ETHICS
INTEGRITY
WISDOM
INNOVATION
TALENT
INGENUITY
ACTION
ENERGY
COURAGE

YEARBOOK FOR THE UNIVERSITY OF OREGON
SCHOOL OF JOURNALISM AND COMMUNICATION

UNIVERSITY OF OREGON
School of Journalism and Communication
ETHICS. INNOVATION. ACTION.
The University of Oregon’s School of Journalism and Communication is the one school for this age of ideas.

Whether in Alaska, Ghana, New York City, Austria or Portland...our experiential learning and research opportunities drive success and work as a magnet to bring the talented, brave and adventurous to the SOJC.

Our world-class faculty collaborate at the intersection of professional practice and research to create opportunities for our remarkable students. Together, they expand the limits of journalism and communication and generate creative ways to transform “What If?” into “What Is!”

Our students, faculty and staff were celebrated on multiple national and international stages this year.

We admired our young alumni, John Soriano ’10, who won a Public Relations Society of America Silver Anvil Award, and Michael Cagliò ’12 and Nora Simon ’11, who were honored with Pulitzer Prizes.

This summer we hired our inaugural endowed Chair in Journalism Innovation and Civic Engagement, Emmy-award-winning journalist and former New York Times Multimedia Editor Andrew DeVigal. DeVigal is the SOJC’s first professor of practice and will lead the launch in November 2014 of the SOJC’s Center for Journalism Innovation and Civic Engagement.

It is an honor to serve as the Interim Edwin L. Artzt Dean. With the support of alumni and friends, we continue to advance the School’s national and international prominence. I look forward to forging new relationships and strengthening familiar ones as we sustain the powerful growth of the SOJC as the one school working for excellence in ethics, innovation and action in journalism and communication.

Great storytelling starts here.

Julianne H. Newton
Interim Edwin L. Artzt Dean and Professor
ETHICS
WE ARE THE GUARDIANS.

We believe in the power of truth and integrity. We know that great stories and meaningful research are built carefully to respect people and ideas, even as we help the world understand complexity. This is not a simple task for journalists or scholars or creative strategists, but it becomes the heart of all we do and produce. Together, we know our obligation to the world is to find truth and tell it well.
“I BELIEVE THAT WHEN YOU HAVE A SOURCE OF LIBERATED MEDIA, YOU SEE PEOPLE’S LIVES CHANGE. THAT DRIVES ME.”

ENDALK CHALA
FIRST-YEAR DOCTORAL STUDENT ENDALK CHALA INFORMED HIS MEDIA IN GHANA CLASSMATES LAST APRIL THAT HE WOULD NOT TRAVEL TO ACCRA WITH THEM THAT SUMMER.

Going to Ghana would put his ability to return to the UO – and his freedom – in danger.

If he left the U.S. he would need to renew his student visa in his native Ethiopia. But his mother and sister in Addis Ababa warned him against coming home following the April 25 arrest of his Ethiopian blogging colleagues by their country’s leaders.

After three months of detention, the arrested bloggers were charged with terrorism. Supporters around the world responded by posting pictures of themselves with signs reading “Blogging is not a crime” and “Journalism is not terrorism” on a Tumblr site Chala created.

Chala had been an Ethiopian journalist and blogger for many years when in 2012 he helped found the Zone 9 blogging project, which provided independent reporting on the repressive policies of the Ethiopian government.

It began after Chala and some fellow bloggers learned about an Ethiopian maid who was abused by her employer in the Middle East and then either was killed or committed suicide. The Ethiopian government does not permit reports about human rights abuses against Ethiopian women working in the Middle East, said Chala.

The bloggers campaigned online to raise money so the woman’s family could repay loans she undertook to seek work abroad. After that, they decided to start their own blog together rather than a newspaper, because “it’s really difficult to get a license to operate as a newspaper, especially if the government knows you have a critical attitude to its policies,” Chala said.

With about 90-million people, Ethiopia is the second-most-populous country in Africa. It has no independent daily newspaper. The only telecom provider is state-owned. Although access to the Internet is limited, the bloggers have reached more than 100,000 people in Ethiopia’s online community through blogs and social media, Chala said.

“The new technology is giving individuals like myself and my colleagues the opportunity to challenge dictatorship and authoritarianism,” Chala said.

They visited and wrote about jailed Ethiopian journalists who are political prisoners. Most are kept in Zone 8 of a particular prison. After one of those journalists told Chala and his friends, “The people in Ethiopia are also in prison,” they decided to name their blog Zone 9.

Just as Shakespeare’s Hamlet called Demark a prison, Chala said, “Ethiopia is a prison; Zone 9 is another name for Ethiopia.”

The Zone 9 bloggers’ work offended government officials, who warned Chala and his friends to quit, but they refused.

“We told them the cause is the right one,” he said.

Chala came to the SOJC in fall 2013 to gain a theoretical understanding of media and communication, and to study how new technologies contribute to freedom of expression.

“Oregon is a very good fit for me,” he said. “It has empowered me to understand and approach freedom of expression in a broader and nuanced manner. The School of Journalism is giving me that opportunity.”

Although he can’t go back to Ethiopia now, he hopes someday to use his Ph.D. to broaden his work on promoting freedom of expression there.

In addition to his studies, Chala is supporting his imprisoned colleagues by raising awareness on Twitter and other social media, with events such as “global Twitter-athons.”

ENDALK CHALA FIGHTS TO GIVE ETHIOPIA A VOICE
“WHEN YOU’RE YOUNGER, BEING DIFFERENT IS OFTEN WEIRD AND NOT GOOD. I CAN RELATE TO NOT REALLY HAVING A VOICE, BEING OVERLOOKED OR MISUNDERSTOOD.”  GURU AMAR KHALSA ’14
GROWING UP AS AN AMERICAN SIKH IN SOUTH FLORIDA, 
GURU AMAR KHALSA ’14 WAS AN OUTSIDER. ALMOST EVERY 
YEAR FROM 4TH GRADE ON, SHE ATTENDED BOARDING SCHOOL 
IN INDIA, TRANSITIONING BETWEEN MULTIPLE CULTURES.

That’s why as a journalist she gravitates toward underrepresented people.

“As an American Sikh, not only did I believe differently but I looked very 
different,” she said.

This summer, she used those skills to help document the stories of Blackfeet 
Native Americans affected by major flooding in 1964. The floods were the 
biggest natural disaster in Montana history, but at the time the news media 
ignored the impact on the reservation. About 30 Blackfeet died. Due to the 
damage, many had to move from their rural ranches to the only town on the 
reservation, Browning, completely changing their way of life. Many still 
mourn the loss of their rural lives.

“Nobody really heard about it at all. Nobody really cared,” she said.

Khalsa joined Assistant Professor of Practice TORSTEN KJELLSTRAND, who is 
working with a colleague at Washington State University and Blackfeet journalists 
and filmmakers to capture those stories before the survivors pass away.

Using a combination of traditional and digital media, the journalists are 
creating an open-ended project that could include video documentary, 
dynamic maps and place-based storytelling accessible on mobile devices. “We 
tried to use the tool that fits each of these stories best,” Kjellstrand said.

