

U N I V E R
S I T Y O F
O R E G O N
S C H O O L
O F J O U R
N A L I S M
A N D C O M
M U N I C A
T I O N



Get a peek at what SOJC students are up to:
#lifeasajstudent
 @uosojc

SHARPEN THOSE COLORED PENCILS! THIS JOURNAL IS MEANT TO BE DOODLED ON, +

THIS JOURNAL
 BELONGS TO

COLORED IN, TAKEN ON THE BUS, PONDERED WHILE SIPPING COFFEE, CONSULTED DURING LATE-NIGHT EXISTENTIAL CRISES, OR YOU +

COULD JUST DO YOUR MATH HOMEWORK ON THE GRAPH PAPER. MAKE IT YOURS!

O | UNIVERSITY OF OREGON | **School of Journalism and Communication**

WH

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your life story **STARTS HERE.**

For more than a century, Allen Hall—the SOJC's home—has sat at the heart of the UO campus in Eugene. Named for renowned journalist Eric W. Allen, who founded the SOJC in 1916, today it's home to state-of-the-art studios and collaboration spaces where students create compelling content using the latest media technologies.

Because you're not just training to make a living. You're preparing to make a difference. As you practice telling other people's stories, you'll discover how you can contribute your skills and passions to the world.



It's not a solo journey. At the UO School of Journalism and Communication, you'll be part of a close-knit community that's working to move society forward, together. We're a community shaped by shared values: a hunger for truth, a longing to change the world for the better, and a drive to challenge the status quo.

You don't have to wait until graduation to get started, either. With state-of-the-art equipment and production spaces at your fingertips in Allen Hall and out in the field, you can produce impactful, professional-quality work that will catch the eye of potential employers.

Find your people, your passions, and your purpose at the UO School of Journalism and Communication.



sojc.link/your-story



HOW TO APPLY

Want to be an SOJC Duck? Here's what to do:



Apply to the UO.

Join our flock!

apply.uoregon.edu



Declare an SOJC pre-major.

Note pre-advertising, pre-journalism, pre-media studies, or pre-public relations on your UO application.

apply.uoregon.edu



Check out our school's Media & Social Action Academic Residential Community.

Find your people and change the world.

sojc.link/ARC



Meet our core requirements.

Get a few SOJC classes under your belt.

sojc.link/requirements



Apply for full major status.

Start the next leg of your professional journey.

sojc.link/requirements

SOJCC

WHICH MAJOR ARE YOU?

Which of the following phrases best describes you?

- A. I'm a creative persuader. I am curious and like to think outside the box.
- B. I'm an observer and storyteller. I take note of things happening around me and keep my friends and family up to date.
- C. I love to learn. I find a topic I'm passionate about and dig deep to uncover all there is to know.
- D. I'm an excellent connector. I like to learn about people and build relationships with meaning and impact.

Which of the following would be your dream field trip?

- A. Weeklong trip to New York City to attend a red-carpet award show and visit top agencies for a behind-the-scenes look into professional advertising and design work
- B. Ten days in remote Alaska, where I interview members of the Alaska Native community about how climate change has affected their lives
- C. Six-week internship in Accra, Ghana, working for local media and learning about the nation's history, culture, and struggles
- D. Five days in San Francisco, where I talk to public relations professionals at companies like Google, Twitter, and the San Francisco Giants

What best describes the kind of work you want to do?

- A. Writing and designing creative campaigns to solve problems for people and brands
- B. Storytelling with words or images to uncover the truth and hold power to account
- C. Studying the effects of different types of media on society and people's lives
- D. Using strategic communication skills to connect your organization's story with key audiences

What kind of hands-on experience sounds best to you?

- A. Competing with student teams from around the nation to pitch an advertising campaign for a major global company
- B. Running a student-led digital publication or broadcast series as part of a team of reporters, videographers, photographers, and editors
- C. Working with faculty to conduct and publish research on media, like television, video games, or virtual reality
- D. Working on media relations and social media campaigns and special events for a student-run agency

Which of the following courses sounds most interesting?

- A. The Creative Strategist
- B. Photojournalism
- C. Gender, Media, and Diversity
- D. Social Media Strategy

RESULTS

If you selected mostly A's:

You're an ADVERTISING major!

Go to page 14 to discover what you'll learn and the jobs you can get with this program.

If you selected mostly B's:

You're a JOURNALISM major!

Go to page 50 to discover what you'll learn and the jobs you can get with this program.

If you selected mostly C's:

You're a MEDIA STUDIES major!

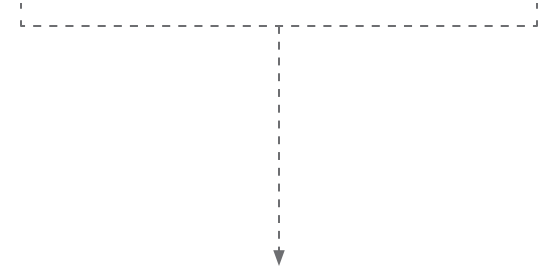
Go to page 32 to discover what you'll learn and the jobs you can get with this program.

If you selected mostly D's:

You're a PUBLIC RELATIONS major!

Go to page 70 to discover what you'll learn and the jobs you can get with this program.

**HOW WILL YOU
CHANGE THE WORLD?**



**LIVE
WITH
PURPOSE.
LITERALLY.**



**MEDIA AND SOCIAL ACTION
ACADEMIC RESIDENTIAL COMMUNITY**

Want to use media and communication to change the world? Make like-minded friends in our Media and Social Action Academic Residential Community. You'll live together in a collaborative space at the Kalapuya Ilihi residence hall as you ease into college, get to know the SOJC, and pursue your passion for social change.



 sojc.link/ARC

DID YOU KNOW?

THE NAME **KALAPUYA ILIHI** HONORS THE INDIGENOUS PEOPLE OF CENTRAL OREGON.

MAJOR MINORS

Did you know? All our students are required to complete a minor from outside the SOJC. But it's not just a requirement. A minor lets you personalize your career path and put your passion in the driver's seat. UO has over 70 minors to choose from.

I want to _____ . *(Check all that apply.)*

- Explore another discipline
- Become fluent in a new language
- Cultivate a specialization
- Set myself apart
- Broaden my skills
- Make the most of my time at UO

MY PASSIONS AND INTERESTS INCLUDE:

- 1.
- 2.
- 3.

