

May 2, 2025

TESTIMONY RELATED TO UNIVERSITY CAPITAL REQUESTS

Offered by Phil Meyer, Southern Oregon PBS CEO

Co-Chair Nosse, Co-Chair Girod and Members of the Capital Construction Subcommittee:

My name is Phil Meyer, and I am the CEO of Southern Oregon PBS, based in Medford. I am writing to urge you to fund the HECC's ranked list of capital construction projects, and in particular, Southern Oregon University's Creative Industries proposal, which was ranked #2 among the individually-ranked university projects submitted as part of budget development.

Southern Oregon PBS relies on community partnerships to serve its users in ten counties in Southern Oregon and Northern California.

SOU is one of our most valuable partners — from Jefferson Public Radio to the Digital Media Center — we benefit from the experience and expertise of SOU faculty, staff, students, departments and alumni, including five of our 15 staff members having attended SOU.

In my personal experience as a student at the University of Cincinnati and an employer of students and alumni at Indiana University, I have seen the ability to learn in a professional setting allowing students to jump-start their careers, help fund their education, and graduate with a degree in one hand and a career plan in the other, with the skills and competencies to launch their careers.

Having creative industry and media organizations in close proximity to each other creates opportunities for college students to not only learn within their major, but also to explore other disciplines that would not normally be part of their academic coursework. It also allows those organizations to partner on projects and initiatives that serve the greater area off campus.

As media and performance disciplines undergo even more rapid technological transformation and change, these opportunities for partnership, collaboration and learning are becoming part of the cost to compete. This center has the potential to expand Southern Oregon's creative economy by attracting production (and professionals) to the region.

For those reasons, and for many not articulated here, SOPBS supports the design and construction of a creative industries area of the SOU Ashland campus through an addition to one of their existing buildings. This vision will allow SOU to better serve its students and Southern Oregon.

We look forward to being a part of that vision.

Sincerely,



Phillip W. Meyer
CEO