ETHICS
INTEGRITY
WISDOM
INNOVATION
TALENT
INGENUITY
ACTION
ENERGY
COURAGE

YEARBOOK FOR THE UNIVERSITY OF OREGON
SCHOOL OF JOURNALISM AND COMMUNICATION

2015
# Welcome to the SOJC

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Dear Alumni and Friends of the University of Oregon School of Journalism and Communication,

Welcome to the 2015 SOJC Yearbook. This book highlights the extraordinary achievements of our community over the past year. Without the support of alumni and friends like you, these accomplishments would not have been possible. Thank you.

The SOJC has a legacy of deep commitment to giving our students international perspective. In the past year, we continued to expand our global impact. The work our students and faculty do in experiential learning initiatives expands the boundaries of the classroom and changes the lives of everyone in the SOJC and the individuals we connect with around the world. This year, SOJC students and faculty have contributed expertise to, and collected stories from, Cuba, Latvia, Alaska, Ghana, Vienna, and Segovia, in addition to in-depth projects across the state of Oregon.

The school experienced another banner year for awards. After competing with more than 200 other teams in three rounds of competition, the SOJC Ad Team won the National Student Advertising Competition—the first time in 27 years. Two students won an Emmy award. Professor Janet Wasko, Knight Chair in Communication Research, won the prestigious C. Edwin Baker Award for the Advancement of Scholarship on Media, Markets, and Democracy from the International Communication Association. Carolyn Silva Chambers Distinguished Professor of Advertising Deborah Morrison and Assistant Professor Héctor Tobar won significant awards from the Association for Education in Journalism and Mass Communication. The Science and Memory faculty team won the UO Impact and Innovation Award for their research and creative work with students in Alaska. And the SOJC was the only academic unit to win UO's Innovation in Equity and Diversity Award.

Professor Regina Lawrence joined us this summer as director of the George S. Turnbull Portland Center and the Agora Journalism Center. Dr. Lawrence brings a wealth of experience to advancing SOJC as the leader in defining the future of journalism and civic engagement through the unique work of the Agora Journalism Center.

Serving as the interim Edwin L. Artzt Dean is a true privilege. I am proud to be leading the school through one of the most exciting moments in the school’s history—our 100-year anniversary. Beginning in January 2016 and culminating in fall 2016, we will celebrate our centennial year and focus on the school’s future as a world-class leader in journalism and communication. I hope you enjoy learning more about the SOJC of today and will join us throughout this historic year as we gather to commemorate our legacy of excellence and celebrate the start of our second century.

Great storytelling starts here.

Julianne H. Newton
Interim Edwin L. Artzt Dean and Professor
It’s almost time. Our centennial is just around the corner and we need your help to tell the full story of the SOJC.

Share your stories and photos of your time in the SOJC—memories of friends, classes, professors, events, and anything else that made your time in the SOJC special. We’re working on a commemorative book and hope to include many of your first-person narratives.

Please share your memories and graduation year through social media channels using #SOJC100, or by e-mailing them to sojc@uoregon.edu.
CENTENNIAL EVENTS

KICKOFF BIRTHDAY PARTY JANUARY 20, 2016
CENTENNIAL RUHL LECTURE FEBRUARY 18, 2016
STEVEN ENGELBERG, EDITOR-IN-CHIEF, PROPUBLICA
CENTENNIAL JOHNSTON LECTURE APRIL 14, 2016
JOHN MARKHOFF, MS ’76, SENIOR JOURNALIST, THE NEW YORK TIMES
CENTENNIAL COMMENCEMENT JUNE 13, 2016
CENTENNIAL HALL OF ACHIEVEMENT OCTOBER 2016
A CELEBRATION OF ALL PAST INDUCTEES WITH A FOCUS ON THE FUTURE OF JOURNALISM AND THE SOJC
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’M CURIOUS—IS THERE SOMETHING RADICALLY DIFFERENT HAPPENING, OR IS THIS TECHNOLOGY JUST THE NEWEST ITERATION OF A DEVELOPMENT APPROACH WE’VE SEEN FOR DECADES?”  JOLENE FISHER
CAN EXTINGUISHING ROBO-WORMS WRIGGLING ACROSS A CELL PHONE SCREEN ACTUALLY HELP REDUCE POVERTY IN AFRICA?

That’s the question at the heart of research by SOJC doctoral candidate JOLENE FISHER, who is studying how video games are being used to pursue international development goals. The “Worm Attack” game, one of three new mobile apps developed for use in Kenya, Tanzania, and India, tasks gamers with defeating intestinal worms as they run rampant in children’s bellies. Along the way, users learn why it’s important to keep children free from intestinal worms, and how they can do it in real life.

The worm challenge is what Fisher calls a “development intervention” game, one of the three digital development categories she outlines in an upcoming article for the Journal of Communication, Culture, and Critique. Unlike high-tech games that aim to educate Western audiences about development issues, the intervention games function as on-the-ground tools to help communities break cycles of disease and poverty.

The task for game designers is to embed important lessons about public health, women’s rights, and economic development into a fun and engaging platform. Fisher says that’s still a work in progress. “It’s sometimes a misnomer to call these games,” she explains. “Many of them just aren’t a lot of fun.”

Despite the early hiccups, mobile games have sparked international buzz for their potential as development tools. But Fisher’s research has identified some reasons for skepticism. She says games often hinge on the idea that community members, especially women, should “pull themselves up by their bootstraps” to help boost the economy—a narrative that minimizes the deep structural barriers that many communities face.

Fisher is also wary of a broader historical tendency to overestimate the power of technology in development efforts. For example, some Western scholars once predicted that access to satellite television would revolutionize the Global South. They later said the same about laptops and the Internet. Fisher questions whether mobile games are simply development’s latest shiny object.

“I’m curious,” she says. “Is there something radically different happening, or is this technology just the newest iteration of a development approach we’ve seen for decades?”

Fisher will explore that question in her dissertation using a case study of “Worm Attack” and two other mobile games designed for the “Half the Sky” campaign, a women-focused movement born from Nicholas Kristof and Sheryl WuDunn’s bestselling book by that title.

With the ultimate goal of publishing her project as a book, Fisher will continue her research this fall with the support of a LORRY I. LOKEY Journalism Scholarship, an award granted to one or two doctoral students each year based on their outstanding scholarly achievements. Fisher says the award will help facilitate her travel to New York City and London to interview the games’ developers and content creators—an important step for understanding how development messaging is constructed for games.

“The Lokey award was a really nice stamp of approval,” Fisher says. “It’s great motivation to know that my research so far has been well received.”
WHEN ZOLBOO “LILI” BAYARMAGNAI, BA ’15, ARRIVED IN THE UNITED STATES FROM HER HOME IN NATIVE MONGOLIA IN SEPTEMBER 2008, SHE PLANNED TO BECOME A LAWYER.

Like all international students studying in the states, she had to declare her intended college major on her paperwork, but she never got the chance. When the paperwork was given to her, she was surprised to see journalism already listed.

Although Bayarmagnai became a journalism major by chance, her life following that pivotal moment has been filled with intentional choices. Those choices made her one of the SOJC’s top graduates in 2015.

At just 16, she graduated early from high school and left the comforts of being an only child to pursue her education in the United States, where she didn’t know anyone, and only spoke Mongolian and Mandarin.

Her road to America almost fell short. She could not find the person who was supposed to pick her up from the airport. Luckily, a Chinese airport worker was able to communicate with her and helped her find the person who would take her to her host family in Tacoma, Washington.

The native Mongolian settled into her new home in the United States, studying for two years at Tacoma Community College and Seattle Central Community College to learn the English language while also working a job on the side.

By the summer of 2012, she had mastered the English language and earned her associate’s degree in general education. Then she had to decide where to finish her bachelor’s degree.

“IT IS EXPENSIVE FOR INTERNATIONAL STUDENTS TO GO TO SCHOOL IN THE US,” SAYS BAYARMAGNAI.

“I told myself I would go to a school where I could receive a scholarship and that had a good journalism program. That was my dream.”

The University of Oregon offered what she was looking for—an excellent journalism school and a scholarship for international students.

The UO awarded Bayarmagnai the International Cultural Service Program Tuition Scholarship, which helped pay for tuition. In return, she was asked to spend 80 hours working in the community to promote her country and culture. The SOJC offered the young woman a dynamic and multifaceted education that would introduce her to experiential learning opportunities.