Kjellstrand has spent much of his career covering Native communities in the 
West that are underrepresented in the broader American story and media. 
As an immigrant from Sweden, Kjellstrand said that some of the questions 
Native American communities ask themselves about cultural displacement – 
sense of place, the importance of language, connections to ancestors and the 
meaning of homeland – feel familiar to him.

Working on this project with Native filmmakers and journalists, including young 
makers at the Blackfeet Community College, is particularly satisfying, he said.

“I can blend my skills and sensibilities with something inside the community,” 
he said. “I can’t be that voice because I am an outsider, but I can help promote it.”

Given the tradition of “ham-fisted” journalism in Native communities, he 
said, journalists must engage mindfully with them. “I thought Guru was up 
to that,” he said.

The 50th anniversary of the floods occurred while Khalsa and Kjellstrand 
were reporting. To help commemorate it, journalists shared rough cuts of some 
of their videos at the community college. Only a dozen people were expected, 
but about 150 showed up.

For some survivors, seeing their stories told was “heartbreaking,” Khalsa said.

Khalsa, who graduated in June and plans to work for a nonprofit as a multimedia and 
outreach coordinator, said she hopes to remain involved as this project continues.

“I love seeing other cultures,” she said. “Considering how I was raised, it’s 
fascinating seeing how other sides think. I love telling stories.”
ANCIL PAYNE AWARDS FOR ETHICS IN JOURNALISM

The Ancil Payne Awards for Ethics in Journalism honor journalists and news organizations that demonstrate an extraordinary commitment to ethical conduct, even when faced with economic, personal, or political pressure. Each spring, a panel of judges representing the news industry and academia chooses the winners, who spend three days on campus meeting with students and the staff of the Oregon Daily Emerald in addition to attending the award ceremony. Ancil Payne, a leader in Northwest broadcasting and a lifelong contributor to the arts, politics, and education, established the awards in 1998.

THE 2014 WINNERS WERE:

MICHAEL PHILLIPS of The Wall Street Journal, for his series “The Lobotomy Files,” an in-depth investigation into the roughly 2,000 soldiers lobotomized during and after World War II by the Veterans Administration.

Student journalists ABBEY CRAIN, editor, MATT FORD, magazine editor, and MAZIE BRYANT, editor-in-chief, of the University of Alabama’s Crimson White newspaper, for their work on “The Final Barrier,” which reported allegations that black students were passed over for bids at traditionally white UA sororities because of their race.

THOMSON REUTERS, for its three-part series “Assets of the Ayatollah,” despite warnings from Iranian sources that it might endanger the news organization’s attempts to reopen its Tehran bureau and being faced with mounting costs in securing the safety of their employees in the region.

RUHL LECTURE

Author, educator and civic entrepreneur ERIC LIU presented “Power, Voice, and the Meaning of Citizenship” at the 2014 Ruhl Lecture. Liu, who served as a White House speechwriter and the deputy domestic-policy adviser to President Clinton, is the author of The Accidental Asian and co-author of Imagination First, The True Patriot and The Gardens of Democracy. He is the founder and CEO of Citizen University, a conference on creative citizenship, and the curator of True Patriot Network, dedicated to promoting progressive civic values.

The SOJC’s annual Ruhl Lecture, established by MABEL W. RUHL in 1973 to “foster mutually beneficial contact between the School of Journalism and Communication and the mass media,” honors the memory of Pulitzer Prize-winner ROBERT W. RUHL, one of Oregon’s most respected journalists.
“THE ANCIL PAYNE AWARDS RECOGNIZE JOURNALISTS WHO DEMONSTRATE AN EXTRAORDINARY COMMITMENT TO ETHICAL CONDUCT, EVEN WHEN FACED WITH ECONOMIC, PERSONAL, OR POLITICAL PRESSURE.” JULIANNE H. NEWTON, INTERIM EDWIN L. ARTZT DEAN AND PROFESSOR
“THIS YEAR’S HALL OF ACHIEVEMENT INDUCTEES ARE TRULY EXCEPTIONAL, AND AS WITH ALL OF OUR INDUCTEES, SET AN EXAMPLE FOR OUR STUDENTS.”

TIM GLEASON, FORMER EDWIN L. ARTZT DEAN
Established in 1998, the Hall of Achievement honors alumni and faculty members of the School of Journalism and Communication for their outstanding accomplishments and exceptional contributions to the field of journalism and the communities in which they live and work.

THE 2013 INDUCTEES WERE:

ROBERTA “BOBBIE” CONNER ’77 is the director of Tamástlikt Cultural Institute, a 45,000-square-foot museum that is the only tribally owned interpretive center on the National Historic Oregon Trail. In that role, she works to perpetuate the knowledge and histories of the Cayuse, Umatilla and Walla Walla people. She is regarded as a powerful voice in the national conversation on cultural stewardship and has created opportunities for an up-and-coming generation of cultural activists. In 2012, she became Chair of the Board of Trustees at the Smithsonian’s National Museum of the American Indian.

MADELINE DE FREES M.A. ’51 is a well-known author and poet, who has written two chapbooks, two nonfiction books, and eight poetry collections including Blue Dusk, which earned her the 2002 Lenore Marshall Poetry Prize and a Washington Book Award. She joined the Sisters of the Holy Names of Jesus and Mary in 1937, dispensing with her vows in 1973, explaining that she was not leaving the Catholic Church but devoting herself to writing. She taught at many colleges, including the University of Montana, the University of Massachusetts and the University of Washington. She is the winner of a Guggenheim Fellowship and a grant from the National Endowment of the Arts.

MARK ZUSMAN M.A. ’78 is editor and co-owner of Willamette Week, which in 2005 became the first and only alternative weekly newspaper to win the Pulitzer Prize for Investigative Reporting and the first newspaper to win a Pulitzer for a story that was originally published online. He and business partner Richard Meeker also own two other alternative weeklies and co-founded MusicfestNW, Techfest NW and a series of election debates, “Candidates Gone Wild,” all credited with helping create community and civic engagement in Portland. He has served as president of the Association of Alternative Newsweeklies and the Independent Media Institute. Zusman currently leads the SOJC’s Journalism Advancement Council.

SHEENA BRADY ’99 has developed an impressive portfolio that includes advertising for Starbucks, Nike, careerbuilder.com and Coke and Diet Coke. She created the head-turning Coke spot and the Super Bowl standout “It’s Mine,” in which parade balloons—Underdog, Family Guy’s Stewie, and Charlie Brown—vie for a giant bottle of Coke.

“It’s easy to put your head down and work but time goes by quickly,” she said. “I always want to be creative. It’s my life force; it keeps me energized.”
TOP STUDENTS AWARDED PRESTIGIOUS HALL OF ACHIEVEMENT SCHOLARSHIPS

The Hall of Achievement Student Fund was established in 2002 to celebrate the SOJC’s history and to better connect students with that history and with alumni. The program includes individual scholarship funds established to honor members of the Hall of Achievement, as well as a Hall of Achievement Student Fund.