MY MAJOR + PASSIONS = POSSIBLE CAREERS:

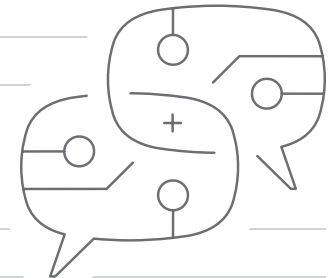
- 1.
- 2.
- 3.



Explore UO Minors:



sojc.link/uo-minors



GIVE SCIENCE A VOICE.

SCIENCE COMMUNICATION MINOR

Want to tell stories that improve lives? A minor in science communication can give you the skills to help move society forward. Explore the science behind how scientists share their discoveries with the world, and practice crafting compelling stories from scientific and environmental research.



sojc.link/sci-comm-minor

A D

V E

Brands need more than a cleverly crafted message to connect with today’s socially conscious audiences. They need authenticity, courage, and a willingness to stand for something. Advertising professionals play a key role in guiding organizations toward ethical and socially responsible practices.

R

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I N G

 sojc.link/advertising

You’ll find the skills you’ll learn in our advertising program—creativity, curiosity, collaboration, and more—will help you succeed in any industry you’re passionate about. Our graduates prepare for jobs at global agencies, client brands, and nonprofit organizations as account managers, copywriters, designers, media analysts, and brand strategists.



THINGS YOU'LL LEARN:

What do you already know about these topics?

IDE A GENERATION	_____
BRAN D STRATEGY	_____
CREAT I VE PROBLEM-SOLVING	_____
DES I GN	_____
COPYW R ITING	_____
DATA A NALYTICS	_____
MEDIA I PLANNING	_____
CURIO S ITY	_____
CONF I DENCE	_____
BRAN D MANAGEMENT	_____
TYPO G RAPHY	_____

JOBS OUR ALUMNI HAVE:

<p>ACCOUNT EXECUTIVE</p> <p>Coordinate agency campaigns for clients</p>	<p>BRAND STRATEGIST</p> <p>Enhance product branding and develop marketing plans</p>	<p>CREATIVE DIRECTOR</p> <p>Coordinate and lead all creative work for campaigns</p>
<p>ART DIRECTOR</p> <p>Coordinate the overall visual look and feel for campaigns</p>	<p>DESIGNER</p> <p>Design product and campaign visuals, like logos, ads, and packaging</p>	<p>COPYWRITER</p> <p>Generate campaign words, slogans, and scripts to go with visuals</p>
<p>PRODUCER</p> <p>Develop video content for TV and web</p>	<p>MEDIA PLANNER</p> <p>Decide timing and placement of campaign elements</p>	<p>MEDIA ANALYST</p> <p>Conduct research to improve campaign effectiveness</p>

CAREERS TO EXPLORE

What career possibilities are you interested in?

- _____
- _____
- _____
- _____
- _____
- _____

AD TEAM

Upstream Advertising enters (and sometimes wins!) the annual American Advertising Federation National Student Advertising Competition



TAKING UP SPACE

Student-run organization that supports students of color in applying for internships and jobs, starting careers, and navigating school and the industry.

ROAM

THE ROAM

A collective of makers and doers dedicated to solving problems creatively

STUDENT GROUPS AND OPPORTUNITIES for advertising majors



sojc.link/advertising-student-groups



ALLEN HALL ADVERTISING

Student-run advertising agency that generates award-winning work for real-world clients

AFTER HOURS

Student mentoring group to help ad majors find their way at UO, learn about the industry, and build a professional portfolio



THE RISING PROJECT

Student-run creative studio bridging the gap between climate science and communication



THERE ARE MORE THAN 30 STUDENT GROUPS AND OPPORTUNITIES YOU CAN GET

INVOLVED IN AT THE SOJC. SEE THEM ALL AT [SOJC.LINK/STUDENT-GROUPS](https://sojc.link/student-groups).

DID YOU KNOW? A FAVORITE ASSIGNMENT FOR MANY ADVERTISING STUDENTS IS

THE **IDEABOOK**. IT'S JUST LIKE IT SOUNDS—AN ILLUSTRATED NOTEBOOK OF IDEAS

WRITE A LOVE LETTER TO YOURSELF.* Don't forget to include what you like best about yourself, what you've learned along the way, and how your mistakes have helped you get to where you are.

**prompt borrowed from "Ideabook" assignment in The Creative Strategist course.*

DEAR _____,

LOVE, _____

DESIGNED TO GET YOU THINKING VISUALLY, CREATIVELY, AND STRATEGICALLY. IT

ALSO SHOWS YOU JUST HOW FUN "WORK" IN THE ADVERTISING WORLD CAN BE.



PLACES YOU CAN GO:

NYC EXPERIENCE

Participate in Creative Week in New York City, network with industry professionals, and visit top agencies and brands.

ADVERTISING & PUBLIC RELATIONS IN CHILE

Create strategic campaigns for global consumers with a focus on the Chilean wine industry.

SCIENCE & MEMORY

Investigate the effects of climate change around the world, from Alaska to Ghana, and develop campaigns that inspire eco-conscious behavior.