Bayarmagnai took advantage of every opportunity she could handle. She joined Flux magazine, participated in the Story Arc Workshop, a cinematic journalism bootcamp, and “Into the Evergreen,” a multimedia story project about Oregon’s forests. She also made three trips to Alaska to assist with the Science and Memory project and participated in the SOJC Honors Program.

The unexpected journalism major that was assigned to her when she left Mongolia years before was shaping her identity as if she had chosen it herself.

“You can write, create a film, or shoot photographs,” says the journalism major. “You can tell stories that change lives.”

At the end of her collegiate career, she was named the Outstanding Journalism Graduate in Leadership and was honored for her academic excellence in the SOJC Honors Program. Despite these accolades, graduation brought mixed emotions.

“I have sacrificed seven years without my family for my education,” she says, but having her mother, who has only seen her three times since she began her journey, see her presented with the awards and walk across the stage at commencement made it worth it.

Since her chance assignment to the journalism major in 2008, Bayarmagnai learned that everything that has happened to her since has been up to her.

“The lesson that I learned was to give it your best,” states the multimedia journalist. “It doesn’t have to be perfect. When you do your best, you can look back and there is no regret. When I look back, I was always tired. I was exhausted learning English. But, I wouldn’t change a thing. I know I did my best.”
“THE LESSON THAT I LEARNED WAS TO GIVE IT YOUR BEST,” STATES THE MULTIMEDIA JOURNALIST. “IT DOESN’T HAVE TO BE PERFECT. WHEN YOU DO YOUR BEST, YOU CAN LOOK BACK AND THERE IS NO REGRET. WHEN I LOOK BACK, I WAS ALWAYS TIRED. I WAS EXHAUSTED LEARNING ENGLISH. BUT I WOULDN’T CHANGE A THING. I KNOW I DID MY BEST.” LILI BAYARMAGNAI, BA ’15
“THIS YEAR’S ANCIL PAYNE AWARD WINNERS EXEMPLIFY COURAGEOUS AND ETHICAL JOURNALISM OF THE HIGHEST CALIBER. THEY STOOD UP TO AUTHORITY IN THE FACE OF POLITICAL, COMMUNITY, AND PERSONAL THREAT, NOT ONLY GETTING AND PUBLISHING STORIES THAT MATTER, BUT ALSO DEMONSTRATING CONSCIOUS ETHICAL DECISION-MAKING UNDER GREAT PRESSURE. IT IS A PRIVILEGE FOR THE SOJC TO RECOGNIZE THE EXTRAORDINARY CHARACTER AND INSPIRING COMMITMENT OF THESE FINE JOURNALISTS AND NEWSPAPERS.”

JULIANNE H. NEWTON, INTERIM EDWIN L. ARTZT DEAN AND PROFESSOR
ANCIL PAYNE AWARD FOR ETHICS IN JOURNALISM

The Ancil Payne Award for Ethics in Journalism honors journalists and news organizations that demonstrate an extraordinary commitment to ethical conduct, especially when faced with economic, personal, or political pressure. Each spring, a panel of judges representing the news industry and academia selects the winners, who come to campus to meet with students and faculty members. Ancil Payne, a leader in Northwest broadcasting and a lifelong contributor to the arts, politics, and education, established the awards in 1998.

THE 2015 WINNERS

The Playwickian editors, Gillian McGoldrick and Reed Hennessy, and managing editors, Jackson Haines and Madison Buffardi, faced adversity at every turn when they decided to ban the high school’s mascot name, Redskins, from their 3,000-circulation monthly publication. This is the first time high school journalists have won the Ancil Payne Award.

David Jackson (pictured left), Gary Marx, and Duaa Eldeib and the Chicago Tribune for a five-part series, “Harsh Treatment,” that tells the story of hundreds of young Illinois state wards who were assaulted and raped while state authorities failed to act on reports of harm.

Daniel Gonzalez and Bob Ortega and The Arizona Republic for “A Pipeline for Children,” that put faces on and told the story of the surge of children and families fleeing from Central America across the southern United States border in 2014.

ROBERT AND MABEL RUHL LECTURE

Karen Pensiero (pictured right), a 30-year veteran of The Wall Street Journal, considers herself incredibly fortunate to be able to spend her days debating, discussing, upholding, and teaching journalism standards and ethics at the Journal’s headquarters in New York City and its bureaus around the globe. She works with journalists during the reporting and editing process and is a “final reader” of the Journal’s hardest-hitting articles to ensure that the organization’s work meets the most elevated standards of reporting and editing.

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.
2014 Eric Allen Award Winner

ANDY MASER, BA ’07

The Eric Allen Outstanding Young Alumnus Award honors alumni under the age of 40 who have made a difference in their fields, as voted by a committee of alumni, faculty members, and friends of the SOJC.

ANDY MASER, BA ’07, is an award-winning photographer for National Geographic. He has traveled around the world, telling stories for the World Wildlife Fund Namibia Film Series; Patagonia Athlete Profile Series; Travel Oregon; Discovery Channel; and Oregon Public Broadcasting’s Oregon Field Guide. In 2014, his talent was formally recognized with four regional Emmy nominations and two wins.

“Looking back over the last eight years since I graduated, and even farther back than that, I’m pretty sure that the secret to achieving great things is an intense, purposeful focus.”

Hall of Achievement

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 2014 Inductees

BRENT WALTH, BS ’84, was most recently the managing editor for news for Willamette Week, and is now an assistant professor with the UO School of Journalism and Communication.

He previously worked as a staff writer for Willamette Week and as the state capitol bureau reporter for The Register-Guard. In 1995, The Oregonian hired him as Washington, DC, correspondent. He later served as a senior investigative reporter on the newspaper’s projects team.

In 2001, Walth and RICK ATTIG, BS ’83, were part of a team from The Oregonian that won the Pulitzer Prize for public service for their six-part investigative series “Liberty’s Heavy Hand.”

Walth received the UO Alumni Association’s Outstanding Young Alumnus Award in 2002 and founded the Civic and Watchdog Journalism Scholarship in 2008, which is awarded yearly to a student who plans to pursue investigative reporting.

DANA WADE SMITH, BA ’83 (pictured right), is the head of marketing innovation at Digitas Health. Wade Smith has been tasked with helping the agency transform into a leading health-and-wellness-oriented advertising agency.

She started her career in New York City working as an account executive with several advertising agencies, eventually rising to the position of senior partner at Young & Rubicam. Following her time at Young & Rubicam, she became the president of SpikeDDB, a joint venture between DDB Worldwide and film director Spike Lee—a premier agency for African American and urban advertising. In 2007, Wade Smith switched gears from advertising to work at the executive search firm Spencer Stuart, where she was a founding member of Spencer Stuart’s global Digital Leadership Exchange. After six years at Spencer Stuart, Wade Smith returned to the creative side of advertising and joined Sparks & Honey, where she was responsible for leading client business strategy as the chief client officer.

In 2006, she was named UO’s Distinguished Young Alumnus, she served as a member of the University of Oregon’s Board of Trustees and the SOJC’s Journalism Advancement Council, and came back to campus to give her time to students as the Richard Ward Executive-in-Residence for Advertising.
“WE ARE PROUD TO HONOR THESE DISTINGUISHED SOJC ALUMNI FOR THEIR OUTSTANDING ACHIEVEMENTS. THEY INSPIRE ALL OF US TO REACH FOR GREATNESS.” JULIANNE H. NEWTON, INTERIM EDWIN L. ARTZT DEAN AND PROFESSOR
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 introduce students to that history and to alumni. The program includes individual scholarship funds established to honor members of the Hall of Achievement, as well as a Hall of Achievement Student Scholarship Fund, which is funded by annual gifts and proceeds of the annual HOA dinner.