CONGRATULATIONS TO THE 2013-2014 WINNERS

ANN CURRY ELECTRONIC MEDIA SCHOLARSHIP
Eliza Collins

ROBERT B. FRAZIER MEMORIAL SCHOLARSHIP
Alando Ballantyne

JOHN L. AND ELIZABETH R. HULTENG SCHOLARSHIP
Challis Popkey

LYLE M. NELSON SCHOLARSHIP
Samuel Stites

GEORGE PASERO MEMORIAL SCHOLARSHIP IN SPORTS JOURNALISM
Samuel Katzman

WARREN C. PRICE MEMORIAL SCHOLARSHIP
Kayla Darrow

RANDY M. SHILTS MEMORIAL SCHOLARSHIP
Mia Schauffler

THE GLENN STARLIN GRADUATE FELLOWSHIP IN TELECOMMUNICATION
Ben Birkinbine

BILL WINTER ADVERTISING SCHOLARSHIP
Madison Odenborg

HALL OF ACHIEVEMENT SCHOLARSHIPS
Kathryn Boyd-Batstone
Emily Carpenter
Jacqueline Haworth
Grant Lemons
Ellen Minkin

HALL OF ACHIEVEMENT SCHOLARSHIP AWARDS
1,236
SCHOLARSHIPS
AWARDED IN THE
PAST FIVE YEARS

229
SCHOLARSHIPS
AWARDED FOR
2013-2014

$2,206,468
AWARDED IN THE
PAST FIVE YEARS
TO SUPPORT
STUDENTS

$427,704
AWARDED FOR
2013-2014
INNOVATION
WE ARE THE IDEA MAKERS.

We believe in a world of possibility, where a rich mixture of knowledge, creativity, energy and talent gives us permission to better the world. Change is our medium — not change for the sake of something shiny and new, but as a perspective that asks bold questions and then finds new ways to solve problems. Our innovation unveils intriguing stories, builds new theories and practices, and re-envisions the world.
"I WAS DRAWN TO THIS POSITION FOR THE OPPORTUNITY TO COLLABORATE WITH THE WORLD-CLASS FACULTY AT THE UNIVERSITY OF OREGON AND HELP TO FORGE THE FUTURE OF JOURNALISM IN THE SERVICE OF CIVIC ENGAGEMENT."

ANDREW DEVIGAL, CHAIR IN JOURNALISM INNOVATION AND CIVIC ENGAGEMENT
Q&A WITH DEVIGAL

In July, the SOJC welcomed Emmy-award-winning journalist and former *New York Times* multimedia editor ANDREW DEVIGAL as its inaugural Chair in Journalism Innovation and Civic Engagement and the first professor of practice. DeVigal will be based at the George S. Turnbull Portland Center and will lead the SOJC’s new Center for Journalism Innovation and Civic Engagement. The SOJC is deeply grateful to Professor TOM WHEELER, committee members and Interim Center Director MIKE FANCHER ’68 for their outstanding work recruiting DeVigal in an international search.

WHAT EXCITES YOU ABOUT THE CENTER AND SOJC?

I’m thrilled by the opportunity to help forge the future of journalism in the service of civic engagement. The time is absolutely ripe in reimagining not only how we might teach future journalists but also how we might develop new models of journalism that engage citizens and build stronger and more effective communities.

WHAT IS YOUR VISION FOR THE CENTER?

In the past few years, the media industry has mostly been focused around being digital or mobile first. The center needs to focus on being community first. When it comes to civic engagement, impacted communities have invaluable collective knowledge to share.

I hope to shift the conversation of engaging readers not only to grow an audience but more importantly as an opportunity to build and strengthen communities.

The Center can be the global hub to meet our industry’s ever-growing need to evolve and embrace this new media ecosystem through practices and research. It will be the gathering place to bring communities together where new information can be discussed, where public deliberation can be facilitated and questions perhaps resolved.

HOW WILL THE CENTER AND ITS WORK ENHANCE THE SOJC STUDENT EXPERIENCE?

Journalism education plays a pivotal role in how journalism must evolve while still maintaining its traditional values and purpose. Academia is the ideal setting for strategic experimentation where learning from our successes and failures is expected and honored. Innovation should be incorporated in how we teach the craft, the process we establish, the structures we build, and the culture we foster. This directly translates to the student experience, as SOJC students are critical in helping to shape this new media landscape.

HOW DO YOU SEE THE SOJC FACULTY, STAFF, AND ALUMS GETTING INVOLVED?

The success of the center requires collaboration not only across disciplines within the SOJC but also across other departments. The media industry in this digital age is evolving so quickly that we must tap into the expertise across the University of Oregon.
“THE FELLOWSHIP ALLOWED ME TO WORK WITH A GROUP OF OUR SUPER-TALENTED JOURNALISM STUDENTS TO PUSH THE BOUNDARIES OF MULTIMEDIA STORYTELLING IN PARTNERSHIP WITH OREGON PUBLIC BROADCASTING.” ED MADISON PH.D. ’12, ASSISTANT PROFESSOR
DONNA DAVIS
Davis’ past research has focused on how social media and other digital interfaces can help build community and interpersonal relationships for people with disabilities. For this project, titled “A Study of Gamification in a Social Virtual World To Engage Disabled Individuals in Support Communications,” Davis develops and tests the “gamification” of a current study with people with Parkinson’s disease who use virtual worlds to improve their quality of life. This project proposes the development and testing of a gaming “HUD” that will challenge participants to engage at higher levels in order to determine whether “gamifying” the experience can increase participation and subsequently measurable benefits.

ED MADISON PH.D. ’12
As a 27-year veteran of film and broadcast television, Madison recognizes that the way information is delivered has evolved over time. His “Northwest Stories” project uses a cohort of SOJC multimedia students who will challenge broadcast conventions by producing a collection of experimental multimedia stories suited for multiple platforms of delivery. The stories will be shared through social media and with the SOJC’s growing network of legacy media partners, and the completed stories will be bundled as a half-hour television special for broadcast on Oregon Public Broadcasting and potentially KEZI-TV. Additionally, the stories will be offered as a series of segments through OPB’s Northwest News Partnership, which comprises more than two-dozen media organizations.

WES POPE
Pope is drawing on more than 15 years of experience as a newspaper journalist and multimedia professional to develop a new video brand strategy for the San Francisco Chronicle and SFGate web sites in conjunction with Winter Creative. Researchers, experts and students will work together to test the power of video-storytelling techniques by proactively engaging viewers and evaluating viewership behavior. Results will be used to adapt video-storytelling approaches to content creation.

The SOJC selected its inaugural Journalism Innovation and Civic Engagement Faculty Fellows to pursue fully funded research and creative projects. During summer 2014, the three fellows conducted research and worked on projects that will make major contributions to the conversation around journalism, communications, democracy and civic engagement in the digital age. The results of their work will be available in 2015.