PR & ADVERTISING IN THE UK

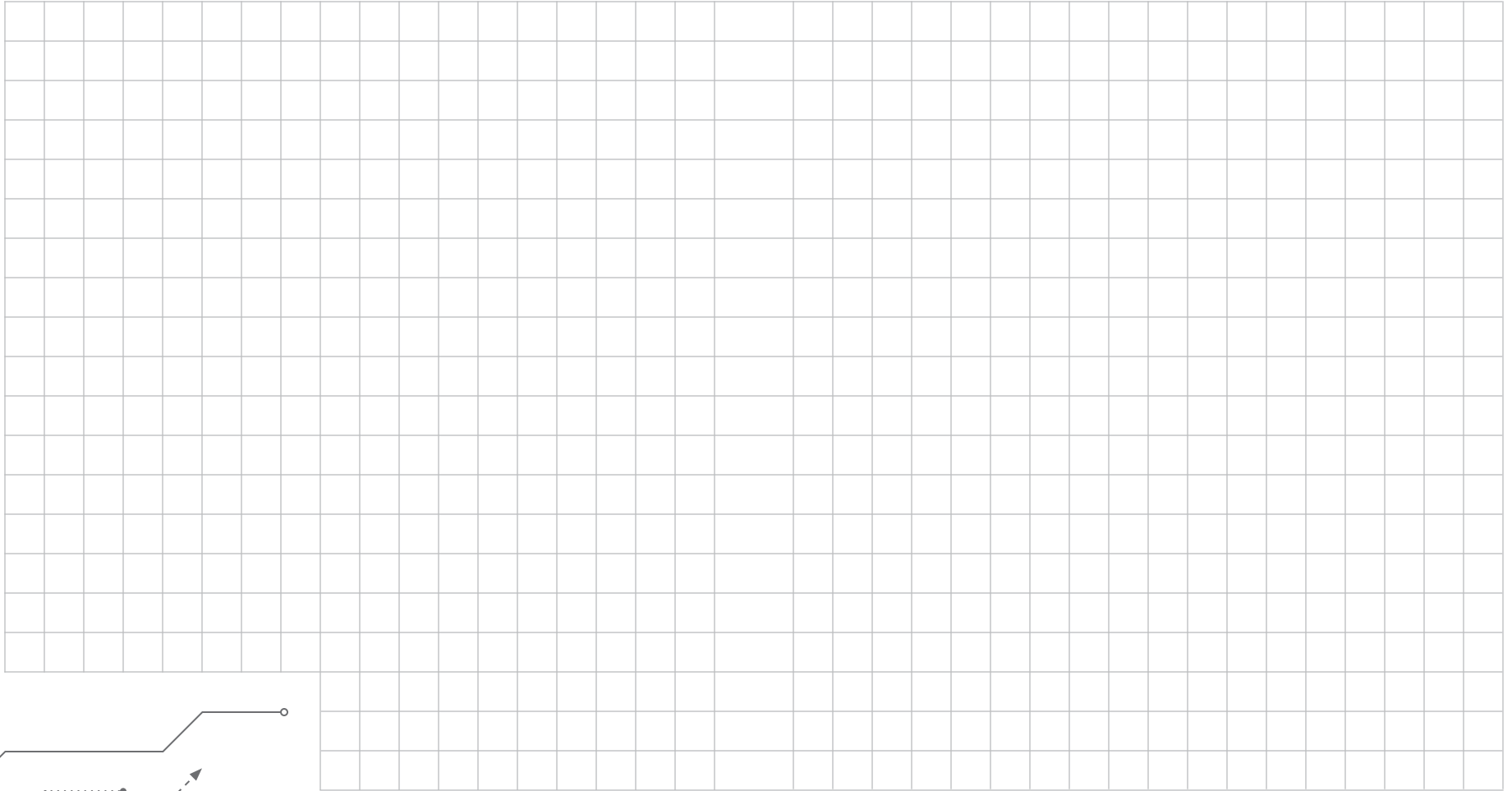
Study global strategic communication in London and Scotland and visit offices of the world's leading public relations and advertising agencies.



sojc.link/trips

PSST: YOU CAN JOIN A FIRST-YEAR INTEREST GROUP (FIG) TO MEET FRIENDS

AND EXPLORE TOPICS THAT INTEREST YOU, FROM SCIENCE TO STORYTELLING.