CONGRATULATIONS TO THE 2014–15 WINNERS

CIVIC AND WATCHDOG JOURNALISM SCHOLARSHIP
Samantha Edge

ANN CURRY ELECTRONIC MEDIA SCHOLARSHIP
Amanda Butt, BA ’15

ROBERT B. FRAZIER MEMORIAL SCHOLARSHIP
Samuel Katzman, BA ’15

JOHN L. AND ELIZABETH R. HULTENG SCHOLARSHIP
Samantha Edge

KEN METZLER MEMORIAL SCHOLARSHIP
Samuel Katzman, BA ’15

LYLE M. NELSON SCHOLARSHIP
Hannah Golden

GEORGE PASERO MEMORIAL SCHOLARSHIP IN SPORTS JOURNALISM
Andrew Bantly

WARREN C. PRICE MEMORIAL SCHOLARSHIP
Benjamin McBee

RANDY M. SHILTS MEMORIAL SCHOLARSHIP
Trevor Fonvergne

JACK AND MARCI WILLIAMS SCHOLARSHIP
Thomas Woods

BILL WINTER ADVERTISING SCHOLARSHIP
Hannah Sedlak, BS ’15

HALL OF ACHIEVEMENT SCHOLARSHIPS
Amanda Butt, BA ’15 Alexa Korkos, BA ’15 Veronika Hanson, BA ’15
Bridget O’Donnell-Davidson, BA ’15 Madison Hare, BA ’15 Andrew Rogers

Bridget O’Donnell-Davidson, BA ’15
Madison Hare, BA ’15
Andrew Rogers
203 SCHOLARSHIPS AWARDED

$488,716 AWARDED FOR 2014–15
Jessica Landre, BA ’15, was part of the Portland Senior Experience internship program. She interned at R/West in the spring and was hired after completing her internship.
INNOVATION
WE ARE THE IDEA MAKERS.

We believe in the power 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 reenvisions the future.
“I’M EXCITED TO DIRECT WHAT MAY BE THE ONLY ACADEMIC CENTER IN THE COUNTRY WORKING AT THE NEXUS OF CIVIC ENGAGEMENT AND JOURNALISM INNOVATION. HELPING JOURNALISM AND COMMUNICATION INNOVATE ACROSS MANY GENRES AND PLATFORMS TO REACH MORE PEOPLE IN NEW WAYS IS VITAL TO CIVIC LIFE.”

REGINA LAWRENCE, DIRECTOR OF THE GEORGE S. TURNBULL PORTLAND CENTER AND THE AGORA JOURNALISM CENTER
WHAT EXCITES YOU ABOUT JOINING THE SOJC AS THE DIRECTOR OF THE GEORGE S. TURNBULL PORTLAND CENTER AND THE AGORA JOURNALISM CENTER?

The Turnbull Center is a beautiful facility in the heart of Portland that offers unlimited opportunities to move journalism education and innovation forward. We are drawing on the expertise of the SOJC faculty and the vibrant journalistic, tech, and artistic communities here to create leading-edge programming, all focused on industry leadership and student experience in the future of journalism and communication.

The Agora Journalism Center is a “virtual center,” which means its impact extends far beyond the Turnbull Center or Allen Hall. Working with the brilliant Andrew DeVigal, we can leverage both academic and professional expertise to create real energy and momentum around journalism innovation and civic engagement.

WHAT IS YOUR VISION FOR THE AGORA JOURNALISM CENTER?

Civic engagement and journalism innovation are often treated as separate endeavors, but in reality, the future of journalism and the future of civic engagement are closely intertwined. Journalism—broadly defined—can’t find its way in this rapidly changing environment without refashioning its relationship with communities. And inactive, tuned-out citizens mean the demand for serious news will continue to decline.

I’m excited to direct what may be the only academic center in the country working at the nexus of civic engagement and journalism innovation. Helping journalism innovate across many genres and platforms to reach more people in new ways is vital to civic life.

HOW WILL THE CENTER AND ITS WORK ENHANCE THE SOJC STUDENT AND FACULTY EXPERIENCES?

There are so many ways we can involve students and faculty members in our work in Portland—through our master’s programs in multimedia journalism and strategic communication; workshops like Story Arc that bring leading filmmakers and journalists to Portland to teach visual storytelling techniques; the Portland Senior Experience that gives SOJC undergrads terrific internship opportunities in Portland’s bustling media industry; Agora’s amazing projects like the Storytelling with Data Build-a-thon; and the many events we host at the Turnbull Center, like the “What Is Journalism?” conference this past spring. The programs and events at Turnbull and Agora really enrich the curriculum for our students and offer a number of teaching, learning, and research opportunities for our faculty.

HOW DO YOU SEE THE PORTLAND COMMUNITY GETTING INVOLVED?

Turnbull is located in the heart of the city, and though it isn’t as well known, I think there’s nothing but great opportunities for partnerships with industry, government, and civic groups of all kinds. In the coming year, I will be looking to meet as many people and learn as much as I can to improve our presence and our programming. In short, we are looking for good ideas. If it enhances innovations in how people get high-quality information and tell meaningful stories about their communities, we want to be involved.

GETTING TO KNOW REGINA LAWRENCE

Regina Lawrence assumed duties as the director of the George S. Turnbull Portland Center and the Agora Journalism Center in July. She has served as the director of the Annette Strauss Institute for Civic Life at the University of Texas at Austin, where she also held the Jesse H. Jones Centennial Chair in the School of Journalism, Moody College of Communication. Regina holds a doctorate in political science from the University of Washington and has written books and numerous articles analyzing media coverage of high-profile news events and policy issues, including the Abu Ghraib prison scandal, shootings in public schools, the obesity epidemic, welfare reform, and the “death panels” controversy. Her current research includes journalists’ use of social media to cover politics, media coverage of female political candidates, and film and politics.

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"AS A SCHOLAR, I’M GREATLY APPRECIATIVE OF DONOR SUPPORT FOR FACULTY RESEARCH THAT HELPS US ADVANCE KNOWLEDGE IN THE FIELD OF JOURNALISM AND COMMUNICATION. THIS GRANT ALLOWED ME TO FOCUS ON AN EMERGING AREA OF JOURNALISM THAT HAS THE POTENTIAL TO MAKE A REAL DIFFERENCE FOR INDIVIDUALS AND COMMUNITIES AND FOR THE BUSINESS OF JOURNALISM."

NICOLE DAHMEN, ASSISTANT PROFESSOR
NICOLE DAHMEN, ASSISTANT PROFESSOR
“Restorative Narrative: Building Community in the Wake of Tragedy” considers a recently termed genre of journalistic storytelling that seeks to cover the story beyond the immediacy of the breaking news and, in doing so, helps individuals and communities move forward in the wake of large-impact events. Restorative narratives, which can be told in multiple methods, including text and visuals, are researched and presented within the context that “media can have a positive impact on society.” As such, this genre of reporting has the potential to greatly contribute to enhancing public knowledge and enriching the life and well-being of our citizenry. Through theory-based study of both message construction by journalists and message impact on individuals and communities, the project makes a case for restorative narrative as a sustaining journalistic practice that can indeed have positive impacts for individuals and communities.

DEBORAH MORRISON, CAROLYN SILVA CHAMBERS DISTINGUISHED PROFESSOR OF ADVERTISING AND ADVERTISING AREA DIRECTOR
“Epoch: A New Era for Ideas and Idea People Built with Courage and Conscience” will create a digital clearinghouse and hub for creative people concerned with a new era of purpose-driven passion about climate-change issues. The digital piece will function as an aggregator of ideas and research, a blog with updates on the Epoch community, and a review of climate-change messages. The discussions and work produced will not center on “ad campaigns”; rather, the work will focus on user experience, invention, mobile technologies, design approaches, brands with humanity, and courageous problem-solving across platforms. This era, this epoch of creativity and technological opportunity, demands we solve wicked problems with brave conceptual thinking. This is an opportunity to push the expectations and engagement of the advertising and creative industry.

KIM SHEEHAN, PROFESSOR AND SOJC HONORS PROGRAM COORDINATOR
“The Ethics of Crowdsourcing” will use the ethics of care and virtue ethics theories to evaluate practices of citizens and consumers creating content for news outlets and strategic communication firms, and to identify solutions to ethical problems in crowdsourcing. While crowdsourcing can provide content quickly and efficiently, it may also allow communications professionals to connect with citizens and consumers, potentially deepening the connections between the firm and the public. However, notions of professionalism, intellectual property rights, and workplace conditions, including compensation, are areas that warrant further investigation.

