GREAT STORYTELLING STARTS HERE
We believe that informed public discourse is the lifeblood of democracy. Our key mission is to teach students to research, report and communicate well — to tell stories accurately and responsibly, in all forms of media.

Whichever major you choose — journalism, advertising, media studies or public relations — what matters is that you courageously pursue the best solution and ground your efforts in the ethical standards of high-quality, fact-based communication. Our commitment is that you will learn to communicate your message effectively.
FOR STUDENTS AT THE SCHOOL OF JOURNALISM AND COMMUNICATION, IT’S ALL ABOUT STORYTELLING.

Never before have there been more opportunities to speak truth to the world.

Through our nationally accredited programs, you create and publish your work while developing cutting-edge technique alongside award-winning professionals and scholars. Equally important is that you learn to make your work meaningful and appealing to diverse audiences as you become a broadly educated and highly skilled communicator in the strong tradition of a liberal arts degree.

Come invent the future of media with teachers who care deeply about their students, scholars who travel the world to research and share their knowledge and professionals who use helicopter cameras and tablets as well as pencil and paper to tell stories that matter. Together you learn to apply time-honored reporting, research and creative/critical thinking in new ways to new careers in new media.

Come learn how best to use your unique talents and abilities to make a positive difference as a media leader for our evolving world. The NOW chapter of your life’s story begins in Allen Hall.

Julianne H. Newton
Interim Edwin L. Artzt Dean & Professor
WHAT WILL YOU BRING TO THE

WELCOME TO ALLEN HALL 3.0

The reason for our success can be found right where we are, in the heart of the University of Oregon. Just as our building is central to the campus, our curriculum is grounded in a broad-based liberal arts education.

Allen Hall, home to the School of Journalism and Communication, exemplifies our approach to teaching, collaboration, and production. Our students and faculty collaborate and innovate across media platforms and across disciplines, aided by a $15-million building upgrade and expansion completed in 2013. The flexible design of our Digital Commons connects classrooms, labs, and informal learning spaces so students can transition between guided instruction and student-driven activity.

At the SOJC — part of a great research university — our students and faculty are inventing the future of journalism.
“Allen Hall is a crucible for the idealists, independent thinkers, and creative talents who challenge the status quo. At the SOJC, we strengthen the core values and tenets of journalism while finding new ways to unleash it in forms unimaginable a generation ago. This is where we create the next generation of storytellers who will inform and inspire the world.”

SCOTT BEDBURY ’80
FOUNDER, BRANDSTREAM
“I am a make-a-difference journalist. Growing up, I learned about the Civil Rights Movement, the Women’s Movement, the Gay Rights Movement, and Watergate. All of those things shaped me. Watching what was going on in Vietnam shaped me. And it made me realize that journalism could be incredibly powerful in opening people up — not only to the world, but to new ideas. And that lifts us to a greater civilization.”

ANN CURRY ’78 JOURNALIST
“Journalism education today is about applying the ethics and values of traditional journalism while learning to develop stories across multiple – sometimes emerging – platforms, and building specific skills in writing, visual media and design.”

Mark Blaine, journalism senior instructor and area director

STUDENT GROUPS
- Association of Women in Sports Media
- Duck TV
- Envision
- Ethos
- Society of Professional Journalists
- National Broadcasting Society
- National Association of Black Journalists
- UOHack

STUDENT-RUN AGENCIES
- OR Media
- Allen Hall Studios

PUBLICATIONS
- FLUX
- News Lab
- OR Magazine
- Oregon News
- The Oregon Documentary Project

LILI BAYARMAGNAI ’15

HOMETOWN   Ulaanbaatar, Mongolia
MAJOR   Journalism   MINOR   Multimedia
LATEST INTERNSHIP EXPERIENCE  Flux Magazine and The Story Arc Workshop
SOJC ACTIVITIES  Portland Senior Experience; Into the Evergreen; Science & Memory; FLUX Magazine;
SOJC Honors Program; Kappa Tau Alpha

“I came to the School of Journalism and Communication wanting to be a broadcast journalist. However, I fell in love with multimedia when I understood the power of visuals and narratives in captivating storytelling. All the innovative and amazing projects that I was part of not only pushed me to grow personally, professionally and technically, but also helped me discover my talents and interests. Today, I am a human-interest storyteller. If I can’t change the world through the stories I tell, I can at least change someone’s life.”
THINK

“I see a huge gap in most advertising programs between academia and the real world. The SOJC does an outstanding job of filling that gap because it teaches students how to think, not what to think. This approach gives them the best tools to thrive in an industry that is constantly adjusting to the rapid changes in consumerism, popular culture, and technology. The SOJC proves there is always a place for the best and brightest.”