DEB MORRISON, CHAMBERS DISTINGUISHED PROFESSOR OF ADVERTISING AND AREA DIRECTOR
SOJC students and faculty are in the midst of a three-year project in Cordova, Alaska on the Copper River Delta, creating multimedia stories that explain climate-change research and how it affects the local communities. This experiential learning opportunity is part of the SOJC’s Science Stories initiative, which brings students and scientists together to create credible, accessible stories about area environmental research.

Under the direction of Journalism Senior Instructor and Area Director MARK BLAINE M.S. ’00, who led the trip along with Chambers Distinguished Professor of Advertising and Area Director DEB MORRISON, Instructor in Photojournalism DAN MORRISON and Assistant Professor of Practice TORSTEN KJELLSTRAND, 19 journalism and advertising students spent the month of July in Alaska. The students met the challenge by producing work in a remote location, while having the opportunity to think critically about journalism.

“Journalism struggles with communicating about climate change and other complex problems,” Blaine said. “We wanted to look at new models of doing journalism related to this issue.”

Students and faculty chronicled their time in a blog (uoclimatereport.tumblr.com) and will continue to develop their research into a multi-platform, multimedia experience.

The inaugural session of the three-year project is supported by the UO’s Williams Instructional Fund, the NANCY AND DAVE PETRONE ’66 Faculty Fellowship, the Faculty Fighting Fund and the SOJC’s Center for Journalism Innovation and Civic Engagement.
Bonnie Wan is Group Brand Strategy Director and Director of Leadership and Development for San Francisco-based Goodby Silverstein & Partners. She joined the firm in 1998 and has worked with well known brands such as Adobe, Nest, Sonic, Got Milk and Thorn during her tenure. In her role as Director of Leadership and Development, she runs a management-training program that works to elevate the character of the agency through its senior leaders.
Students in SOJC’s crisis communications class had a unique opportunity to participate in an online crisis simulation sponsored by the National Consortium for the Study of Terrorism and Responses to Terrorism at the University of Maryland, College Park. During the three-and-a-half hour session their job was to communicate with the public and each other in the aftermath of a fictional terrorist attack in Virginia. Two facilitators continually added new information and asked questions designed to change the course of the scenario.

Working in teams, the students represented five different government agencies, including the local police department and the Virginia Department of Emergency Management. They had to report information to their supervisors, respond to rumors on social media sites, communicate with the public and local leaders, and field questions from the media. At the end they gave a press conference with students from Instructor in Broadcast News Rebecca Force’s live-news class acting as reporters.

“The simulation accomplished exactly what I wanted it to,” Area Director and Public Relations Instructor Kelli Matthews B.A. ’01, M.A. ’04 said. “It started relatively smoothly, but as the rumors and speculations began to fly, it was harder and harder for the teams to communicate with each other. Eventually, though, they got back on track and were able to reassure a nervous ‘public’ that they had the situation under control.”
SLOW NEWS
A MANIFESTO FOR THE CRITICAL NEWS CONSUMER
PETER LAUFER

Sexing the Media:
How and why we do it
by Debra Merskin
The SOJC’s world-class faculty continued to publish topical, thoughtful and insightful books last year.

**Slow News: A Manifesto for the Critical News Consumer**
Peter Laufer

In a time when the media report stories instantly, James Wallace Chair in Journalism PETER LAUFER explored a world where news outlets take the time to report factual information to create a more informed public. Laufer argues that the frantic barrage of constant news should take a cue from the internationally recognized creators and users of the Slow Food Movement, and journalists and consumers should slowly digest news events. Laufer provides readers with 28 rules to help them adopt Slow News.

**Sexing the Media: How and Why We Do It**
Debra Merskin

Undergraduate textbook *Sexing the Media: How and Why We Do It* takes a historical, sociological, psychological and ideological look at why sex and sexuality advance economic and ideological interests. Associate Professor DEBRA MERSKIN discusses cinema, music, music videos, television programs, advertising and the Internet as carriers of the messages that contribute to a narrative that privileges heterosexuality and monogamy. Merskin collaborated with John L. Hulteng Chair in Media Ethics and Professor TOM BIVINS PH.D. ’82 to create the artwork for the cover of the book.

**Big Little Man: In Search of My Asian Self**
Alex Tizon

Filipino immigrant and Assistant Professor in Journalism ALEX TIZON came to the United States with his own idealistic view of what a man in America was supposed to be. The Pulitzer Prize winner’s memoir describes the inner struggle that he faced about the stereotypes that haunted him, until he found that he was not alone.

Adjunct Instructor MELISSA HART’S memoir, *Wild Within: How Rescuing Owls Inspired a Family*, was published in August. KEZI Distinguished Professor of Broadcast Journalism JON PALFREMAN’S new book about neuroscience for “Scientific American” with the working title *Brain Storm* is due out in 2015. Professor LAUREN KESSLER has signed a contract for a new book, *Raising the Barre: The Misadventures of a Mid-Life Woman who Dreamed of Dancing the Nutcracker*.
Doctoral student SENYO OFORI-PARKU earned two major awards to support his dissertation research on risk perceptions and corporate sustainability communications related to offshore oil extraction in Ghana. The UO Public Impact Graduate Fellowship recognizes up to three graduate students whose research has the “potential to have a significant impact on society.” Ofori-Parku also earned a Lokey Scholarship, which promotes the development of outstanding future leaders for the journalism and communication industry. Previously, Ofori-Parku was the first SOJC student to earn an Oregon University System Sasakawa Young Leaders Fellowship Fund award for international research, which supports advanced graduate students with a “high potential for leadership in international affairs, in public life or private endeavor.”

PR Area Director and Instructor KELLI MATTHEWS B.A. ’01, M.A. ’04 and Assistant Professor LAURIE PHILLIPS HONDA received university grants to improve undergraduate instruction. Matthews used her second Faculty Perspectives Seminar grant to provide additional discussion and hands-on experience to a select group of motivated students within the large-lecture course J350: Principles of PR. Phillips Honda was among 16 UO faculty selected to participate in the Teaching Effectiveness Program’s “Working Group on Active Teaching and Learning.” She focused her efforts on refreshing J453: Strategic Planning and Cases.

As president of the International Association for Media and Communication Research (IAMCR), Philip H. Knight Chair in Communication Research JANET WASKO presented BENJAMIN BIRKINBINE PH.D. ’14 with the Dallas Smythe Award at the organization’s 2014 conference in Hyderabad, India for his paper, “Incorporating the commons: Toward a political economy of corporate involvement in free and open source software.” The Smythe Award is given to a paper that combines scholarly excellence with a commitment to developing and extending the critical, innovative and engaged spirit that characterized Smythe’s contribution to media/communications analysis. During the year, Wasko gave invited presentations and keynote addresses, and represented the IAMCR in China, Italy, Portugal, Spain, Thailand, Peru and Brazil.