The SOJC selected its second cohort of Agora Journalism Center faculty fellows to pursue fully funded research and creative projects. During summer 2015, 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 2016.
NW STORIES

“NW Stories” is an experimental video documentary series about intriguing people who share a connection to the Northwest region, produced in partnership between students at the SOJC and Oregon Public Broadcasting. One of the main goals of “NW Stories” is to engage audiences in new ways through a transparent production process that allows viewers to see every step of the documentary’s creation through various social media channels. Viewers can get to know the subjects in the documentary, understand what it takes to produce the program, and have some influence on the final product. AMANDA BUTT, BA ’15, and GARRETT GUINN, BA ’15, earned a regional Emmy nomination in the professional category for “Environmental—Feature/Segment” for their story of Tim Lewis, a Eugene-based filmmaker who focuses on controversial environmental stories. Watch the mini-documentaries online at www.opb.org/news/series/nwstories.

BOOKLANDIA.TV

SOJC students created a new online video channel, Booklandia.tv, in partnership with Powell’s Books, the world’s largest independent bookstore. Tailored for book lovers, the new web channel launched in April 2015, providing interviews with established and emerging authors, reviews and reader recommendations, coverage of new releases, and personal stories from bibliophiles about the books that have influenced their lives. SOJC students and staff members are curating book-oriented content through the SOJC’s in-house OR Media and Allen Hall Studios production teams. Bestselling author and SOJC alumna GAYLE FORMAN, BA ’95, was one of the first author interviews for the site.
SOJC PR STUDENTS IN WINDY CITY

In June, Instructor and PR Area Director KELLI MATTHEWS, MA ’04, BA ’01, took a group of five public relations students to Chicago as part of a new course designed to allow students to gain public relations industry experience in a large and diverse market. The group visited communications departments behind companies like the Chicago Tribune, the Chicago Field Museum, Google, and Major League Baseball’s Chicago Cubs. The inaugural trip gave students a chance to visit global nonprofits, corporate marketing and public relations departments, and media centers, while networking with professionals in the field. Students participated in informational interviews to help determine their career objectives.

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION TRIP ACROSS OREGON

Five students from the UO student chapter of the National Press Photographers Association, ANDY ABEYTA, BA ’15, EMILY ALBERTSON, EMILY GREENE, BA ’14, MA ’15, ALYSSA HARVEY, BS ’15, and CASEY MINTER, BS ’15, went on an RV excursion across Oregon during the 2015 Memorial Day weekend. The traveling photographic workshop, led by Instructor and Multimedia Journalism Co-Director SUNG PARK, included visits to various small towns and scenic destinations to meet people and explore the landscape through portraiture and time-lapse photography. They visited Redmond, Prineville, Mitchell, John Day, Baker City, and Halfway, covering more than 900 miles in four days. Notable locations included the Painted Hills, Smith Rock, and Hells Canyon. The highlight of the trip was photographing portraits of veterans participating in the Memorial Day Parade in Prineville. Their adventures are chronicled at uonppa.com/rv.
“THE EXECUTIVE-IN-RESIDENCE PROGRAMS HELP BRING ENGAGING AND INNOVATIVE PROFESSIONALS INTO THE CLASSROOM. STUDENTS HEAR FIRSTHAND ABOUT THEIR EXPERIENCES AND CAREERS AND ARE OFTEN ABLE TO MAKE GOOD CONNECTIONS TO THE INDUSTRY. EIRs ARE ALSO A WAY FOR OUR FACULTY TO MEET NEW PEOPLE FROM INDUSTRY AND STRENGTHEN TIES TO LONGTIME MEMBERS OF THEIR NETWORKS AND SHOW THEM THE GREAT WORK THAT IS HAPPENING IN THE SOJC.”

MARK BLAINE, MS ’00, JOURNALISM AREA DIRECTOR AND SENIOR INSTRUCTOR
The SOJC’s Executive-in-Residence Programs support interaction between industry leaders and SOJC students. Each year, the SOJC welcomes leading professionals for student interaction, lectures, and workshops in journalism, advertising, public relations, and media studies.

**MARY BETH MEEHAN, BETH NAKAMURA, AND ELLEN WEISS**

**ROBERT B. FRAZIER JOURNALISTS-IN-RESIDENCE**

The journalism area brought three journalists-in-residence to Allen Hall this year. Photojournalists Mary Beth Meehan (photo left) and Beth Nakamura visited in April and Ellen Weiss (photo top right) visited in May. Meehan is a New England–based photographer and educator committed to meaningful, in-depth coverage of her communities. Her work addresses issues on immigration and culture, with the hope of inspiring empathy and change. Nakamura is an Emmy-nominated visual journalist and editorial photographer based in Portland. She has worked as a multimedia journalist at *The Oregonian* and has traveled the world on assignment, but enjoys telling the quieter stories of the beauty and resilience that are all around us. Weiss is chief of the Washington bureau and vice president of the E. W. Scripps Company. Weiss joined Scripps from the Center for Public Integrity. She also served as senior vice president of news at National Public Radio, where she supervised NPR’s worldwide journalism operations, including 18 domestic and 18 foreign bureaus, and NPR’s award-winning investigations, long-form series, and other special reporting.

**GINI DIETRICH**

**PUBLIC RELATIONS EXECUTIVE-IN-RESIDENCE**

Gini Dietrich (photo bottom right), founder and CEO of Chicago-based integrated marking communication firm Arment Dietrich, is the 2015 public relations executive-in-residence. Dietrich’s firm helps clients monitor and measure online efforts against business goals and provides alternative marketing efforts for the digital world. Dietrich is also the founder of the professional development site for public relations and marketing pros, Spin Sucks, which looks at the use of online technology in communication, marketing, and sales. A leader in the social networking field, Dietrich was recently named one of the most influential people on the topic of public relations by Klout, and the top public relations influencer on Twitter according to TweetLevel.
Assistant Professor Héctor Tobar’s book has been made into a major motion picture titled The 33. Antonio Banderas, Rodrigo Santoro, Academy Award–winner Juliette Binoche (The English Patient) lead the international cast, which also includes James Brolin, Lou Diamond Phillips, Bob Gunton, and Gabriel Byrne. It opens on November 13, 2015, distributed by Warner Bros. Pictures. Hector is one of the SOJC’s newest Pulitzer Prize-winning faculty members.
The SOJC’s world-class faculty continued to publish topical, thoughtful, and insightful books last year.

*Interviewing: The Oregon Method*
Edited by Peter Lauffer, James N. Wallace Chair of Journalism and Professor
*Interviewing: The Oregon Method* collects analysis and instruction from three-dozen expert interview practitioners, scholars, and teachers. Its chapters take focused looks at interview ethics, the sanctity of quotes, sourcing via social media, studies of interviewing in the virtual world, negotiating identity, and building rapport. The art of interviewing has been taught at the University of Oregon School of Journalism and Communication for generations. This book binds those years of experience into a collection of vibrant essays designed to train novices and invigorate old hands.

*Deep Down Dark: The Untold Stories of 33 Men Buried in a Chilean Mine, and the Miracle That Set Them Free*
Héctor Tobar, Assistant Professor
When the San José mine collapsed outside of Copiapó, Chile, in August 2010, it trapped 33 miners beneath thousands of feet of rock for a record-breaking 69 days. The entire world watched what transpired above ground during the grueling and protracted rescue, but the saga of the miners’ experiences below the Earth’s surface—and the lives that led them there—has never been heard until now.

*The New York Times* bestseller

*Reinventing the Latino Television Viewer: Language, Ideology, and Practice*
Christopher Chávez, Assistant Professor
This book examines the relationship between language ideologies and the exploitation of markets within the television industry. In recent years, there has been a proliferation of new television networks owned by large media conglomerates that are attempting to reach US-Latino viewers with English-language programming or programming that mixes Spanish- and English-language content. As dominant mainstream networks enter the Hispanic television space, they are redefining the Latino audience in ways that more closely resemble the mainstream population. In doing so, they are abdicating their roles as advocates for marginalized populations.
Doctoral student ESI THOMPSON was selected as a recipient of the Oregon Sasakawa Young Leaders Fellowship Fund (SYLFF) Graduate Fellowship for International Research. This is a $12,000 award that begins in fall 2015.

Assistant Professor CHRISTOPHER CHÁVEZ won the UO Outstanding Early Career Award. Chávez conducts research and teaching that lies at the intersection of globalization, media, and culture, and is a well-respected media source for issues related to US Latinos and their role as consumers.