TRACY WONG ’81
CHAIRMAN, WONGDOODY

SOJC AD TEAM BRINGS HOME NATIONAL TITLE

For the first time in 27 years, the SOJC Ad Team won the national championship, beating out more than 200 other college chapters that competed in the 2015 National Student Advertising Competition (NSAC).

In addition to the national title, prizes were awarded by the NSAC research partners in recognition of exceptional work throughout the competition. AudienceSCAN awarded the University of Oregon for its superior use of market research and SOJC student, Brandon Mai ’15, received the AAF District 7 Bolton-MacVicar Best Presenter Award.

“Our team was a family that cared about doing the best work for ourselves and each other,” said Mai. “Coming into this competition in September, we kept the expectation that if we win or lose, this was a team none of us would trade. We knew that success would come in the form of doing the best work we could as a unit, not as individuals with lone agendas.”

The 2015 sponsor, Pizza Hut, provided a case study outlining the company’s campaign objective, the history of its product and its current advertising situation. The case study reflected a real-world situation facing the company. Students were then challenged to research the product and its competition, identify potential problem areas and collaborate to develop a comprehensive campaign that includes creative executions, media placement, public relations, special events and various other promotional tools that speak to the target audience.
“The word ‘advertising’ no longer encompasses what we do. We responsibly use critical, conceptual, and creative skills to solve problems for people and brands in a global economy. That gives us permission to drive new thinking and big ideas.”

Deborah Morrison, Chambers Distinguished Professor of Advertising and area director

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**STUDENT GROUP**
Ad Society

**STUDENT-RUN AGENCY**
Allen Hall Advertising

**ADDITIONAL OPPORTUNITIES**
Ad Night
Agency tours
Creative Week NYC
National Student Advertising Competition
New Venture Championship
Portfolio Reviews

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**CHRISTOPHER DRACHKOVITCH ’15**

**HOMETOWN**  Los Angeles, California

**MAJOR**  Advertising

**LATEST INTERNSHIP EXPERIENCE**  Strategy intern, Deutsch, Los Angeles

**SOJC ACTIVITIES**  Co-Director, Allen Hall Advertising; multimedia producer, Flux Magazine; PR producer, Duck TV

“From working on real client work through Allen Hall Advertising to networking with agencies in New York City, the SOJC provided me with the experience and confidence to begin my professional career. Beyond career preparation, the faculty empowered us to solve real-world problems through storytelling, design, technology, and creative strategy. I can’t imagine a school more dedicated to shaping the future of communication, and I am beyond thankful to be a part of the SOJC family.”
“Yes, the Internet, and more recently social media, fundamentally changed how we get and share information. What hasn’t changed? Understanding the very people you are trying to reach, connecting and creating the messages that will resonate. We have extremely powerful tools to reach people today. Using them to build relationships, create campaigns and shape perception makes this one of the most exciting times to be in public relations.”

KARI SKOOG AAKRE ’00
DIRECTOR OF PRODUCT PR, INTEL CORP
“Through research, critical thinking, and strategic problem solving, public relations determines how to deliver the right message to the right audience through the right channels at the right time.”

Kelli Matthews, public relations instructor and area director

STUDENT GROUPS
Public Relations Student Society of America
IR Futures

STUDENT-RUN AGENCY
Allen Hall Public Relations

ADDITIONAL OPPORTUNITIES
Bateman Case Study Competition
Know PR Night
Portfolio Reviews
Portland Paddle

KAYLA GORDON ’15

HOMETOWN  Roseburg, Oregon

MAJOR  Public Relations  MINOR  Music

CURRENT JOB  Account Assistant, Funk/Levis & Associates, Eugene, Oregon

SOJC ACTIVITIES  Social Media Director and Account Executive; Allen Hall Public Relations

“The SOJC provides a community of like-minded professionals who continually drive you toward success. The classes you take and the work you produce have real-world applicability and allow you to develop your confidence as a professional. A media kit I developed for a class assignment earned coverage in the Huffington Post and an infographic for another class was published online by a major nonprofit. Outside of the classroom, you have the opportunity to work with real clients in groups like Allen Hall Public Relations. By the time I completed my degree, I felt confident that I had valuable skills and leadership to offer employers. I was able to land a job with an integrated agency the day after graduation.”
SOJC HONORS

The SOJC Honors Program offers selected, high-achieving students the opportunity to further develop their analytic, critical thinking and research skills. As juniors, honors program students take three writing- and research-intensive courses on media theory, research and issues. A thesis workshop prepares students for an independent project of original scholarship or creative work during the senior year. The honors program’s unique courses help participants connect across the school’s majors.