Assistant Professor CHRISTOPHER CHÁVEZ and SARA STROO M.S. ’13 won a top paper award at the International Communication Association’s annual conference in Seattle, Wash. in May for “Black Cable Television and the Ideology of Uplift.”
Three SOJC undergraduates were honored for their research by the Robert D. Clark Honors College. LAURA HANSON ’14 won the Barbara Corrado Pope Award for her thesis, “Proposal for a Book About Sexual Assault on College Campuses.” J. “RILEY” STEVENSON ’14 won the Social Justice Thesis Award for “Illegal: The Representation of Immigrants in Newspapers in Southern Spain and the Southwest United States.” RABAE STUECKEMANN ’14 earned the Robert D. Clark Award for “Meditation and Education: Modernizing Learning Through Ancient Techniques.”

Professor CAROLE STABILE was named a 2014 American Council of Learned Societies Fellow for her archival research on women working in television in the late 1940’s and early 1950’s. The research study, named “Pink Channels: Women and the Broadcast Blacklist,” focuses on the opposition progressive women in the television industry faced amongst an anti-communist group of men and women who considered the women’s progressive viewpoints as un-American. Her application was one of about 60 selected for funding out of 1,000.

Ph.D. candidate BRYCE PEAKE received one of the inaugural JULIE AND ROCKY DIXON ’78 Fellowships in Graduate Innovation, which will support a collaborative research project with Intel Labs on diversity at the intersections of user experience research and corporate social responsibility. His dissertation chapter “Noise: a Historical Ethnography of Listening, Masculinity, and Mass Media Technology” received the top graduate student paper award from the Philosophy/Theory/Critique division of the International Communication Association. And along with a collaborator at MIT, he received a grant from the Social Science Research Council to organize “Mediated Futures,” a symposium at New York University that will bring together scholars writing about the social, political, and economic confluences of technologies and the future.

Associate Professor TIFFANY GALLICANO was recognized for a top 5 article of the year in “Public Relations Journal” for Millennial’s perceptions of diversity in their PR agencies. She won the top teaching paper award in August 2013 from the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC) for her paper on the infographics assignment. She also served as vice head elect for AEJMC’s Public Relations Division.
Instructor of Photojournalism/Multimedia SUNG PARK taught at the University of Ghana’s School of Communication Studies last year, as part of the Fulbright U.S. Scholar Program. Park focused on helping modernize the school’s curriculum to prepare students for a rapidly changing journalism industry. In February, he gave the keynote address – “Innovation in Newspaper Contents and Layout: Repacking and Rebranding of Private Newspapers to Face Challenges in the Digital Age” – at the Private Newspaper Publishers Association of Ghana’s seminar for leading journalists.
After finishing his term as the Association for Education in Journalism and Mass Communication’s president, Jonathan Marshall First Amendment Chair KYU HO YOUM became the second recipient, after former U.S. Supreme Court Justice William Brennan, of the Distinguished Service Award from AEJMC’s Law and Policy Division. He also organized and chaired a First Amendment panel, “The Global Impact of New York Times v. Sullivan: The Landmark U.S. Supreme Court Case 50 Year Later,” at the International Communication Association (ICA) convention in May.

Doctoral student RYAN EANES was awarded a Food Studies Graduate Research Grant by UO’s Food Studies program in support of his research into restaurant environments and their impact on socialization and cell phone usage.

Associate Professor SCOTT MAIER was embedded with the Washington, D.C. bureau of Scripps Howard News this summer, as a Scripps Howard Visiting Professor in Social Media. As one of six Association for Education in Journalism and Mass Communication members chosen as a visiting professor, Maier studied how social media is changing the communications industry. In addition, the award will fund bringing a Scripps Howard professional to SOJC as a journalist-in-residence. Maier also served as the U.S. delegate at the annual meeting of the European Journalism Observatory, an international consortium of journalism researchers bridging the academic and professional divide, in Riga, Latvia.

GABRIELA MARTÍNEZ PH.D. ’05, Associate Professor and Director of the SOJC Journalism Master’s Program, was selected as one of two UO Wayne Morse Center for Law and Politics Resident Scholars for 2014-2015. Martínez, a documentary filmmaker and international communications scholar, will examine how media production can address human rights violations, promote social change and strengthen democratic practices in Peru, Guatemala and Mexico.

Endowed Chair in Public Relations and Professor PAT CURTIN was elected to a three-year term on the Association for Education in Journalism and Mass Communication’s publication committee. Her paper about rearticulating activism and public relations through the cultural-economic model took second place in the open competition of AEJMC’s Public Relations Division.
ACTION  ENERGY  COURAGE
**ACTION**

**WE ARE THE STORYTELLERS.**

“What if?” is a catalyst here, the starting point for ideas transformed into research, data, stories, images, messages of meaning and ways of doing. We drive new approaches to scholarship and to our professions, we invent media and how they are used, we connect the world using words and images, and we drive change toward advantageous outcomes. Whether our classroom is in Allen Hall or around the world in Ghana, New York City, Austria, or Alaska, our goal is to do — to produce research, practices and stories that shape a more collaborative, sustainable world.
Students had multiple opportunities to take what they learned in the classroom and apply it in the real world.

**VIENNA**

In April, James Wallace Chair in Journalism Peter Lauf er took 16 students to Vienna where they received a crash course in interviewing people who speak different languages and come from different cultures. Students had multiple opportunities to interact with immigrant and refugee communities in Vienna. During the term, the students were assigned stories in Slovakia and Hungary, with no training in the native language. They had to think outside the box to tackle political and social issues, including racial conflict and standards of living. The students had to adapt to this new culture and apply interviewing techniques learned in class.

**PARIS**

Lauf er and Instructor in Photojournalism Dan Morrison also took three students to Paris for the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Press Freedom Day, which draws attention to press-freedom issues. Students staffed an ad-hoc newsroom with peers from around the world to cover the event and helped produce a documentary film for UNESCO. They also visited immigrant communities in the Paris suburbs to speak with editors and reporters at grassroots publications covering issues they feel are being ignored by the mainstream French press.

**ACCRA**

The Media in Ghana program moved students from the classroom to the West African nation for five-week internships at a variety of media outlets. Under the direction of Senior Associate Dean for Academic Affairs Leslie Steeves and working with Assistant Professor Christopher Chávez and Assistant Professor Ed Madison Ph.D. ’12, 16 students spent the summer learning about different cultural contexts and how they affect communication. Students covered issues such as the rise of Boko Haram in nearby Nigeria, efforts to curb overfishing, enforcement of seatbelt laws and the World Cup.
“MY INTERNSHIP GAVE ME THE OPPORTUNITY TO CREATE A DOCUMENTARY ABOUT ORGANIC FARMING IN GHANA. I GOT TO MEET AND TALK WITH A LOT OF INTERESTING PEOPLE ABOUT THE SUBJECT MATTER AND TO TELL A STORY THAT DOESN’T GET COMMONLY TOLD HERE IN GHANA.”

KAYLEE BROWN ’14
THE NYC EXPERIENCE

The SOJC provides our students with opportunities for experiential learning by introducing them to top professionals in their respective fields.

Each year we send junior and senior advertising majors to New York’s Creative Week to get an inside look at the industry and to experience the culture at several agencies. In 2014, the SOJC took 102 students – nearly double the number who made the trip last year to the NYC Experience – where they were able to network with professionals, work side-by-side with agency staff members on projects, and pitch creative briefs. The undergraduates visited 30 ad agencies, as well as Major League Baseball’s New York Mets and the Clinton Global Initiative.