The faculty team for the Science and Memory project, Instructor MARK BLAINE MS ’00, Assistant Professor of Practice TORSTEN KJELLSTRAND, Senior Instructor DAN MORRISON, and Carolyn Silva Chambers Distinguished Professor of Advertising and advertising area director DEBORAH MORRISON, received the 2015 UO Impact and Innovation Award, a research award that recognizes contributions by faculty and staff members from all academic disciplines for outstanding entrepreneurial activity that has resulted in innovations with a measurable societal or environmental impact.
Professor **CAROL STABILE** won the UO Senate’s Wayne T. Westling Award for University Leadership and Service, which recognizes a member of the UO community who has demonstrated outstanding, long-term leadership and service to the university.

Doctoral student **THOMAS SCHMIDT** was awarded an Oregon Humanities Center Graduate Research Support Fellowship for 2015–16.

Professor **KIM SHEEHAN** and Associate Professor **GABRIELA MARTÍNEZ, PhD ’05,** won 2015–16 UO Faculty Excellence Awards. The award recognizes members of the “UO faculty performing at the forefront of research and discovery” and recognizes “academic excellence in our finest tenured faculty.”

Two graduate students won UO Center for the Study of Women in Society Jane Grant Fellowships. Each student will receive awards ranging from $1,900 to $2,500. **THOMAS SCHMIDT** was selected for his research titled “From Women’s Pages to Style Pages: How The Washington Post Discovered Diversity;” and **JEREMIAH FAVARA** was selected for his research titled “An Army of Some: Recruiting, Diversity, and Difference in the US Armed Forces.”

**ANDREW DEVIGAL,** Chair in Journalism Innovation and Civic Engagement and professor of practice, was appointed to the Independent Television Service Board of Directors.

Assistant Professor **NICOLE DAHMEN** received a UO Faculty Seed Grant to fund her project, “Media Framing of Marriage Equality.” The Faculty Seed Grant is a competitive grant offered quarterly by the UO to support new programs of research, scholarship, and creativity likely to result in published research, intellectual productivity, creative endeavors and external grant proposals to foundations or agencies.
Assistant Professor Donna Davis was awarded a three-year grant of $101,140 from the National Science Foundation to study the role of people with disabilities in the innovation of online technology. The grant, “Virtual Worlds, Disability, and New Cultures of the Embodied Self,” is in collaboration with coprincipal investigator Tom Boellstorff at the University of California at Irvine for a combined total of $378,040.

Senior Instructor Mark Blaine, MS ’00, earned a fellowship to attend the 2015 Scripps Howard Journalism Entrepreneurship Institute.

Tom Bivins was elected for membership to the Arthur W. Page Society. The Arthur W. Page Society is a professional association for senior public relations and corporate communications executives who seek to enrich and strengthen their profession.

The National Institute for Transportation and Communities has awarded more than $86,000 to a research team led by SOJC faculty members David Remund, Kelli Matthews, BA ’01, MA ’04, Deborah Morrison, and Autumn Shafer for a yearlong study, “Framing Livability: A Strategic Communications Approach to Improving Support for Public Transportation in Oregon.”

The SOJC, under the direction of Ed Madison, PhD ’12, and Mark Blaine, MS ’00, was awarded a $35,000 microgrant in the 2015–16 Challenge Fund for Innovation in Journalism Education. Eleven grants were awarded to 13 US universities to seed collaborative news experiments in their communities. SOJC students will use this project, titled “Don't Wait for the Quake,” as a vessel to measure how journalism can affect Oregonians’ attitudes toward earthquake preparedness. This live-news experiment will partner journalism students with Oregon Public Broadcasting to produce a live-televised town meeting on November 17, 2015, using an innovative app called Harvis, to measure audience and viewer attitudes and intended actions.

Assistant Professor David Remund was named to the Public Relations Society of America (PRSA) College of Fellows, an honor held by only 300 public relations professionals and academics. Part-time Instructor John Mitchell, BS ’77, is also a member of the PRSA College of Fellows.
JESSE ABDENOUR, ASSISTANT PROFESSOR OF JOURNALISM—REPORTING
Jesse Abdenour joins the SOJC from the University of North Carolina School of Journalism and Mass Communication, where he is finishing his doctoral degree. During his time at UNC, he taught broadcast news reporting and television news production and reporting. His research is focused on the process and production of investigative journalism, especially how societal, organizational, and market factors play into the production of television investigative news, the role that investigative reporters see for themselves, and how investigative journalists use social media.

ERIN HANNA, ASSISTANT PROFESSOR OF MEDIA STUDIES
Erin Hanna was an adjunct instructor in media studies in 2014–15 and now joins us as an assistant professor. Hanna’s research focuses on media industries and audiences and examines fan cultures from a political-economic perspective. She is an expert on the history of the San Diego Comic-Con and is currently working on a manuscript examining the relationship between the media industries and fans at the event over its 45-year history. She is also working on a research project that investigates the rise of movie blogs at the turn of the 21st century. Her other areas of teaching and research include cult media, television studies, film theory and history, and digital media. Her work appears in CineAction and Television and New Media, In Media Res, and Antenna.

REGINA LAWRENCE, PROFESSOR AND DIRECTOR OF THE GEORGE S. TURNBULL PORTLAND CENTER AND THE AGORA JOURNALISM CENTER
Regina Lawrence assumed duties as the director of the Turnbull and Agora Centers in July. She has served as the director of the Annette Strauss Institute for Civic Life at the University of Texas at Austin, where she also held the Jesse H. Jones Centennial Chair in the School of Journalism, Moody College of Communication. Regina holds a doctorate in political science from the University of Washington, and has written books and numerous articles analyzing media coverage of high-profile news events and policy issues, including the Abu Ghraib prison scandal, shootings in public schools, the obesity epidemic, welfare reform, and the “death panels” controversy. Her current research includes journalists’ use of social media to cover politics, media coverage of female political candidates, and film and politics.

HÉCTOR TOBAR, ASSISTANT PROFESSOR OF JOURNALISM—REPORTING AND WRITING
Héctor Tobar was a visiting assistant professor for the SOJC in 2014–15 and now joins us as a permanent assistant professor. Tobar is a Pulitzer Prize–winning journalist and, in 2014, published a New York Times bestseller, Deep Down Dark: The Untold Stories of 33 Men Buried in a Chilean Mine, and the Miracle That Set Them Free, which also made the Times’ 100 Notable Books of 2014 list. Tobar received an MFA in creative writing from the University of California at Irvine.
Damian Radcliffe, Carolyn S. Chambers Professor in Journalism

Damian Radcliffe brings nearly 20 years experience as a journalist and digital innovator. He has worked as a journalist and in senior editorial and strategic roles across all media platforms (radio, TV, and digital) and across all sectors (commercial, public, nonprofit, research, policy, regulatory, and government) since 1995. Since 2008, he has combined ongoing journalistic work for major media outlets such as the BBC, CBS, and The Huffington Post with op-eds, media policy, and research work that support academic and industry stakeholders in their need to comprehend changes taking place in the journalism industry and the wider creative economies. Damian is an honorary research fellow and PhD scholar at Cardiff University, the UK’s oldest journalism school. He is a fellow of the Royal Society of Arts and, in 2013, was one of 50 global participants in the Internet Society’s Next Generation Leaders Program.

Autumn Shafer, Assistant Professor of Public Relations

Autumn Shafer comes to the SOJC from Texas Tech University, where she taught in the College of Media and Communication. Her research spans the health communications spectrum, including the design and evaluation of strategic health campaigns; examining the effects of mass media on health-related attitudes and behaviors; and investigating how individuals process persuasive health messages. Shafer’s professional background is in public relations and political communications. She has worked as a political campaign manager, field director, and state legislative aide. Shafer received her PhD in mass communication and a certificate in interdisciplinary health communication from the University of North Carolina at Chapel Hill. She completed a master’s degree in public relations and a bachelor’s degree in speech communication and political science at Washington State University.