“THE SOJC HONORS PROGRAM GIVES THESE STUDENTS A SMALL-CLASS, COHORT EXPERIENCE WHERE THEY IMPROVE THEIR RESEARCH, WRITING AND PRESENTATION SKILLS – THE SKILLS THAT ALL COMMUNICATIONS PROFESSIONALS NEED.”

PROFESSOR KIM SHEEHAN, SOJC HONORS PROGRAM DIRECTOR

SHINE

“My responsibility as a journalist is to always be fair. That means standing up for those who are powerless or forgotten, sharing inspiration when it’s deserved, and having courage to seek the truth even when it’s challenging. None of this is possible without a commitment to accuracy, and in the end, motivation to help other people live better lives.”

HILLARY LAKE, PhD ’09
REPORTER, KATU
The media studies major provides a holistic approach to learning by allowing students to achieve a deep understanding of media without specializing in any single area of professional study. It integrates the liberal arts aspect of education with the practical applications that prepare students for jobs in the 21st century.

Tom Bivins, professor, John L. Hulteng Chair in Media Ethics and Media Studies, and area director

**FACULTY RESEARCH AREAS**
- Communication and Democracy
- Cultural Studies
- Gender, Race and Class in the Media
- Globalization and New Media
- Media Ethics
- Media History
- Media Law
- Media Literacy
- Media and Society
- Political Economy of Media

**MOHAMMED ALKHADHER '16**

**HOMETOWN** Kaifan, Kuwait

**MAJORS** Media Studies and Journalism

**LATEST INTERNSHIP EXPERIENCE** Nike’s #TheOpening; filming the UO Football Combine for Scout Media; working alongside ESPN; Bleacher Report and SB Nation

“Media studies, coupled with journalism, was the perfect fit for me. Studying journalism, I learned how to effectively tell stories via multiple platforms. Media studies taught me to view everything critically. In media studies, you study the history of media, the trends and the origins. When you hear “studies have found,” that’s often the work of media studies majors. We take dense information and put it into a context that the general public can understand and often sympathize with.”
#LifeAsAJGrad begins on your first day of #LifeAsAJStudent. Each new experience leads to new opportunities beyond the classroom. The steps are small at first – going to office hours, meeting a professional advisor, attending a meeting – but every action builds on itself. You’ll take larger steps — a committee role, a published piece, an informational interview, your first internship. You lengthen your stride, then graduation looms and you look back on the distance you’ve covered — leadership positions, multiple internships, a robust portfolio, an ever-widening network of friends and colleagues in the field.
Wyatt Stayner graduated in June 2014 from the SOJC. He is currently a staff writer at The Herald, a newspaper in Jasper, Indiana.

During his first year at UO, he found he enjoyed writing and chose journalism as a major, focusing on print media. “I like how visual writing is, even though it’s only text. A great magazine story feels like you’re reading a movie.”

Participating in Flux magazine was the best experience he had in college. He recommends working on a student publication. It allows students freedom but also great instruction. “It’s a great place to go screw up and learn from your mistakes,” Wyatt says.

He also credits Lisa Heyamoto as his most influential professor. “Lisa is great at identifying your talent and helping you maximize it. She’s able to criticize your work and make it better in a very encouraging way.”

Additionally, Wyatt gained experience through internships. His first internship was with Weld for Birmingham, a small newspaper in Alabama. He enjoyed working at a smaller publication because he was highly involved with its production.

“I highly recommend starting with an internship at a publication that is small, because the stakes are low. You’ll be allowed to make mistakes, but just as important, you’ll also get to work on bigger stories.”

After his first internship, Wyatt moved on to intern at 5280, the city magazine of Denver, where, he refined his skills writing short calendar entries and learned to pay attention to details through fact checking. “I think it’s good to have an internship at a small publication and one at a big publication….the smaller internship provides more writing opportunities, while the bigger one teaches you what it takes to work for a regional or national publication.”