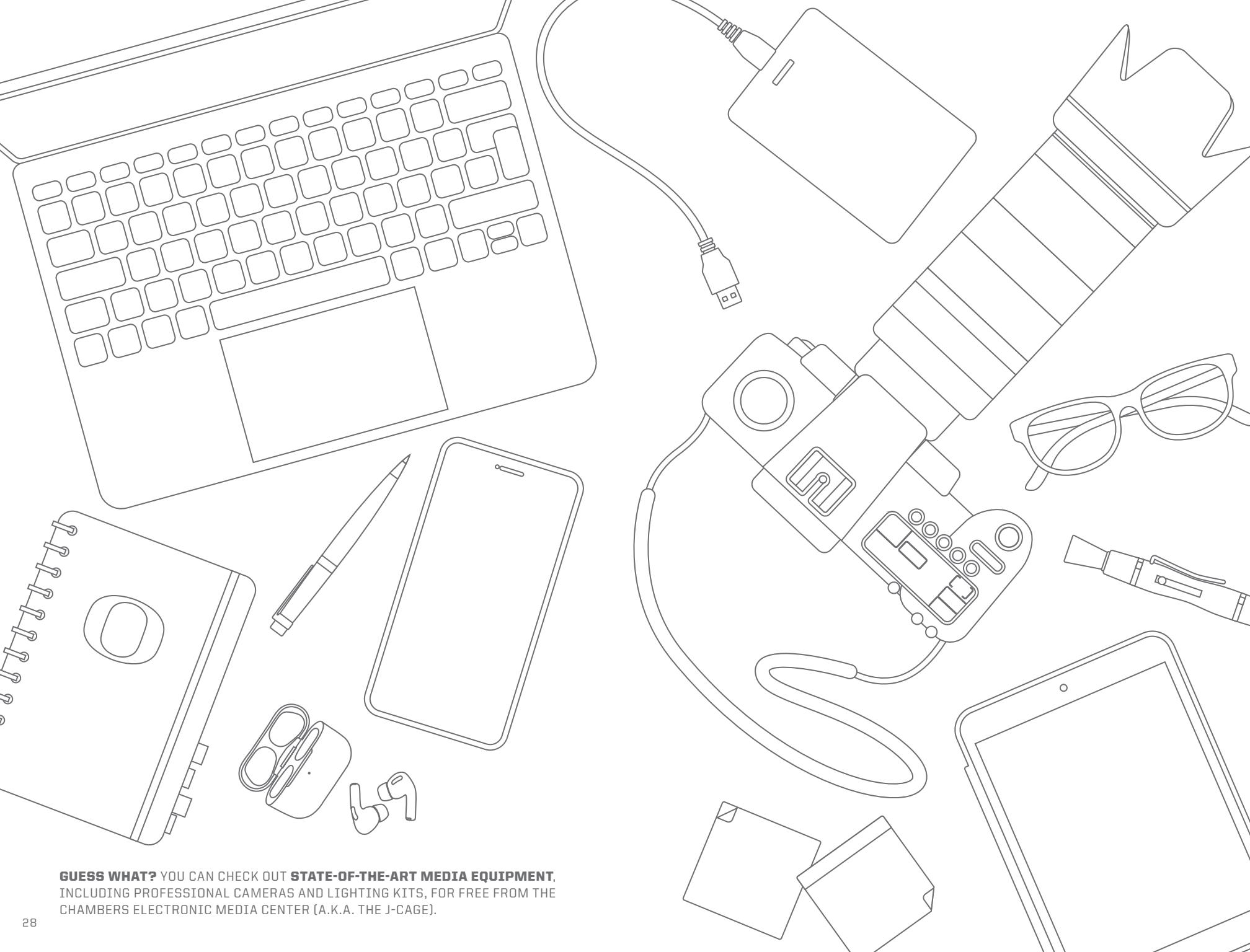
**USE STATE-OF-THE-ART
TECH TO CREATE
GREAT CONTENT.**

EXPERIENCE HUB

The best way to build skills and a professional portfolio is to get hands-on experience with the tools of the trade. Allen Hall's recently renovated first floor has everything you need to become a powerful content creator. You can produce virtual reality stories in the immersive media lab. Shoot a news series in the broadcast studio. And collaborate with your peers on real-world campaigns, publications, podcasts, and more.

 sojc.link/experience-hub





GUESS WHAT? YOU CAN CHECK OUT **STATE-OF-THE-ART MEDIA EQUIPMENT,** INCLUDING PROFESSIONAL CAMERAS AND LIGHTING KITS, FOR FREE FROM THE CHAMBERS ELECTRONIC MEDIA CENTER (A.K.A. THE J-CAGE).

N M E

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Successful communicators can move people to action and inspire change. How do they do it? Discover the secrets behind one of the most powerful forces in the world—media—by analyzing its impact on society and advancing cultural conversations around important issues such as diversity and representation.

 sojc.link/media-studies

The deep connections you forge in our program will provide a supportive anchor as you dive deep into the cultural phenomena that fascinate you and follow where your passion leads you—whether that’s graduate study in the humanities, social sciences, or law, or a career as a content creator, social media coordinator, public servant, documentary filmmaker, and beyond.



THINGS YOU'LL LEARN:

What do you already know about these topics?

MEDIA LAW	_____
DOCUMENTARY PRODUCTION	_____
MEDIA ETHICS	_____
IMMERSIVE MEDIA	_____
COLLABORATION	_____
DATA ANALYSIS	_____
CRITICAL THINKING	_____
CULTURAL AWARENESS	_____
GAME STUDIES	_____
GLOBAL COMMUNICATION	_____
COMMUNICATION RESEARCH	_____
QUALITATIVE RESEARCH	_____

JOBS OUR ALUMNI HAVE:

<p>UNIVERSITY PROFESSOR</p>	<p>DATA ANALYST</p>	<p>MEDIA LAWYER</p>
<p>Get a PhD and teach others about the influence and effects of media</p>	<p>Interpret data to help organizations make better decisions</p>	<p>Navigate legal issues involving free speech and privacy</p>
<p>DIGITAL CONTENT MANAGER</p>	<p>DOCUMENTARY RESEARCHER</p>	<p>DOCUMENTARY PRODUCER</p>
<p>Plan and manage an organization's website content</p>	<p>Research the art and impact of documentaries</p>	<p>Harness the power of film to raise awareness for a cause</p>
<p>MEDIA ETHICIST</p>	<p>GOVERNMENT ANALYST</p>	<p>CONTENT CREATOR</p>
<p>Advise companies about the impact of emerging technologies</p>	<p>Gather, record, and analyze data about government programs</p>	<p>Create written or visual content for media outlets or companies</p>

CAREERS TO EXPLORE

What career possibilities are you interested in?

- _____
- _____
- _____
- _____



DID YOU KNOW? MEDIA STUDIES MAJORS RESEARCH ANSWERS TO THEIR

THE WORLD WE LIVE IN? MEDIA STUDIES RESEARCHERS CAN FIND OUT.

BURNING MEDIA QUESTIONS. WONDER HOW INTERNET MEMES INFLUENCE

**DOCUMENTARY STUDY
AND PRODUCTION**

Research the art and impact of documentary, and build video production skills.

**MEDIA TECHNOLOGIES
AND SOCIETY**

Assess the impact of emerging media technologies on people's everyday lives.

**FOLLOW
YOUR
PASSION**

**WITH
MEDIA STUDIES TRACKS**

There's a lot to learn about media, and many career and research paths to take. That's why our media studies major offers four tracks to help you prepare for the careers that inspire you most. Learn more at sojc.link/media-studies.

**MEDIA STRUCTURES
AND REGULATIONS**

Analyze and influence the laws and policies surrounding emerging media.

**CULTURE, POWER,
AND THE MEDIA**

Explore the power dynamics of the media and how it shapes our culture.

WHAT ABOUT STEREOTYPES IN DISNEY MOVIES? **RESEARCH CAN TELL US.**



PLACES YOU CAN GO:

MEDIA IN GHANA

Explore the challenges of a developing country with a six-week media internship in Accra, Ghana.

SCIENCE & MEMORY

Investigate the effects of climate change around the world, from Alaska to Ghana, and learn how to communicate about complex environmental issues.

INSTAGRAMMING PARIS: MEDIA UNFILTERED

Challenge societal stereotypes while examining media ethics and literacy through the visual lens of one of the world's most iconic cities.

 sojc.link/trips



OUTDOOR ADVENTURES BUCKET LIST



Hike to the top of **Skinner Butte** or **Spencer Butte** to get some fresh air, commune with nature, and take in a 360° view of Eugene.



Rent a bike from PeaceHealth Rides and pedal to the **Saturday Market**.



Sign up for an outdoor trip through the nationally recognized **UO Outdoor Program** at outdoorprogram.uoregon.edu.



Rent a boat, skis, climbing gear, or outdoor kitchen equipment from the **OP Barn** to take on an adventure of your own design.



When the sun comes out, cool off with a kayak or inner-tube float down the **Willamette River**.



Become a citizen of **Track Town USA!** Start with a run on Pre's Trail along the Willamette River.



Plant your own little garden and learn about native pollinators at **Grove Garden**.



Join an **intramural or club team** and find your sport. We've got something for everyone, from softball, flag football, and basketball to ultimate frisbee, inner-tube water polo, and spikeball.



Bring a hammock to rest among the trees at **Hendricks Park**, or picnic by the river at **Alton Baker Park**.