Brent Walth, BS ’84, Assistant Professor of Journalism—Reporting and Writing

Brent Walth, former managing editor for news at Willamette Week, joins the SOJC as an assistant professor of journalism. Walth shared the Pulitzer Prize for public service reporting for stories written for The Oregonian in 2001 about what was then the Immigration and Naturalization Service. Walth graduated from the UO with degrees in journalism and political science in 1984, and was inducted into the SOJC Hall of Achievement in 2014.
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 design new approaches to scholarship and to our professions, we invent media and how they are used, we connect the far corners of 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, 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 AND SEGOVIA**

During the summer, James N. Wallace Chair in Journalism Peter Laufer traveled with SOJC students to Europe where the cohort developed their cross-language and cross-culture interviewing and story development skills. After covering stories in the cosmopolitan Viennese environment, students faced assignments in nearby Slovakia and Hungary. Halfway through their European experience, the group decamped from the fast-paced cultural crossroads of middle Europe and flew off to the daily siesta lifestyle of the Iberian Peninsula, completing their course work in Spain. Students traded in their “guten morgen” for “buenas días” and—in the shadow of the Segovia church where Isabella was crowned before funding Columbus and promoting the Spanish Inquisition—found no shortage of multicultural tales to bring home.

**LATVIA**

Again this year, Peter Laufer, who is codirector with Professor Steven Shankman of the UO-UNESCO Crossings Institute for Conflict-Sensitive Reporting, traveled with SOJC students to World Press Freedom Day. This year, the conference was held in Riga, Latvia, where Oregon students joined colleagues from around the world in an ad hoc newsroom, covering the event and producing programming for Crossings Radio, the institute’s primary outreach medium. Among the stories they reported were features on Russian journalists’ professional responses to Putin government propaganda, NATO troop movements in the Baltic nations, and the role of political cartoonists after the Charlie Hebdo attack in Paris.

**ALASKA**

The Science and Memory team took the second cohort of 18 journalism and advertising student to Cordova, Alaska, on the Copper River Delta, for the month of July to create multimedia stories that explain climate-change research and how it affects the local communities. Senior Instructor Mark Blaine, MS ’00, led the trip along with Carolyn Silva Chambers Distinguished Professor of Advertising and advertising area director Deborah Morrison, Senior Instructor Dan Morrison and Assistant Professor of Practice Torsten Kjellstrand. Work from this project can be followed at scienceandmemory.uoregon.edu.
GHANA

The six-week Media in Ghana program, established in 2004, moved students from the classroom to the West African nation for internships at a variety of media outlets, including radio, television, newspapers, advertising agencies, and sports organizations engaged in media. Under the direction of Senior Associate Dean for Academic Affairs Leslie Steeves and Assistant Professor Christopher Chávez, 15 students spent the summer learning about different cultural contexts and how they affect communication. Students covered issues and events such as Ghana’s ongoing energy crisis, child labor, soccer matches, and Ghanaians’ reactions to the US Supreme Court decision on same-sex marriage. In addition, the group divided into teams led by Chávez and graduate students Ashley Cordes, Ryan Hagen, BS ’14, and Alex Morrison, MS ’15, creating media for a nonprofit client, Alliance for Reproductive Health Rights. Reports of the students’ experiences and examples of their work can be seen at ghana.uoregon.edu.

CUBA

Led by Assistant Professor Ed Madison, PhD ’12, Peter Laufer, and Instructor Lisa Heyamoto, MS ’11, 19 students with specific interest in multimedia storytelling headed to Cuba. Students were divided into teams of three or four and assigned to an artist. These artists included musicians, dancers, improv artists, and more. Through research and observation, the students put together a digital publication for the iPad that profiles all six artists, in addition to a website and blog that detailed their trip. Their work is documented at cubacreatives.uoregon.edu. The site was selected as an Adobe Muse “Site of the Day” in July.
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 top agencies. In 2015, the SOJC took 132 students—the largest cohort ever—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 more than 40 agencies.

Because this was a landmark year for networking and agency visits, dozens of students found jobs and internships. At 72andSunny NYC, all of the visiting students were offered an opportunity to interview, and several landed jobs and internships: BRANDON MAI, BS ’15, was hired as a junior art director; SARAH SHARP, BA ’15, picked up a copywriting internship; and JAZO MOISES, MS ’15, was named to a planning internship.

Other major opportunities include ARIANA GARAY, BS ’15, at Horizon Media; AMELEA RENSHAW, BA ’15, at Mother New York; SHELBY DUNLAP, BS ’15, and RACHEL ELLAM, BA ’15, at Code + Theory; MONICA SAGOWITZ, BS ’15, at Carrot Creative; SPICE WALKER, BA ’15, and ALEX JUNQUERA, BA ’15, at Rokkan; and JASON MURRAY, BA ’15, and KRISTIN CUBBISON, BA ’15, at JWT. A record number of students took the opportunity to network, ask advice at agencies, and find career starts because of the trip.

Students who may not otherwise have access to the weeklong experience are supported by the Go to Gotham Fund, established by DAVID STERN and NANCY GUITTEAU, parents of a past participant, by the Bedbury Scholars Fund, created by SAMMI and SCOTT BEDBURY, BS ’80, and by the Boiler Family Fund, supported by KARI, BA ’93, and JOHN BOILER, BA ’87.
SPORTS MEDIA WORKSHOP

Twenty-three students, half SOJC and half UO student athletes, participated in the sixth annual Sports Media Workshop, an intensive weeklong program where student journalists and student athletes work together to ask important questions, learn about the importance of strong stories, and how the media work in the sports industry.

Instructors for the workshop were Deborah Morrison, Carolyn Silva Chambers Distinguished Professor of Advertising and advertising area director; Rebecca Force, broadcast news instructor; Dan Morrison, photojournalism instructor; and Lori Shontz, journalism instructor.

The curriculum focused 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, BS ’84, broadcaster Ann Shatz, one of the first female sportscasters, and a special panel of former University of Oregon athletes, including Ashton Eaton, Alexi Pappas, and Olympic runner Ian Dobson.

This program is funded by Barbara Blangardi, BS ’79, and Natalie Wilkison and Andrew Parmentier, BA ’97.

TRACK REPORTING

In spring 2015, instructor Lori Shontz taught Sports Bureau: Track Class. Students in the class acted as a media outlet covering the Oregon Relays, the Oregon Twilight meet, the Eugene Marathon (and half marathon), and the Prefontaine Classic. They were the only media outlet to cover every event at every meet, publishing 95 stories on their website at blogs.uoregon.edu/sojctrack. The students wrote on deadline in the media tent, and live tweeted the Prefontaine Classic for two days. Students received bylines in nine professional publications, including Runner’s World online, the Miami Herald, and NCAA.com.
SOJC INTERNSHIPS

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.

PORTLAND SENIOR EXPERIENCE

Seniors from all SOJC majors are eligible to apply for the selective Portland Senior Experience for a chance to intern around the city at one of the more than 100 participating employers. JOSH NETZER, strategic communication instructor and Portland Senior Experience coordinator, administers the program from the 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, BS ’80, and ERIC STANIAK, BS ’80), the Portland Senior Experience has served more than 120 students since 2006. The program’s job placement or internship extension rate is more 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 courses.
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. Charles Snowden, who retired in 1986 and died 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, 219 Oregon journalism students have launched their journalism careers as “Snowdens.” Each intern receives a stipend funded by the Snowden program endowment at the University of Oregon and the sponsoring media partner.

PETE PETERSON, MFA ’68, MS ’77, has coordinated the Snowden Internship Program for the past nine years. He retired in June and is passing the Snowden leadership baton to SOJC journalism instructor KATHRYN THIER. Career and academic advisor RACHEL ALLEN, BA’09, continues to provide assistance to the program.

2015 SNOWDEN INTERNSHIP PROGRAM

Twelve SOJC students were among the 16 college journalists selected for paid, 10-week Snowden internships in 2015. The statewide competition drew 64 applicants from 11 colleges.