During his job search, Wyatt applied for 10 different newspaper jobs across the country. Wyatt is really enjoying his current position. He gets to work on a variety of stories and is an integral part of the staff. He is constantly writing and reporting with a lot of creative freedom to “think outside the box.” His biggest piece of advice for students who are job hunting is to be open to moving — “it will expand job options tremendously.”
Portfolio development is a vital part of your education at the SOJC. We promote a symbiotic relationship between classroom projects and media-related extracurricular activities. Each enhances the other while honing your skills and building your brand. Graduating with a strong portfolio will set you apart in today’s job market.

**FLUX**
22 YEARS OF PUBLICATION EXCELLENCE

*FLUX* Magazine is an award-winning print publication that delivers gripping feature stories and stunning photos. The associated website, *FLUX*stories.com, is its multi-platform media channel. Most recently, *FLUX* won the 2013 Magazine Pacemaker Award from the Associated Collegiate Press, one of the most prestigious for college media, and in 2014 won the Columbia Scholastic Press Gold Circle Crown Award and 17 Gold Circle Awards.

**OR MAGAZINE**
THE FIRST COLLEGE TABLET PUBLICATION

SOJC students are redefining digital publishing with *OR Magazine*, the first university student-produced magazine designed for the iPad using Adobe Systems’ Digital Publishing Suite. Students created the magazine in a 2011 mobile media production course, shortly after iPads came to market. The SOJC is one of three universities whose students have access to the same enterprise software tools used by Conde Nast and Time Warner publishing. Our students’ innovative work in 2015 won the Columbia Scholastic Press Gold Circle Crown Award and 9 Gold Circle Awards.
The old adage “Try it; you might like it” holds true in career development, and internships are a hands-on way to road test your career. You gain extensive mentorship and training from seasoned professionals, the opportunity to put classroom learning into practice, and an invaluable preview of your chosen career path.

In addition to Eugene-area experiences during the school year, SOJC students intern regionally, nationally and internationally to improve their career readiness.

As one of the premier journalism programs in the nation, we have extensive partnerships with media organizations around the world where students participate in established competitive internship programs.

**SNOWDEN**
TRANSFORMING OREGON JOURNALISM

The Charles Snowden Program for Excellence in Journalism has placed students in summer internships in media outlets throughout Oregon for 18 years. “Snowdens” land jobs at top media outlets throughout the world because they embrace great storytelling.

**PORTLAND SENIOR EXPERIENCE**
TAPPING INTO THE PORTLAND MEDIA MARKET

Seniors from all SOJC majors are eligible to apply for the Portland Senior Experience. Administered by SOJC faculty 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. With more than 100 participating employers, the program boasts a job-placement and internship-extension rate greater than 60 percent.
What will you do to add value to your journalism classes? What will be your #LifeAsAJStudent moments? The possibilities include double majors, minors, research projects, internships, leadership positions, study abroad, student groups, student trips, and more. The choices you make and the experiences you seek create your own unique tapestry. The story you tell will be your own.

CREATIVE WEEK NYC

Each year 100-plus SOJC students grab the opportunity to attend Creative Week in New York City. Agency visits, professional critiques and alumni networking connect students to advertising’s biggest stage.

SCIENCE & MEMORY IN ALASKA

Journalism and advertising students and SOJC faculty are in the midst of a three-year project in Cordova, Alaska, on the Copper River Delta, making multimedia stories that explain climate-change research and how climate change impacts communities. This storytelling camp is part of the SOJC’s Science Stories initiative, which brings students and scientists together to create credible, accessible stories about area environmental research.

SPORTS MEDIA WORKSHOP

Student journalists and student athletes together conceptualize, shoot, edit, produce and publish online sports stories for one week each year between commencement and the start of summer term. High-level sports and sports-marketing guest speakers contribute their expertise to this collaborative, portfolio-building experience.
IMMERSE YOURSELF

Select your geography. Where you go will determine when you go, how long you go and what courses you take. The SOJC sponsors programs in Ghana and Austria, and you can choose from almost 200 programs in more than 90 countries offered through the university. SOJC students also explore the world through international internships.

Great storytelling – global storytelling – begins at the SOJC.

MEDIA IN GHANA
The Media in Ghana program carries the lessons of the SOJC from Allen Hall to West Africa, where students work in a variety of media outlets. Engaging with media in different cultural contexts pushes students out of their comfort zones, challenging and expanding their ideas about effective communication.

