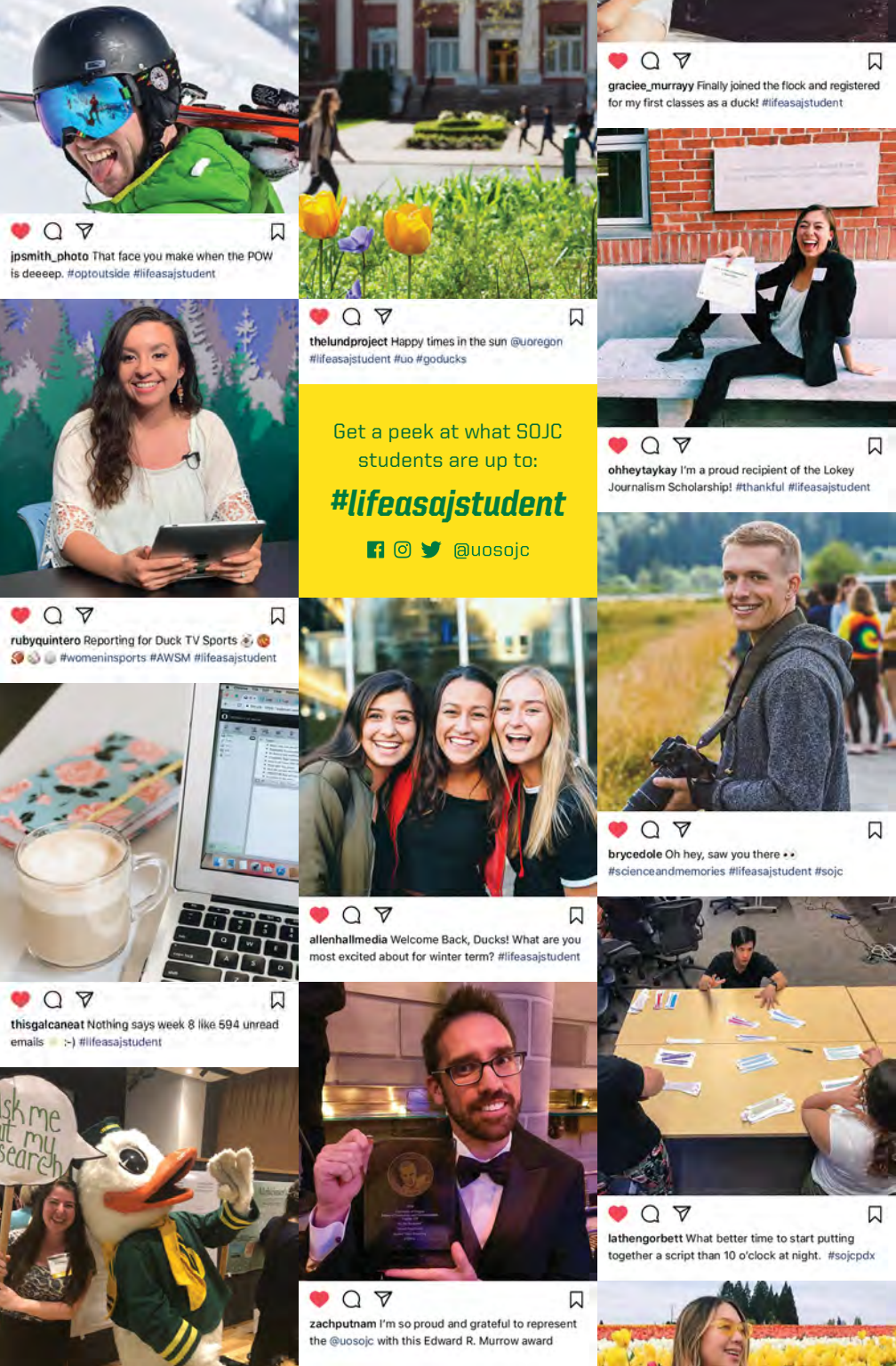


U N I V E R
S I T Y O F
O R E G O N
S C H O O L
O F J O U R
N A L I S M
A N D C O M
M U N I C A
T I O N



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

THIS JOURNAL
BELONGS TO

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

O | UNIVERSITY OF
OREGON | School of Journalism
and Communication

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

GREATST
ORYTELL
INGSTAR
TSHERE.

here,

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

YOU'RE MORE THAN A STUDENT.