GET ONE-ON-ONE GUIDANCE FROM PEOPLE WHO CARE.

STUDENT AND CAREER SERVICES

Find your career and academic niche with personalized help from our Student Services team. We have award-winning in-house advisors who want to help you set your goals, find your community, and prepare for the job you want.

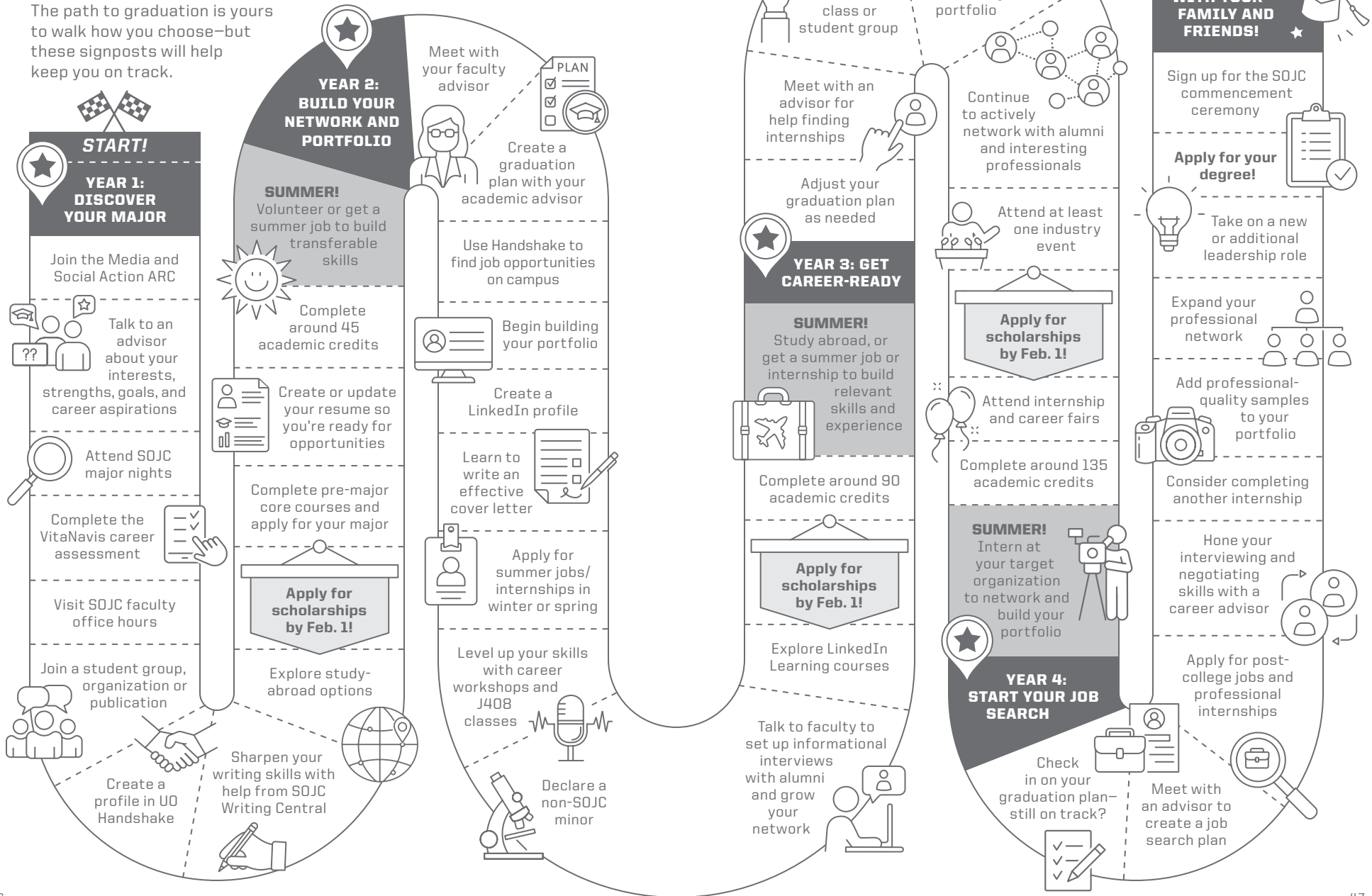


sojc.link/student-services



ROAD TO SUCCESS

The path to graduation is yours to walk how you choose—but these signposts will help keep you on track.



How do you start a new project? What tools do you use?

MY CREATIVE PROCESS LOOKS LIKE:*

**prompt borrowed from "Ideabook" assignment in The Creative Strategist advertising course.*

JOURNALISM

A healthy democracy relies on journalists. They're the stewards who hold leaders accountable, raise the alarm when justice is thwarted, and propel communities to action with accurate and ethical reporting. In a rapidly changing world, they're problem solvers who share what they find.

NEWSM

 sojc.link/journalism

They're also masters of emerging media who can combine visual, audio, and immersive storytelling skills to share information, engage, and inspire. At the SOJC, you'll build a network of collaborative peers while exploring diverse perspectives and tackling powerful projects that prepare you for today's evolving journalism industry.



DID YOU KNOW? ONE OF THE TRIED-AND-TRUE PRINCIPLES OF JOURNALISM

THINGS I WANT TO LEARN:

WHAT...

WHY...

HOW...

WHERE...

WHO...

WHEN...

IS TO MAKE SURE YOUR REPORTING ANSWERS **THE FIVE WS AND ONE H:** WHO? WHAT? WHERE? WHEN? WHY? HOW?

THESE QUESTIONS ARE MAINSTAYS IN NEWSROOMS AROUND THE WORLD.

THINGS YOU'LL LEARN:

What do you already know about these topics?

PHOTO**J**OURNALISM

SP**O**RTS MEDIA

FEAT**U**RE WRITING

ENTRE**R**ENEURSHIP

I**N**TERVIEWING

SOLUTIONS JOURN**A**LISM

DATA AN**L**YSIS

INVESTIGAT**I**VE REPORTING

SCIENCE REPORTING

DIGITAL **M**EDIA PRODUCTION

JOBS OUR ALUMNI HAVE:

NEWS REPORTER

Cover breaking stories for a news organization, online or in print

PHOTO-JOURNALIST

Tell visual stories using the latest imaging technology

BROADCAST JOURNALIST

Report the news on TV or radio

MAGAZINE WRITER

Write in-depth feature articles for digital or print publications

EDITOR

Coordinate and edit stories for a website, magazine, or newspaper

SPORTS JOURNALIST

Cover sports for a print, broadcast, or digital news outlet

WEB CONTENT MANAGER

Manage content for a website or blog

NONFICTION FILMMAKER

Create journalistic videos or documentaries

SCIENCE WRITER

Explore and explain complex scientific topics

CAREERS TO EXPLORE

What career possibilities are you interested in?

