

More About the Future of Jefferson Public Radio & the JPR Foundation

General

- With this agreement, both Jefferson Public Radio and the cultural institutions managed by the JPR Foundation will have the operational structure to provide for their financial stability, and the legal and licensing certainty to grow in the future. This new approach reaffirms and strengthens the 14-year partnership that has existed between Southern Oregon University and the JPR Foundation.
- The new Limited Liability Corporation to come out of this process, Jefferson Live!, will be a subsidiary entity dedicated to the management and development of the cultural institutions of the JPR Foundation, primarily the Cascade Theatre and Holly Theatre, as well as other development projects.

Jefferson Public Radio Listeners

- The agreement provides for the financial security of Jefferson Public Radio, maintaining the current structure of our much loved and valued public radio service, and with the JPR Foundation adding a separate subsidiary focused on historic restoration and the presentation of live events.
- As a result, listeners will continue to receive the same quality programming and other services they have come to expect from JPR.
- Under this agreement, the broadcast licenses will be maintained by one entity – helping ensure that they are secure and that JPR can keep reaching the communities of Southern Oregon and Northern California.
- By clarifying the organizational structure and responsibilities of the JPR Foundation Board, this will let the Foundation strengthen its commitment to supporting radio services for the region.

City of Medford and the Holly Theatre

- By clarifying the financing and management of restoration of the Holly Theatre, the agreement lets us move forward with the work in a clear and transparent way.
- With the transfer of ownership of the Cascade Theatre to Jefferson Live!, the new entity will have a defined focus and dedicated revenue stream to undertake the restoration of the Holly Theatre.
- The agreement establishes a formal process to establish a business plan for the development of the Jefferson Square project as part of a critical evaluation on the merits of moving forward with that proposal.

City of Redding and the Cascade Theatre

- The Cascade Theatre has been in successful operation since 2004 and this agreement will allow it to grow and thrive for the Redding community while continuing its important and valuable connection to JPR.
- Through this agreement, the Cascade Theatre will have a dedicated operating structure that can focus on growing this cultural institution and ensuring the interests of the community of Redding and Shasta County are met through its programs.

Is this new structure more expensive to operate and will it cause a loss of funds available to support JPR's public radio service?

- Development of the new structure was specifically designed to be revenue neutral to JPR's operating budget.
- By refinancing debt service associated with the purchase of the JPR Foundation's 7 stations to more favorable terms, taking advantage of SOU's less costly health insurance premiums that result from a larger pool of employees and realigning staffing of JPR radio and Jefferson Live! management and accounting functions, JPR's radio budget actually is projected to benefit by about \$2,000 a year.

Does this address the concerns identified in the Oregon University System Audit?

- All of the parties feel that the areas identified in the audit are addressed in this settlement agreement.
- The new organizational structure creates financial security for the institutions of Southern Oregon University and Jefferson Public Radio, while allowing the new Jefferson Live! entity to move forward with an entrepreneurial approach to new project development.
- The new organizational structure addresses job responsibility issues and establishes dedicated staffing for the Foundation's projects.

Will Southern Oregon University consider selling any of JPR's FCC licenses?

- The University has no plans to sell any of JPR's FCC licenses.
- In the event that Jefferson Public Radio makes a strategic decision to sell a license (such as in concert with attaining another license that better covers a geographic area), the agreement stipulates that both the University and the JPR Foundation will consult on the decision and that proceeds from the sale would be retained by Jefferson Public Radio.

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Would Southern Oregon University stop providing public radio?

- The University takes great pride in Jefferson Public Radio and sees the high-caliber service it provides to the community as a key outreach program that advances SOU's regional educational mission. Each week over 70,000 citizens learn something on JPR, are inspired by art or become more informed citizens of our democratic society. Every University president has renewed that commitment.
- The University sees the continued operation of Jefferson Public Radio as part of its commitment to foster lifelong learning, promote arts and culture and provide educational opportunities for both students and citizens across the region.

Will there continue to be a shared executive director between JPR and the JPR Foundation?

- No. Based on discussions with JPR and JPR Foundation leadership and the required administrative and other responsibilities at the Foundation, there is not a need for an executive director position at the JPR Foundation at this time. JPR will share accounting staff with the Foundation but no JPR/SOU employee will be involved in policy making decisions at the Foundation, ensuring the Foundation's independence and complying with the Oregon Administrative Rules. Jefferson Live! will have an executive director to lead its projects and administer its programs.

What about Ron Kramer's future with Jefferson Public Radio?

- Ron Kramer is a visionary, who played a vital role in the growth of Jefferson Public Radio and the JPR Foundation. He hired and led an amazing team that will take his work forward as these institutions grow.
- The agreement stipulates that Mr. Kramer can work with the JPR Foundation in a consultant or volunteer capacity if that is what he and the JPR Foundation agree to.

What about the other staff at Jefferson Public Radio?

- The agreement provides for their continued employment and ensures the interests of the staff are protected.