Reporter Internships

JONATHAN BACH
East Oregonian, Pendleton

FRANCESCA FONTANA
The Register-Guard, Eugene

GORDON FRIEDMAN, BS ’15
Statesman Journal, Salem

SCOTT GREENSTONE
News-Review, Roseburg

LA’AKEA KAUFMAN
Baker City Herald, Baker City

TRAVIS LOOSE, BA ’15
News-Times, Forest Grove

KAYLEE TORNAY
Mail Tribune, Medford

ALEXANDRA WALLACHY
The Outlook, Gresham

Photojournalist Internship

MARY JANE SCHULTZE, BS ’15
The Register-Guard, Eugene

Multimedia Internships

CHRISTINA BELASCO, BA ’15
Oregon Public Broadcasting, Portland

JULIA REIHS, BA ’15
The Register-Guard, Eugene

Feature Writing Internship

WILL RUBIN, BA ’15
The Bulletin, Bend
For the first time in 27 years, the SOJC Ad Team, led by Senior Instructor DAVID KORANDA, BS ‘78, won the national championship, beating more than 200 other college chapters that competed in the 2015 National Student Advertising Competition.

In addition to the national title, prizes were awarded by the NSAC research partners in recognition of exceptional work throughout the competition. AudienceScan honored the University of Oregon for its superior use of market research, and SOJC student BRANDON MAI, BS ’15, received the American Advertising Federation District 7 Bolton-MacVicar Best Presenter Award.

“Our team was a family that cared about doing the best work for ourselves and each other,” says Mai. “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.”

GLEN GIBBONS, MA ’81, was presented with the Harold Spencer-Jones Gold Medal for his “outstanding contribution to navigation” as a journalist and publisher from the United Kingdom’s Royal Institute of Navigation at the Royal Geographical Society in London, England. Prince Philip—the Duke of Edinburgh and husband of Queen Elizabeth II—presented the award.

MICHAEL WERNER, MA ’08, received the American Association for the Advancement of Science Award for Best Spot News–Feature Reporting for his televised piece on wolves, titled “The Ecology of Fear.”

LAUREN KESSLER, MS ’75, was inducted into the University of Washington Department of Communication Alumni Hall of Fame.
The SOJC was the only academic unit to receive the UO’s 2015 Equity and Inclusion Innovation Award, recognizing the school’s commitment to strengthening its diversity efforts. Karla Kennedy, scholastic journalism outreach coordinator, received the 2015 Martin Luther King Jr. Award from the University of Oregon for her achievements that exemplify the ideals set forth by Rev. Dr. Martin Luther King Jr., and for her outstanding contributions to the equity, inclusion, and diversity efforts at UO.

Doctoral student David Staton won the 2015 VCS Division Award for the Top Student Paper from the International Communication Association for his paper “Manovich, Movies, and Montage.”

Deborah Morrison, Carolyn Silva Chambers Distinguished Professor in Advertising and advertising area director, received the 2015 Distinguished Teaching Award from the Advertising Division of the Association for Education in Journalism and Mass Communication (AEJMC), and Assistant Professor Héctor Tobar received the 2015 AEJMC-Knudson Latin America Prize.

Two documentary production students—Davis Burns, a cinema studies major, and Derek Brown, BA ’14—won the Northwest Regional Emmy Award in the College Long Form Nonfiction category for their film True Fighters.
**OR Magazine** won a 2015 Columbia Scholastic Press Association (CSPA) Gold Crown Award for college digital publication and the staff won nine Gold Circle Awards.

**Ethos** magazine won the Associated Collegiate Press (ACP) Magazine Pacemaker Award for the second year in a row. Seven SOJC students also won ACP awards.

Continuing a 20-year award-winning tradition, **Flux** magazine won a 2015 CSPA Gold Crown Award for college magazine, and its staff won 16 CSPA Gold Circle Awards, three Certificates of Merit, and one Honorable Mention for work published between June 16, 2013, through June 10, 2014.

SOJC student **Ryan Levenson** and **Jered Stitzel, BS ’15**, and cinema studies student Tanner Hirst created a video for Oregon Pit Crew that won an NCAA contest, earning $30,000 for the UO Scholarship Fund. The challenge was to create a video highlighting the University of Oregon’s school spirit for the NCAA “Let’s Dance” competition.

Three SOJC projects won Society of Professional Journalists Region 10 Mark of Excellence Awards—**Science and Memory**, for Best Digital-Only Student Publication; **Life Below the Line**, by **Max Thompson**, Allen Hall Studios, for Best Use of Multimedia; and **NW Stories–Sheriff Gil Gilbertson**, by **Sutton Raphael, Garrett Guinn, BA ’15, Amanda Butt, BA ’15**, and **Fahmo Mohammed**, for Television Feature Reporting.

**Ryan Delaney, Yolanda Saetern, Juwan Wedderburn, BS ’15**, and **Kim Uong** were selected for the 2015 American Association of Advertising Agencies Multicultural Advertising Intern Program.

**Mary Jane Schulte, BS ’15**, (photo right) and **Elora Overbey** placed in the top 10 in the 2015 Hearst Multimedia Team Reporting competition. The **SOJC** also placed in the top 10 in the 2015 Intercollegiate Multimedia Competition. **Kathryn Boyo-Batsone, BS ’15**, and **Zachary Raphael** placed in the top 10 in the 2015 Hearst Multimedia Journalism competition.

Media studies master’s student **Sarah Hamid** won in the panel category of “Human Rights, Development, and Sustainability” in collaboration with Lindsay Massara (international studies) and Crystal Brown (political science) for their panel titled “Gender, Human Rights, and the Paradox of Statelessness” at the UO Graduate Research Forum.
“ONE OF THE BIGGEST THINGS I’VE LEARNED IN THE SOJC IS UNDERSTANDING HOW TO WORK WITH DEADLINES. DEADLINE PRESSURE IS A VERY REAL PART OF JOURNALISM, AND WITHOUT THE PRACTICE OF THAT AT THE SOJC, I WOULD NOT HAVE BEEN PREPARED FOR COVERING THE NATIONAL CHAMPIONSHIP.”  MARY JANE SCHULTE
“CARLYLE IS A WRITER AND A PRODUCER AND A STRATEGIST. HE IS THE MAGNET FOR PEOPLE AND PROJECTS IN ALLEN HALL. HE SERVES AS COUNSELOR TO OTHER STUDENTS, A CONSULTANT TO MANY PROJECTS, THE IDEA MAN THAT PEOPLE TURN TO. HE LIGHTS UP THE THIRD FLOOR WITH A DANCE OR A SERIOUS OBSERVATION ON THE WORK PRESENTED. HE BRINGS PEOPLE TOGETHER.”

DEBORAH MORRISON, CAROLYN SILVA CHAMBERS DISTINGUISHED PROFESSOR OF ADVERTISING
The following awards were presented at the SOJC Student Awards Ceremony on Sunday, June 14, 2015.

COMMENCEMENT STANDARD BEARER
Carlyle Garrick, BA ’15 (photo left)

PHYLLIS VAN KIMMELL BELL LEADERSHIP AWARD
Casey Minter, BA ’15

JANICE E. RIANDA AWARD FOR OUTSTANDING SENIOR WOMAN
Veronika Hanson, BA ’15

WILLIAM GURNEY MEMORIAL AWARD FOR OUTSTANDING SENIOR MAN
Grant Lemons, BS ’15

OUTSTANDING JOURNALISM GRADUATE (ACADEMIC EXCELLENCE)
Grant Lemons, BS ’15

OUTSTANDING JOURNALISM GRADUATE (LEADERSHIP)
Zolboo Bayarmagnai, BA ’15, and Julia V. Reihs, BA ’15 (photo top right)

OUTSTANDING JOURNALISM GRADUATE (JOURNALISM)
Amanda Butt, BA ’15 (photo middle right)

WILLIS WINTER AWARD FOR OUTSTANDING SCHOLASTIC AND PROFESSIONAL SERVICE IN THE FIELD OF ADVERTISING
Shelby Joy Dunlap, BS ’15

ROY PAUL NELSON AWARD FOR OUTSTANDING ACHIEVEMENT IN ADVERTISING DESIGN
Brandon Trung Mai, BS ’15

W. L. THOMPSON AWARD FOR OUTSTANDING ACHIEVEMENT IN ADVERTISING COPYWRITING
Sarah Marie Sharp, BA ’15

MAXWELL AWARD
Danielle Nicole Holley, BS ’15

LIZ CAWOOD PUBLIC SERVICE AWARD
Abigaelle Mulligan, BS ’15

JACK EWAN AWARD FOR OUTSTANDING PUBLIC RELATIONS GRADUATE
Hallie White, BA ’15

PUBLIC RELATIONS DUCK AWARD
Kayla Gordon, BA ’15
The SOJC recognized a record number of students at the 2015 commencement ceremony held on Monday, June 15, at Matthew Knight Arena.