- _____
- _____
- _____
- _____
- _____
- _____



DUCKTV

Student-run TV station offering creative entertainment, local news, and sports coverage

NATIONAL ASSOCIATION OF BLACK JOURNALISTS

UO chapter of the nation's largest organization for journalists of color



THE DAILY EMERALD

Independent, student-run newsroom covering campus and community news, with a weekly print edition and 24/7 news website

STUDENT GROUPS AND OPPORTUNITIES
for journalism majors



sojc.link/journalism-student-groups



ALIGN MAGAZINE

Arts and culture magazine with an emphasis on fashion and pop culture



OR MAGAZINE

Interactive digital magazine about Oregon's intriguing people and culture



FLUX MAGAZINE

Award-winning print magazine about people and places in the Pacific Northwest

KWVA 88.1 FM

Student-run radio station broadcasting music, sports, news, and talk programming



ETHOS MAGAZINE

Student-run print and digital publication dedicated to uplifting diverse voices





PLACES YOU CAN GO:

JOURNALISM IN NEW YORK CITY

Peek behind the scenes of some of journalism's most hallowed institutions, and network with top professionals in the field.

UNESCO WORLD PRESS FREEDOM DAY

Attend this United Nations conference, held in a different international city each year, to learn about press freedom around the world.

INSTAGRAMMING PARIS: MEDIA UNFILTERED

Challenge societal stereotypes while examining media ethics and literacy through the visual lens of one of the world's most iconic cities.

JOURNALISM IN LONDON

Build journalistic skills while immersing yourself in London's communications and media scene, including visits to BBC and ITN News Headquarters.

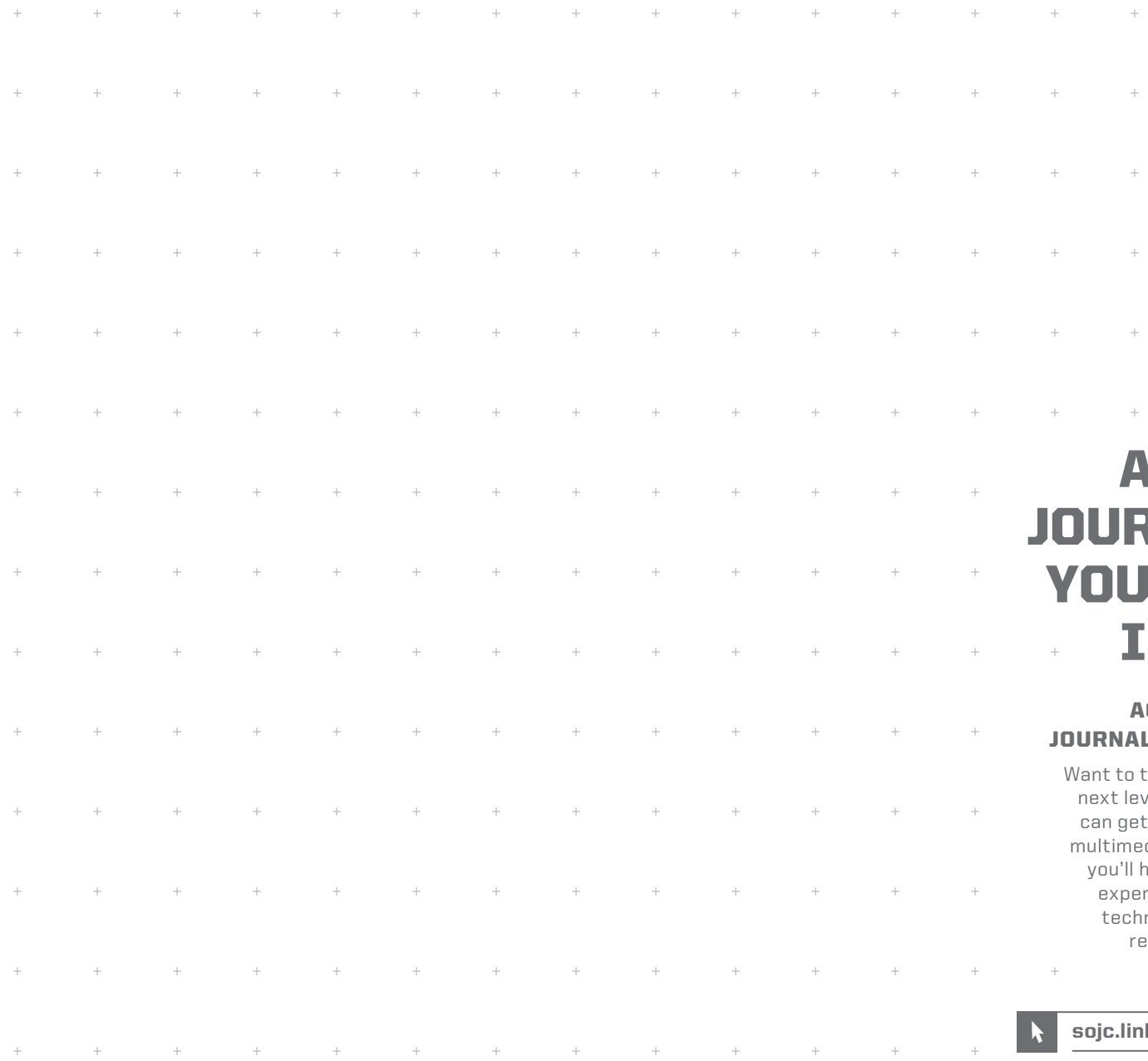


sojc.link/trips

PHOTOGRAMMETRY + VIRTUAL REALITY + AUGMENTED REALITY + INFOGRAPHICS

AND MOTION GRAPHICS + SOCIAL MEDIA + AUDIO AND VIDEO EDITING + MORE!