Several received professional opportunities as a result. AUSTIN POWE ’14 was offered a paid internship with Wieden+Kennedy’s New York office based on a stellar performance in a student-pitch competition and high marks on his portfolio. JAMES BEKÉ ’13 and TYREE HARRIS ’13 produced a groundbreaking sports culture television ad campaign for client Beats by Dre at R/GA LA. Harris and Beké got hired by R/GA after meeting with its representatives during Creative Week NYC.

Students who may not otherwise have access to the week-long experience are supported by the Go to Gotham Fund, established by DAVID STERN AND NANCY GUITTEAU, parents of a past participant, and by the Bedbury Scholars Fund, created by SAMMI AND SCOTT BEDBURY ’80.
SPORTS MEDIA WORKSHOP

Twenty-two SOJC student journalists and student athletes participated in the fifth annual Sports Media Workshop between Commencement and the start of the summer term. The workshop, which is in its fifth year, helps students and athletes learn about the importance of strong stories and how media work in the sports industry.

Chambers Distinguished Professor of Advertising and Area Director DEB MORRISON, Journalism Senior Instructor and Area Director MARK BLAINE M.S. ’00, Instructor in Photojournalism DAN MORRISON and Instructor in Broadcast News REBECCA FORCE provided students with instruction on the elements of a good story, finding and building a story quickly, interviewing and basic production and editing.

During the workshop students were tasked with two projects: a short story they had to turn around in 24 hours, and a longer multimedia version of the same story that they produced over two days.

Special guest speakers included SportsCenter personality NEIL EVERETT ’84, ESPN’s 30 for 30 Creative Director DAN SILVER and broadcaster ANN SHATZ, one of the first female sportscasters.
“I LEARNED THAT JOURNALISM ISN’T ABOUT WRITING REPORTS AND MAKING MONEY. IT’S ABOUT TELLING STORIES AND OPENING PEOPLE’S EYES TO THE WORLD AROUND THEM.” AMANDA BARKER, SNOWDEN CLASS OF 2013
Internships are one of the best ways for students to gain work experience and professional contacts. The SOJC is fortunate to have two premier internship programs supported by donors.

CHARLES SNOWDEN PROGRAM FOR EXCELLENCE IN JOURNALISM
Since 1998, the paid internship program has created unique opportunities for Oregon college students, integrating on-the-job experience with training in journalism ethics. The interns work side-by-side with professionals, practicing the essential skills required to provide news and information to their communities during the summer months.

The Snowden Program honors the life and career of CHARLES SNOWDEN, a long-time editor at The Oregon Journal and The Oregonian. Charlie Snowden, who retired in 1986 and passed away in 1997, had a great passion for good writing, history, and the practice of ethical journalism.

Five students made up the first class of Snowden interns in 1998. Since then, 203 Oregon journalism students have launched their journalism careers as “Snowdens.” Under the direction of the Snowden Internship Coordinator PETE PETERSON M.F.A ’68, M.S. ’77, with assistance from Career and Academic Adviser RACHEL ALLEN ’09, each intern receives a stipend, funded by the Snowden program endowment at the University of Oregon and the sponsoring media partner.

PORTLAND STUDENT EXPERIENCE
Seniors from all SOJC majors are eligible to apply for the selective Portland Student Experience, for a chance to intern around the city at one of the more than 100 participating employers. Administered by Instructor in Strategic Communications and Portland Experience Coordinator JOSH NETZER at the School’s George S. Turnbull Portland Center, this term-long internship in Oregon’s largest media center offers the opportunity to participate in specialized career-development and networking programs.

Supported in part by the Staniak Scholarship (BETTY ’80 AND ERIC STANIAK ’80) the Portland Senior Experience has served more than 100 students since 2006. The program’s job placement or internship extension rate is greater than 60 percent.

“We get the unique experience of meeting with our scholars each term and have been overwhelmed by their drive, ability, focus, and work ethic as they prepare for their future,” Eric Staniak said. “We feel like we play just a small part in what they are doing, but the students and SOJC faculty have made our participation something where we get much more in return than what we give.”

Over the course of their internship students are also given the opportunity to participate in a number of activities including organization tours, networking events and classes.
THANKS, TIM

Tim Gleason officially stepped down on Oct. 31 after 16 years of service as the Edwin L. Artzt Dean of the SOJC. During his tenure, enrollment grew to 2,100 students and donor-funded endowments to benefit the School increased from $6.7 million to $45.3 million in December 2013. Gleason also oversaw the 2002 renovation of Allen Hall, the 2006 launch of the George S. Turnbull Portland Center and the creation of two new master’s programs. On March 1, 2013 he celebrated the grand opening of the newly transformed Allen Hall, a $15-million expansion and renovation. Gleason’s leadership reflected an unyielding commitment to faculty and students and his deep faith in the importance of journalism to a free society. This winter, when he returns from sabbatical, Gleason will oversee the academic integrity of the Intercollegiate Athletics program as the UO’s NCAA Faculty Athletics Representative and will teach courses in media law. Thank you, Tim!
Julianne Newton officially assumed the role of Interim Edwin L. Artzt Dean on Nov. 1, 2013. In addition to serving as Associate Dean for Undergraduate Affairs for five years and as a professor of visual communication for eight years, she brings a wealth of experience as a reporter, editor, photographer and designer. She serves on the editorial boards of seven research journals and has won numerous awards, including the National Communication Association Visual Communication Research Excellence Award in 2004 and 2008. In her time as dean so far, Newton has implemented an ambitious faculty-hiring initiative to improve our student-to-faculty ratio and continues to excel at leading the SOJC to its 100th anniversary. She is deeply committed to enriching the student experience, enhancing faculty research and creative work and advancing the School as it prepares the leading media scholars and professionals for a global future.
Building on 20 years of publication excellence, “FLUX” magazine, advised by Journalism Instructor LISA HEYAMOTO M.S. ’11, won the 2013 Magazine Pacemaker Award from the Associated Collegiate Press, one of the most prestigious for college media, and a Gold Crown from the Columbia Scholastic Press Association.

“OR Magazine,” an interactive, student-produced iPad publication, won four Columbia Scholastic Press Awards for the Spring 2013 edition. MATT LESLIE ’15 and TOMMY PITTENGER ’14 received first place in Digital Feature Package for “The First Step.” Pittenger also earned a certificate of merit in Video Feature Package for Digital Media for “Dancing with Danger.” BRIANA HUBER ’14 and SASHA RIDDLE ’13 took second place in General Feature for Digital Media for “The First Step.” Riddle also won third place in General Feature for Digital Media for “Dancing with Danger.”

Undergraduates created “OR Magazine” in the SOJC’s Spring 2011 Mobile Media Production course, taught by Assistant Professor Ed Madison. “We’re honored that prestigious organizations like the Scholastic Press Association are acknowledging the innovative digital publishing work our students are doing,” Madison said. An evolving partnership with Adobe now makes the SOJC one of three universities whose students have access to the same enterprise software tools used by Conde Nast and Time-Warner publishing.

