In the 2007-09 biennium, Southern Oregon University was allocated $217,752 for Campus-based Public Services. An additional $535,048 was budgeted from other University resources to support three programs.

**Small Business Development Center**

- SOU’s Small Business Development Center works closely with the SOU School of Business, partnering with local small businesses to provide students with capstone and internship opportunities. SOU faculty serve as advisors to SBDC counselors. Students often use SBDC resources and consult counselors in preparing School of Business capstone business plans.

- In the last sixteen months, SOU’s Small Business Development Center has provided one-on-one business counseling to 446 local business owners, assisting businesses to create and retain jobs, saving the state $163,800 in unemployment benefit payouts.

- In the past year, the SBDC has assisted businesses to obtain $1.47 million dollars in capital that was re-invested in their businesses; has assisted with the start-up of 26 new businesses; and has helped 27 unemployed workers start their own business through partnership with the Oregon Employment Department.

- On a scale of 1 to 5 (5=excellent), client evaluations of SBDC services are consistently above 4.5, with many clients commenting “this is a great service.”

- Through the accomplishments of the SOU SBDC, the state receives $3.73 in tax revenues for every dollar invested in the program.

- The SBDC has an annual budget of $175,844. $98,000 or 56% is provided by SOU.

**Jefferson Public Radio**

- Established at SOU in 1969, JPR is a regional public radio network reaching over 1 million listeners in a 60,000 square mile radius. JPR operates more public radio stations in both Oregon and California than any other public radio entity.

- JPR supports Southern Oregon University’s (SOU) regional educational mission, promoting lifelong learning, civic participation, and the arts within a 12-county area of Southern Oregon and Northern California.
• The largest translator network in public radio, JPR extends SOU’s regional educational mission, promoting lifelong learning and enhancing the quality of community dialogue on regional, state, national, and international issues.

• JPR serves as a key marketing vehicle for the University. In many rural areas, it is the principal service by which SOU is known. SOU receives hourly on-air institutional acknowledgement of its ownership/support of JPR. The approximate annual market value of those announcements is $576,834 at JPR’s current underwriting rates.

• JPR provides internship/experiential opportunities for SOU students in journalism, public relations, music and other disciplines. In recent years, SOU students have won major awards from the Associated Press. Recent graduates are now employed in radio stations throughout the West and at networks such as National Public Radio (NPR) and the British Broadcasting Corporation (BBC).

• JPR is nationally recognized, for both major innovation in public broadcasting and for unusual success in terms of audience size, public support, and technical innovation.

• JPR’s national reputation has provided positive exposure to the University as a steward/partner in providing public radio service throughout the region. In recent years JPR has been the subject of front-page coverage in the *Wall Street Journal* and the subject of articles in the *American Journalism Review*, the *New York Times*, *Los Angeles Times*, *Seattle Times*, *San Francisco Chronicle* and newspapers throughout the nation.

• JPR has an average annual budget of nearly $3 million. $189,400 or 7% is provided by SOU.

**Rogue Valley Television**

• RVTV broadcasts to more than 70,000 cable-TV homes in Jackson and Josephine counties.

• Through the work of SOU students and contracts with regional governments, RVTV provides low-cost broadcast services to the city governments of Ashland, Medford, and Grants Pass, and county governments of Jackson and Josephine counties.

• RVTV offers 26,000 hours of programming each year, 24/7, with three channels of government, education, public service, and community public access broadcasting.

• SOU offers a major concentration in video production. RVTV is an essential support to this program. SOU has 53 students majoring in video production. That enrollment has more than doubled since spring 2006. Twelve students are minoring in Video Production.

• RVTV operates on an annual budget of $475,000. $89,000 or 18% is provided by SOU.