A SAMPLING OF THE STORYTELLING TECHNOLOGIES YOU CAN LEARN: DRONE PHOTOGRAPHY AND VIDEO + 360-DEGREE VIDEO OR




ADD DIGITAL JOURNALISM TO YOUR TOOLBOX— IN ONE YEAR.

ACCELERATED MULTIMEDIA JOURNALISM MASTER'S PROGRAM

Want to take your journalism degree to the next level? Now our journalism graduates can get on the fast track to a master's in multimedia journalism. After you graduate, you'll head up to our Portland campus to experiment with the latest storytelling technologies. In just one year, you'll be ready to hit the ground running as a digital content creator.

 sojc.link/accelerated-MMJ






**WHAT COURSES
WILL I TAKE IN MY
FIRST YEAR?**

Start exploring SOJC majors and courses at sojc.link/undergrad.



**WHERE CAN I
STUDY ABROAD?**

Discover UO and SOJC study-abroad experiences at sojc.link/trips.



**WHAT SCHOLARSHIPS
AND OTHER FINANCIAL AID
ARE AVAILABLE?**

Learn more about scholarships and financial aid at sojc.link/money.



**WHEN AND WHERE CAN
I DO AN INTERNSHIP?**

See SOJC internships and browse our internship listings at sojc.link/internships.



I AM INTERESTED IN _____.

**CAN AN SOJC MAJOR HELP
ME WORK IN THAT AREA?**

Check out the SOJC major sections in this book, or talk to an SOJC advisor—even if you're not enrolled in our school yet. Make an appointment at sojc.link/student-services.



**QUESTIONS
ON MY MIND
(AND A FEW ANSWERS)**

Start keeping track of any questions that arise as you research the SOJC. We've started you out with a few common questions we hear from new students.



THINGS TO DO AROUND CAMPUS



Learn how to build a bird house, sew a bike bag, blow glass floats, throw a ceramic pot, and so much more at the **UO Craft Center**.



Walk to **Autzen Stadium, Hayward Field, Matthew Knight Arena, or PK Park** to cheer for the Ducks alongside thousands of your fellow fans.



Go to a concert at the outdoor **Cuthbert Amphitheatre**, the historic **McDonald Theater**, the funky **WOW Hall**, or any of the dozens of music venues around town.



Get a bite to eat on **13th Ave**, where dozens of campus-adjacent restaurants and cafes offer delicious ramen, sandwiches, pastries, and a whole lot more.



Watch TV or play video games in your residence hall common room or catch a movie with **Ducks After Dark**.



Use your free student membership at the **UO Rec Center** to take classes ranging from yoga and cycling to F45 and rock climbing.



Spread a blanket on the lawn behind the **EMU** to study or read a book in the sun.



Visit the on-campus **Urban Farm**. Bring your compost scraps!



Take in a talk or other on-campus event. See what's happening at calendar.uoregon.edu.

Effective communication is all about delivering the right message to the right audience at the right time. And that requires the ability

to think strategically, plan ahead, and connect—to people, organizations, and information.



PUBLIC

RELATIONS

ARE

STRATEGIC

PLANNING

AND

Public relations professionals are relationship builders, always tuned into the world around them. PR skills drive success in any industry, from sports to healthcare and beyond. Develop your personal mission and then guide organizations to success and greater diversity, equity, and social responsibility.

 sojc.link/public-relations

THINGS YOU'LL LEARN:

What do you already know about these topics?

COPYWRITING

PERSUASIVE COMMUNICATION

BUILDING RELATIONSHIPS

CLIENT MANAGEMENT

INSIGHTS & ANALYTICS

CAMPAIGN PLANNING

STRATEGIC THINKING

MEDIA RELATIONS

ETHICAL REASONING

CRISIS COMMUNICATION

SOCIAL MEDIA STRATEGY

JOBS OUR ALUMNI HAVE:

PUBLIC INFO/ AFFAIRS OFFICER

Be the voice of the government or military

ACCOUNT EXECUTIVE

Manage client accounts for a PR firm

COMMUN- ICATIONS SPECIALIST

Build relationships between organizations and the public

PUBLICIST

Generate media coverage and promote clients to the public

SOCIAL MEDIA STRATEGIST

Plan, produce, execute, and analyze social media content

MEDIA RELATIONS SPECIALIST

Manage your organization's relationship with news media

CRISIS COMMS SPECIALIST

Lead ethical responses to public-facing crises

DEVELOPMENT DIRECTOR

Generate awareness and financial support for an organization

INTERNAL COMMS SPECIALIST

Help companies communicate with their employees

CAREERS TO EXPLORE

What career possibilities are you interested in?

- _____
- _____
- _____
- _____

PSST: YOU CAN KEEP YOUR @UOREGON.EDU EMAIL ADDRESS FOREVER.



**ALLEN HALL
PUBLIC RELATIONS**

Student-run PR firm that creates real-world campaigns for local businesses and nonprofits



UNIDOS @ UO

UO chapter of the Hispanic Public Relations Association provides a space for Hispanic and Latino students to network and develop strategic communication skills



IR FUTURES

Learn about emerging trends in corporate and financial public relations, investor relations, issues management, and public affairs

**STUDENT GROUPS
AND OPPORTUNITIES**
for public relations majors

 sojc.link/pr-student-groups



**PUBLIC RELATIONS
STUDENT SOCIETY
OF AMERICA**

National organization offering professional development and networking for students pursuing PR careers



OREGON ACCELERATOR

Student-run organization that gives UO student-athletes name, image, and likeness (NIL) support through strategy, creation, and educational opportunities

**BATEMAN CASE STUDY
COMPETITION**

PR students create and execute a full PR campaign for a major company for this national competition





PLACES YOU CAN GO:

GOLDEN GATE DUCKS NETWORKING TRIP

Spend five days in the San Francisco Bay Area networking with PR professionals at some of the world's biggest tech companies, like Google and Twitter.

PR + ADVERTISING IN THE UK

Study global strategic communication in London and Scotland and visit offices of the world's leading public relations and advertising agencies.

ADVERTISING AND PR IN SEGOVIA

Learn to craft messaging for domestic, regional, and trans-national audiences using the Spanish wine industry as a case study.

 sojc.link/trips



REAL-WORLD EXPERIENCE IN THE FIELD:



SCIENCE & MEMORY

Investigate the effects of climate change around the world, from Alaska and the Oregon Coast to Ghana.