The SOJC won top 10 medallions in the Overall as well as the Writing and Multimedia categories for the Intercollegiate Competition in the Hearst Journalism Awards Program, often called the Pulitzers of college journalism. Hearst medallions honored JULIANNE PARKER ’14 with second place in the writing category for breaking news. ANDY ROSSBACK ’14 won second place in the Team Multimedia Story competition for “Into the Evergreen,” a project from Assistant Professor of Practice TORSTEN KJELLSTRAND’S winter photojournalism class. MICHAEL BUISÁN ’14 and the Josephine County Project Team from OR Media, SOJC’s innovative in-house digital storytelling production unit led by Assistant Professor ED MADISON PH.D. ’12, earned fifth place in the Team Multimedia Story area, as well.

SOJC students won a top national award from the Society of Professional Journalists, which annually honors the best in student journalism. SPJ named “Along the Route of the Whale,” a team multimedia project documenting conservation work on behalf of the South Atlantic right whale, the winner for Online In-Depth Reporting. The team of eight students produced the project in Associate Professor CAROL ANN BASSETT’S summer 2013 environmental journalism course in Uruguay.
KATHRYN BOYD-BATSTONE ’14 received a National Press Photographers Foundation Scholarship, one of seven U.S. college students so honored.

POLLY IRUNGU ’16 was crowned Miss Black Oregon U.S. Ambassador in Dec. 2013 and she will maintain the title for one year. Winners of Miss Black U.S. Ambassador receive scholarship opportunities to further their education.

UO grad GAVIN LINDBERG ’95, CFO of NIKE’S Jordan Brand, spoke at Allen Hall to celebrate the launch of IR Futures, a new organization focused on investor relations and financial communications. After interacting with our students, Lindberg suggested an SOJC-NIKE investor relations internship and future field trips to NIKE’s campus. Spearheaded by Instructor KATHRYN KUTTIS M.L.A. ’10, IR Futures is the only student group at UO focused on investor relations and one of a few in the nation.

The National Academic Advising Association (NACADA) awarded an Outstanding Advising Program Certificate of Merit to SOJC's Team Advising, lead by Director of Student Services SALLY GARNER ’98. The NACADA Award program honors institutions that make significant contributions to the improvement of academic advising in higher education.

Scholastic Journalism Outreach Coordinator KARLA KENNEDY reformed the SOJC’s National Association of Black Journalists (NABJ) in Oct. 2013, after a 15-year hiatus. NABJ-UO provides a positive network of students and professionals to fuel each other towards success in the field of journalism. Under Kennedy’s guidance, the chapter flourished and attended the national convention in Orlando, Fla.

SOJC hosted the American Advertising Federation’s District XI competition in spring – the first time the competition was held at a university – which reduced the cost for students to attend and gave the SOJC an opportunity to showcase its facilities to student teams from Oregon, Washington, Idaho and Montana. Led by Senior Instructor in Advertising DAVE KORANDA ’78, the SOJC will host again next year at the George S. Turnbull Portland Center.
The UO Public Relations Student Society of America chapter won two national awards. It took second place in the 2013 National Organ Donor Awareness Competition, which challenged chapters to create public relations campaigns about the importance of organ donation, and the Dr. F.H. Teahan Chapter Newsletter Award.

KEZI Distinguished Professor of Broadcast Journalism JON PALFREMAN completed a trilogy of short films about the role of women in computers. “This is not only a fascinating project in its own right, but also a reminder that the world in which journalists live is constantly changing,” he said. “Unlike my documentaries for FRONTLINE, these films will be distributed by Google.”

Two recent graduates shared in Pulitzer Prizes: MICHAEL CIAGLO ’12 and NORA SIMON ’11. Ciaglo was the photographer on “Other Than Honorable,” an investigative series by the Colorado Springs Gazette about the increasing number of soldiers kicked out of the service for misconduct, often with no benefits, which won the national reporting prize. Simon is a member of the editorial page staff of The Oregonian, which won for its editorial writing about Oregon’s troubled Public Employee Retirement System.

JOHN SORIANO ’10 earned a Public Relations Society of America Silver Anvil in the multicultural public relations category with his team at FleishmanHillard for their Live Proud campaign, which highlighted AT&T’s support of the LGBTQ community and publicly advocated for LGBTQ rights.

ANDY MASER ’07 won two Northwest Regional Emmy Awards for two environmental documentary films that aired on the “Oregon Field Guide” program in 2013. One of those documentaries also received a national Edward R. Murrow Award. He is a National Geographic Explorer and has worked for National Geographic and PBS as director of photography.

SIMON BAUMGART ’99 shared in Columbia University’s distinguished duPont Award — regarded as the most prestigious in broadcast journalism — an investigative series for ESPN’s Outside the Lines. “Youth Football Concerns” uncovered serious problems with youth football leagues, including corruption and illegal gambling. The team also won a national Edward R. Murrow Award for the radio version of one of the series’ pieces.
“BRINGING HOME TWO NATIONAL AWARDS WAS A HIGHLIGHT OF THE SCHOOL YEAR FOR US. OUR MEMBERS WORKED INCREDIBLY HARD ON THE WINNING PROJECTS AND THAT DEDICATION WAS RECOGNIZED ON A NATIONAL LEVEL.”

CALLIE GISLER ’14, 2013-14 UO PRSSA CHAPTER PRESIDENT
“SOJC STUDENTS ASTOUND US WITH THEIR TALENT, INTELLIGENCE AND DEDICATION TO EXCELLENT ACCOMPLISHMENT. HEADS UP, WORLD. HERE THEY COME!” JULIANNE H. NEWTON, INTERIM EDWIN L. ARTZT DEAN AND PROFESSOR
The following awards were presented at the SOJC Student Recognition Ceremony on Sunday, June 15.

THE PHYLLIS VAN KIMMELL BELL LEADERSHIP AWARD
Alan Sylvestre

HILLSBORO ARGUS AWARD IN HONOR OF EMMA C. MCKINNEY FOR OUTSTANDING SENIOR WOMAN
Jana Rabea Stueckemann

WILLIAM GURNEY MEMORIAL AWARD FOR OUTSTANDING SENIOR MAN
Galen Ettlin

OUTSTANDING JOURNALISM GRADUATE (ACADEMIC EXCELLENCE)
Galen Ettlin

OUTSTANDING JOURNALISM GRADUATE (LEADERSHIP)
Alan Sylvestre

OUTSTANDING JOURNALISM GRADUATE (JOURNALISM)
Jana Rabea Stueckemann

WILLIS WINTER AWARD FOR OUTSTANDING SCHOLASTIC AND PROFESSIONAL SERVICE IN THE FIELD OF ADVERTISING
Spencer Adrian

ROY PAUL NELSON AWARD FOR OUTSTANDING ACHIEVEMENT IN ADVERTISING DESIGN
Myray Reames

W.L. THOMPSON AWARD FOR OUTSTANDING ACHIEVEMENT IN ADVERTISING COPYWRITING
Neil Kirkpatrick

MAXWELL AWARD
Sydney Madge

LIZ CAWOOD PUBLIC SERVICE AWARD
Mandy Shold

JACK EWAN AWARD FOR OUTSTANDING PUBLIC RELATIONS GRADUATE
M. Callie Gisler

PUBLIC RELATIONS DUCK AWARD
Nicole Ibarra
Graduates at the 98th commencement ceremony on June 16 truly earned their webbed feet. A torrential downpour soaked students and guests alike, but even the gloomy weather couldn’t put a damper on the special day. With 541 students, the 2014 graduating class was the largest in the school’s history.

