



California Oregon Broadcasting, Inc.

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April 29, 2025

To: The Honorable Members of the Oregon Legislature

RE: Support for Southern Oregon University's \$40.1 Million Capital Request

From: Bob Wise, Vice President/General Manager, KOB-TV and KOTI-TV

Dear Members of the Oregon Legislature,

I am writing to express my strong support for Southern Oregon University's \$40.1 million capital request, a crucial investment in the future of Southern Oregon and the broader state. This funding will provide SOU with the resources needed to continue its transformation into a forward-thinking, sustainable, and student-centered institution, while also serving as a catalyst for economic and workforce development in the region. Also, SOU is working to offer the spaces and resources to prepare students for careers in media, and I can assure you, as the current Chair of the Board for the Oregon Association of Broadcasters, that is music to my ears.

Southern Oregon University plays a vital role in our community—not only as a provider of higher education, but also as a major economic driver, cultural hub, and innovation partner. This capital request would allow SOU to modernize its facilities, reduce long-term operational costs, and invest in sustainable infrastructure that aligns with Oregon's climate goals.

Importantly, this investment supports SOU's shift toward fiscal resilience and academic innovation. With declining enrollment and shifting demographics across the country, institutions like SOU must adapt. The proposed capital improvements are key to attracting and retaining students, expanding academic programs, and ensuring long-term viability. The university's commitment to efficiency, sustainability, and regional engagement makes it a worthy recipient of this funding.

Supporting SOU is not just about bricks and mortar—it's about uplifting rural Oregon, supporting underserved students, and positioning our state for a stronger, more equitable future. I urge you to fully fund this capital request and demonstrate your commitment to the success of higher education and regional vitality in Southern Oregon.

Thank you for your consideration and leadership.

Bob Wise  
Vice President/General Manager  
KOB-TV and KOTI-TV



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