we employ, the majority of whom come from SOU. We operate on a merit-based compensation model, recognizing and rewarding the skills these individuals bring to our projects. The dedication and capabilities of over five SOU students I have hired have been instrumental in solidifying key client relationships, leading to our involvement in Emmy-nominated television productions across the United States. This speaks directly to the caliber of students SOU produces.

The envisioned state-of-the-art facility, equipped with sound stages, screening rooms, and advanced technology, represents a significant opportunity to enhance student success. It will provide invaluable hands-on experience, directly preparing graduates for careers in high-demand creative fields. Furthermore, the potential for collaboration with regional professionals within this hub will be immensely beneficial.

The Higher Education Coordinating Commission's ranking of this project as a top priority for capital funding in Oregon is a testament to its importance. I wholeheartedly believe that supporting this initiative is a crucial investment in the future of our students and the economic vitality of our region.

Thank you for your time and consideration of this important project.

Sincerely,

A handwritten signature in black ink, appearing to read "Michelle Branch", with a stylized flourish at the end.

**Michelle Branch**  
Founder, ONI Media Group, LLC