MICHAEL THOELE received the Outstanding Teaching by an Adjunct Award, and TORSTEN KJELLSTRAND received the Jonathan Marshall Award for Innovative Teaching in Journalism and Communication.

Advertising superstar and former Wieden+Kennedy Creative Director SHEENA BRADY ’99 earned cheers during her commencement address when she encouraged students: “Be provocative. Be something. Just don’t add to the noise. Remember that you’re the loudest voice in the room. That you chose to be a spokesperson for this world.”

When the rain began to pour harder during the ceremony, the class of 2014 and guests cheered even louder.
The Journalism Advancement Council provides advice, advocacy and support for the SOJC. Members are selected for their professional expertise and ability to promote and participate in the ongoing improvement of the School.

The JAC works closely with the Dean and Director of Development, providing counsel regarding mission, goals, strategic planning and external trends, while engaging with faculty to further students’ educational development.

JAC members serve as advocates for the SOJC, helping to strengthen its relationships with related professional industries and assisting with plans to obtain financial support to increase faculty and student access to experiential learning opportunities, research projects and job opportunities for graduates.
SUPPORT THE SOJC

GIVING TO THE UNIVERSITY OF OREGON’S SCHOOL OF JOURNALISM AND COMMUNICATION

As one of the first journalism schools in the country, the SOJC has built a national reputation for its emphasis on professional ethics, an entrepreneurial faculty and experiential learning opportunities. At a moment when the entire field of journalism is being disrupted, we have never been better-poised to train the next generation of journalists, communication professionals, and scholars.

Donors make it all possible. Gifts of any size, given every year, drive the success of the SOJC. Your support made the stories we shared in this Yearbook possible.

JOURNALISM FUND

The Journalism Fund is one of the most important ways that you can support the SOJC. The flexibility of this fund is invaluable. Each year, the dean allocates these gifts to support top priorities in the School. The Journalism Fund supports scholarships, innovative academic programs, faculty research, and student organizations. Last year, your gifts helped to fund additional student scholarships, provide support for student and faculty travel to places such as New York City for Creative Week and Ghana for our Media in Ghana summer experience. Your investments enable us to respond quickly to new opportunities, to support innovative projects, and to nurture great ideas.

The Journalism Fund’s impact is built on the collective strength of your support. Every gift matters.

STUDENT SCHOLARSHIPS

Scholarship support is a cornerstone of our fundraising efforts. For the SOJC, in the next five years our ambitious student-support goal involves doubling investment from nearly half-a-million dollars to one-million dollars each year specifically for SOJC students.

Scholarships help us to recruit top students to the SOJC. A current gift to student scholarships will have an immediate impact, ensuring that no deserving student is denied the opportunity to earn an SOJC degree because of financial circumstances. We will attract and retain the brightest students if we continue to invest in them.

HELP US CONTINUE OUR LEGACY OF FUNDING ACCESS AND EXCELLENCE

For more information or details about how you can support the SOJC, please contact JOOHEE BERGLUND, Development Director at (541) 346.2358 or by email at joohee@uoregon.edu.
“For us, the Portland connection and the opportunity to provide area nonprofits with talented student interns was just right. The life skills students gain by moving to the city are equally important. Being able to meet the interns each term and hear about their experiences provides inspiration for us to keep things growing.”

BETTY ’80 AND ERIC STANIAK ’80

BETTY AND ERIC ESTABLISHED THE STANIAK SCHOLARS INTERN PROGRAM IN SUPPORT OF THE PORTLAND SENIOR EXPERIENCE
The SOJC would like to recognize the following alumni and friends for their generosity and partnership: Edwin L. Artzt ’51, the late Carolyn Silva Chambers ’53, the John L. Hulteng family, Lorry I. Lokey and the Charles R. Snowden family.

*The following donors have made gifts between July 1, 2013 and June 30, 2014. Gifts received after June 30, 2014 will be listed in the 2015 Yearbook.*

*We are grateful for your investment in excellence.*

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“Developing your own voice can help you separate yourself from those chasing the same dream. The SOJC helped me find my voice. Help the SOJC continue to distinguish itself by giving to the institution that gave so much to you.”

NEIL EVERETT MORFITT ’84

NEIL AND HIS WIFE, STEPHANIE D. KROHN ’02, SUPPORTED THE ALLEN HALL TRANSFORMATION AND HE PARTICIPATES IN CLASSES SUCH AS THE SPORTS MEDIA WORKSHOP.
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Jean '60 and Carl Manahan
“I support the SOJC because, as alumni, it is critical that we provide every opportunity for our students to succeed, grow and thrive in their education.”

MARY SAKAKIBARA ’86
MARY SUPPORTS A STUDENT SCHOLARSHIP IN THE SCHOOL OF JOURNALISM AND COMMUNICATION AND FUNDED A FACULTY OFFICE IN ALLEN HALL

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Ryan Nagel ’05
Jill ’87 and Michael Naimo
Nanette ’90 and Steven Naught ’91
Barbara ’65 and Russell Nebon ’62
Judith Nedry ’70
Carl Nestvold ’99
Naomi ’81 and Jonathan Newman
Julianne Newton and Rick Williams
Sandisa ’80 and Stephen Noack
Northern California Swap Meets
Allison O’Brien ’09
Patricia and Benjamin Odenborg ’87
Pamela Oishi ’93
Kathleen Pacheco
Gwen ’67 and Richard Parker
John Pear Jr. ’76
Glenn Perkins ’83
Mark Perrenoud
Diane and John Perry ’73
Adrienne ’62 and Lee Peterson ’61
Christine Cunningham ’76 and Ralph Peterson ’68
Tracy ’97 and Troy Peterson ’96
David Petzold ’07
Vicki and Christopher Phillips ’81
Rebecca ’81 and Charles Phoenix ’77
Dorothy Piacentini ’57
Sandra ’78 and Jeffrey Pittenger ’79
Michael Pollock ’98
Linda and Douglas Post ’64
Prince Puckler’s Ice Cream Parlours
Principal Financial Group Foundation
Catherine and Matthew Purvis III ’01
Robin ’82 and Kenrick Quamina
June Quincy ’49
Sheila ’83 and John Ransom III
Lou and Dean Rea
YOUR GIFTS TRANSFORM “WHAT IF?” INTO “WHAT IS!”
THANK YOU.
THIS IS THE SOJC.