GOLDEN GATE DUCKS

Get a behind-the-scenes look at public relations agencies in San Francisco.

NEW YORK CITY

Visit creative agencies and industry professionals during a weeklong trip.

GEO STUDY ABROAD

From practicing journalism in Spain to studying media literacy in Paris or visiting PR agencies in London, there's a study-abroad opportunity for everyone.

MEDIA IN GHANA

Explore communication in another culture with a six-week media or advertising internship in Accra, Ghana.

GLOBAL STORIES

Cover stories that matter in locales around the world, in places like Sri Lanka, Nepal, Vietnam, New Orleans, and New Zealand.



Learn more about SOJC trips:

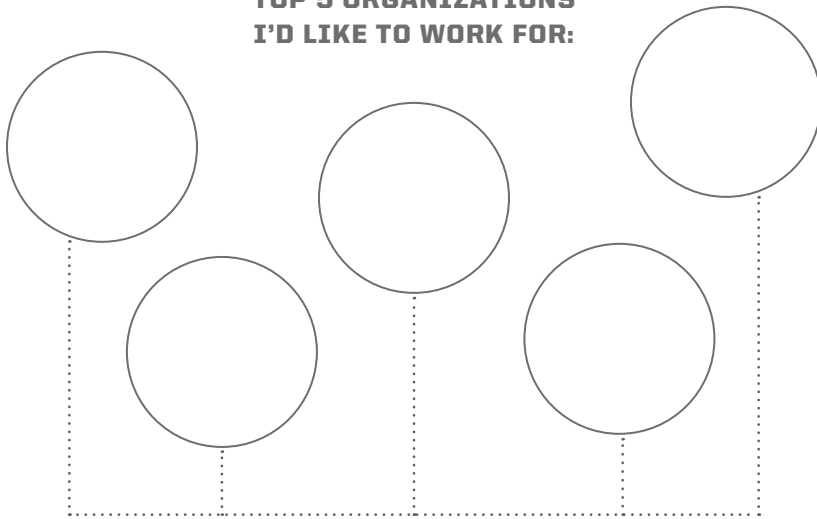


sojc.link/trips

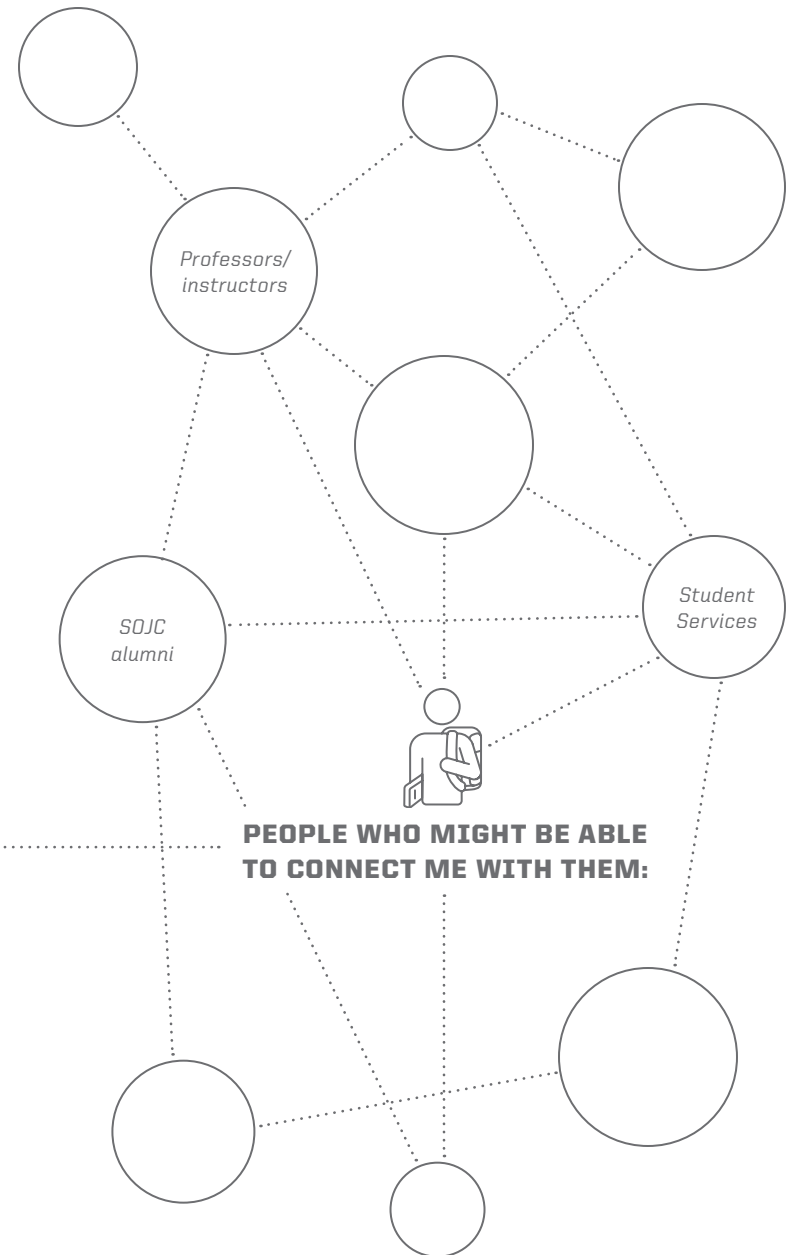
BUILD YOUR NETWORK

It's never too early to start networking!

TOP 5 ORGANIZATIONS I'D LIKE TO WORK FOR:



WHAT THEY HAVE IN COMMON:



PEOPLE WHO MIGHT BE ABLE TO CONNECT ME WITH THEM:

PSST: WANNA SEE MORE #LIFEASAJSTUDENT? FOLLOW US ON SOCIAL @UOSOJC!

TL;DR:
STILL HAVE QUESTIONS?

Learn all the details about SOJC majors, programs, courses, and student groups:

journalism.uoregon.edu

Plan a visit to campus and the SOJC:

visit.uoregon.edu

Find UO campus resources for everything under the sun:

uoregon.edu/onestop

Explore housing options, academic residential communities, and first-year interest groups:

housing.uoregon.edu

How much is this going to cost? Start running the numbers:

uoregon.edu/tuition
financialaid.uoregon.edu

Find UO application deadlines:

admissions.uoregon.edu/deadlines





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