FOREIGN CORRESPONDENCE IN VIENNA
Students in the International Vienna Journalistic Interview Program intern at Austrian media outlets and then report stories for publication from Bratislava, Slovakia and Györ, Hungary, applying techniques learned in the classroom.

“THIS PROGRAM OFFERED THE AMAZING CHALLENGE OF PRACTICING JOURNALISM IN A FOREIGN COUNTRY. AFTER STRUGGLING TO CONDUCT INTERVIEWS IN MY SECOND AND EVEN THIRD LANGUAGE, STUMBLING THROUGH CULTURAL DIFFERENCES, AND GETTING REALLY LOST MANY TIMES — AND MAKING FRIENDS WITH A WONDERFUL GROUP OF STUDENTS AND PROFESSORS — I FEEL MORE CONFIDENT IN MY MAJOR, MY CAREER AND MY FUTURE.”

VIENNA INTERNATIONAL JOURNALISTIC INTERVIEW PARTICIPANT
CHLOE HUCKINS ’16, ADVERTISING AND CULTURAL ANTHROPOLOGY
JOIN THE LEGACY OF INNOVATION. Nothing gives you a better feel for #LifeAsAJStudent than a personal visit to Allen Hall. We welcome the opportunity to show you firsthand how our faculty and students are inventing the future of media.
The University of Oregon School of Journalism and Communication is a nationally and internationally recognized program on a mission to invent the future of media. Students come to the SOJC from all over the world to experience exceptional education driven by faculty and staff who are known for their creative and professional work, scholarship, innovative teaching and passionate engagement.
Founding Year: 1916

Degrees
- BA or BS in Journalism with a concentration in:
  - Journalism
  - Advertising
  - Public Relations
  - Media Studies
- MA or MS in:
  - Journalism
  - Media Studies
  - Multimedia Journalism
  - Strategic Communication
- PhD in Media Studies

Mailing Address:
1275 University of Oregon
Eugene, OR 97403-1275

Julianne “Julie” Newton
Interim Edwin L. Artzt Dean

journalism.uoregon.edu

@uosojc
@uosojc

University of Oregon
School of Journalism and Communication

Total Students: 2,237
- Undergraduate: 2,136
- Graduate: 101

Domestic and International Students:
- Domestic: 2,128
- International: 166

Resident and Nonresident:
- Resident: 2,041
- Nonresident: 941

Domestic:
- Undergraduate: 2,041
- Graduate: 87

International:
- Undergraduate: 152
- Graduate: 14
Undergraduate (1 not reporting)

**Female:** 1,454

- 9.1% Hispanic and Latino
- 70% White
- 6.6% Two or More Races
- 0.4% American Indian or Alaskan Native
- 2.5% Black/African American
- 6.5% Nonresident Alien
- 0.4% Native Hawaiian or Other Pacific Islander

**Male:** 681

- 13.9% Nonresident Alien
- 7.9% Asian
- 5% Race and Ethnicity Unknown
- 3% Black/African American
- 4% American Indian or Alaskan Native
- 1% Native Hawaiian or Other Pacific Islander

Graduate (1 not reporting)

**Female:** 57

- 13.9% Nonresident Alien
- 7.9% Asian
- 5% Race and Ethnicity Unknown
- 3% Black/African American
- 4% American Indian or Alaskan Native
- 1% Native Hawaiian or Other Pacific Islander

**Male:** 43

- 59.4% White
- 6.5% Nonresident Alien
- 0.8% Race and Ethnicity Unknown

Undergraduate concentrations breakdown

- Journalism: 396
- Advertising: 510
- Public Relations: 401
- Media Studies: 22
- Pre-Journalism: 851

Graduate degree breakdown

- Journalism: 10
- Media Studies: 17
- Multimedia Journalism: 21
- Strategic Communication: 25
- Doctoral Students: 34

Source: UO Office of Institutional Research; Fall term 2014 fourth-week enrollment.

Scholarships

Through generous donor support, the SOJC provides nearly $500,000 in annual student scholarship awards benefiting more than 125 journalism and pre-journalism students.

- Journalism majors with a dual degree (11%)
  - Top double major areas:
    1. Business Administration
    2. Cinema Studies
    3. Spanish
    4. Political Science
    5. International Studies

- Journalism majors with a minor (69%)
  - Top minor areas:
    1. Business Administration
    2. Multimedia
    3. Spanish
    4. Music
    5. Political Science

- 223 Journalism majors with a dual degree
- 1,465 Journalism majors with a minor