Approximately 575 students participated in the ceremony, including four doctoral candidates and 40 master’s students. With more than 5,000 family and friends in attendance, the arena was filled with laughter and tears.

Latin honors were earned by 22 students:

- four earning summa cum laude honors with a GPA of 4.00 or higher
- seven earning magna cum laude honors with a GPA between 3.89 and 3.99
- 11 earning cum laude honors with a GPA between 3.77 and 3.88

**Kathryn Thier** received the Outstanding Teaching by an Adjunct Award, and **Scott Maier** received the Jonathan Marshall Award for Innovative Teaching in Journalism and Communication.

The student speaker was **Alexandra Taylor, BA ’15**, (photo far right), a journalism major, who talked about the incredible community she found within the walls of Allen Hall. Taylor is the first student speaker for the SOJC commencement ceremony and was selected by her fellow students.

The alumnus speaker was **Andy Maser, BA ’07**, winner of the 2014 Eric Allen Outstanding Young Alumnus Award. Maser is an Emmy Award–winning director of photography with 13 years of experience in commercial, broadcast, documentary, nonprofit, and feature film production. A *National Geographic* explorer, Maser is often tapped for difficult shoots in remote and dangerous parts of the world. He reminded the students that it is possible to find your dream job, and many of the skills they learned in the SOJC will help them get there.
“THERE WILL ALWAYS BE ONE PERSON WHO IS GOING TO CONNECT WITH WHAT YOU ARE SAYING AND WANT TO BE A PART OF IT. THAT IS WHAT THIS SCHOOL IS ABOUT. USING YOUR VOICE, WHETHER IT BE WRITING, REPORTING, OR CREATING A CAMPAIGN, TO EXPRESS SOMETHING THAT MATTERS TO YOU.”  ALEXANDRA TAYLOR, BA ’15, STUDENT SPEAKER
“I WILL ALWAYS BE YOUR ANGEL IN THE ROOM.”  MARK LEWIS
Arnold Ismach was dean of the journalism school between 1985 and 1994. After he left the dean’s post, Ismach continued teaching part-time as professor emeritus until 2000. A former newspaper editor and prolific writer of letters to the editor, the civic-minded Ismach was considered an expert in public affairs reporting, media and society, and the sociology of news organizations. A member of the Society of Professional Journalists since 1950, Ismach was a member of the board of directors of the Oregon Newspaper Publishers Association and the Oregon Association of Broadcasters while he was dean. His career in journalism spanned five decades. During his time as dean of the SOJC, he served as a member of the board of directors of the Oregon Newspapers Publishers Association from 1989 to 1990 and director of the Oregon Association of Broadcasters from 1991 to 1993.

Mark W. Lewis, an award-winning storyteller, taught presentation skills for the SOJC, changing the way students in the SOJC thought about storytelling and life. Lewis believed in the inherent power of the imagination. His 40 years of professional experience won him two Emmy awards for his show Word Pictures for WTTW in Chicago and a performance on The Tonight Show with Jay Leno. He did voiceover work for ABC-TV, the National Center for Missing and Exploited Children, and Disney Imagineering, where his voice can be heard in the Pirates of the Caribbean ride. He also was a published author with three books to his credit.

Petra Hagen served as graduate assistant for the SOJC’s graduate programs in Eugene from 1995 to 2014. She first worked at UO in the Office of Admissions from 1980 to 1986, then in the College of Education in 1987. She returned to school full-time, earning her bachelor’s degree in public relations from the SOJC in 1990. She returned to the admissions office from 1991 to 1995. In 2004, a doctoral student wrote of Petra, “She is a spokesperson for the department, a career counselor, a watchful advocate of students’ graduate programs, and a friend.” A coworker added, “Petra brings out the best in those she interacts with. I am constantly grateful for her thoughtful approach and graceful demeanor in all situations.”
The Journalism Advancement Council provides advice and support for the SOJC. Members of the council are professionals who offer their perspectives in an effort to continually improve the school. The council also provides the dean, faculty, and students with a pipeline to the workplace that many students will be entering. The council works closely with the dean and director of development providing counsel regarding mission, goals, and strategic planning, and assists with efforts to obtain financial support to enrich the student experience. Central to the role of the council members is to advocate for the school and help strengthen the school’s relationships with its various constituencies.

**MARK ZUSMAN, MA ’78 (CHAIR)**
Editor and Publisher
Willamette Week

**STEVE BASS**
President and CEO
Oregon Public Broadcasting

**SCOTT BEDBURY, BS ’80**
CEO
Brandstream, Inc.

**THERESÉ BOTTOMLY, BA ’83**
Managing Editor
The Oregonian

**SCOTT CHAMBERS, BS ’82**
Partner
Pisgah Public Market

**TIM CLEVenger, BS ’86**
Associate Vice President
University of Oregon
Communication Marketing and Brand Management

**JOHN COSTA**
Publisher
The Bulletin

**JULIE DIXON**
Cofounder (Retired)
Sports Incorporated

**KEN DOCTOR, MA ’79**
News Industry Analyst
Newsonomics

**COREY DUBROWA, BA ’88**
Sr. Vice President of Global Public Affairs
Starbucks Coffee Company

**BRIAN ERB, BS ’85**
General Counsel Delivery Agent
Ropes & Gray, LLP

**SHIRLEY HANCOCK, BS ’80**
JennaCooperPR
Contributing Writer, 1859 Magazine
Former Anchor-Reporter, KOIN-TV

**ANNE MARIE LEVIS, MBA ’96**
President
Funk/Levis Associates

**STEVE O’LEARY, BS ’69**
Chairman
O’Leary and Partners

**SCOTT REAMES, BA ’89**
Corporate Historian
Nike

**BETTY J. STANIAK, BS ’80**
Senior Writer and Producer
State Farm Creative

**GAYLE TIMMERMAN, BA ’69**
Classified Advertising Manager (Retired)
The Oregonian

**TRACY WONG, BA ’81**
Chairman and Creative Director
WongDoody

**WELCOME SCOTT REAMES, BA ’89**
Scott earned his BA in public relations from the SOJC in 1989. He is the corporate historian for Nike. Prior to that, he served in various communications positions within the company. Scott lives with his wife, Dana, and children in Portland. He served on the board of directors of the University of Oregon Alumni Association from 2008 to 2014, and is currently president of the Beaverton High School Booster Club.
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 and to 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 a year, specifically for SOJC students.

Scholarships help us 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 and details about how you can support the SOJC, please contact JOOHEE BERGLUND, senior director of development, at 541-346-2358 or by e-mail at joohee@uoregon.edu.
The SOJC would like to recognize the following alumni and friends for their generosity and partnership: Edwin L. Artzt, BS ’51, the late Carolyn Silva Chambers, BA ’53, the John L. Hulteng family, Lorry I. Lokey, and the Charles R. Snowden family.

The following donors have made gifts and commitments between July 1, 2014 and June 30, 2015. Gifts and commitments received after June 30, 2015 will be listed in the 2016 Yearbook. We are grateful for your investment in excellence.
“We have great respect for the committed professors and leaders within the SOJC, so we wanted our gift to be used by them and for their ongoing benefit as they saw fit to support their own personal growth and development. It’s our belief that by helping fund some of their projects outside of the regular curriculum, it may, over time, reveal new opportunities for professors, students, and the school.”

KARI, BA ’93, AND JOHN BOILER, BA ’87
KARI AND JOHN ESTABLISHED THE BOILER FAMILY FUND FOR EXPERIENTIAL LEARNING WITH A GENEROUS DONATION THIS YEAR. THE FUND PROVIDES ADVERTISING STUDENTS WITH ACCESS TO LEARNING OPPORTUNITIES IN THE FIELD.
$25–$999 continued

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Julie ’80 and Hugh Holmes
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Cathleen ’70 and Robert Hunt
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Sanford Hurlocker ’84
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Agnes and Robert Moyle ’49
Danielle and Robert Mullins ’76

TRACY WONG, BA ’81
YOUR GIFTS TRANSFORM “WHAT IF?” INTO “WHAT IS!”

THANK YOU.
Rachel Davidson, BA '15, was part of the Portland Senior Experience internship program and was a Staniak Scholar. She interned at Portland Monthly.