You're part of a close-knit community. You're a member of a global network of successful Ducks. And you're a respected professional in training.

At the UO School of Journalism and Communication (SOJC), you'll start building real-world skills right away. After a few intro courses, you'll be ready to record a podcast with your friends. Check out a professional camera and shoot videos for clients. Manage award-winning campaigns for local businesses.

You'll also explore the world around you. You might take a music theory class and apply it as an intern for a record label. Or prep for study-abroad in Jordan with courses in Arabic and digital video production.

We'll help you find what you love and build the skills to make your dream job a reality.



HOW TO APPLY

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



Apply to the UO.

Join our flock!

apply.uoregon.edu



Declare an SOJC pre-major.

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

apply.uoregon.edu



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

Find your people and change the world.

journalism.uoregon.edu/arc



Meet our core requirements.

Get a few SOJC classes under your belt.

journalism.uoregon.edu/requirements



Apply for full major status.

Start the next leg of your professional journey.

journalism.uoregon.edu/requirements

SOJC

WHICH MAJOR ARE YOU?

Which of the following phrases best describes you?

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

Which of the following would be your dream field trip?

- A. Weeklong trip to New York City to attend a red-carpet award show and visit top agencies for a behind-the-scenes look into professional advertising and design work
- B. 10 days in remote Alaska, where I capture video, photos, and interviews with native villagers about how climate change has affected their lives
- C. 6-week internship in Accra, Ghana, working for local media and learning about the nation's history, culture, and struggles
- D. 5 days in San Francisco, where I talk to public relations professionals at companies like Google, Twitter, and the San Francisco Giants

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

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

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

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

Which of the following courses sounds most interesting?

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

RESULTS

If you selected mostly A's:

You're an ADVERTISING major!
Go to page 12 to learn more about what you'll learn and the jobs you can get with this program.

If you selected mostly B's:

You're a JOURNALISM major!
Go to page 48 to learn more about what you'll learn and the jobs you can get with this program.

If you selected mostly C's:

You're a MEDIA STUDIES major!
Go to page 30 to learn more about what you'll learn and the jobs you can get with this program.

If you selected mostly D's:

You're a PUBLIC RELATIONS major!
Go to page 66 to learn more about what you'll learn and the jobs you can get with this program.

LIVE WITH PURPOSE. LITERALLY.



MEDIA AND SOCIAL ACTION ACADEMIC RESIDENTIAL COMMUNITY

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



journalism.uoregon.edu/arc

***HOW WILL YOU
CHANGE THE WORLD?***



DID YOU KNOW?

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

ADVE

Advertising is not just about selling products. Advertising professionals work on creative teams to solve problems for clients and develop campaigns that move people to action. They can work for agencies, in-house teams, nonprofits, and even Hollywood studios, video game companies, or sports teams.

RTISING



journalism.uoregon.edu/advertising

You might work in design, as a writer, with video, or in account management. You can also take what you learn at the SOJC in a totally different direction. Many of the skills we teach—like idea generation, creative problem-solving, creativity, collaboration, and confidence building—will help you succeed in any creative industry, and in life.

THINGS YOU'LL LEARN:

What do you already know about these topics?

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

JOBS OUR ALUMNI HAVE:

ACCOUNT EXECUTIVE

Coordinate agency campaigns for clients

BRAND STRATEGIST

Enhance product branding and develop marketing plans

CREATIVE DIRECTOR

Coordinate and lead all creative work for campaigns

ART DIRECTOR

Coordinate the overall visual look and feel for campaigns

DESIGNER

Design product and campaign visuals, like logos, ads, and packaging

COPYWRITER

Generate campaign words, slogans, and scripts to go with visuals

PRODUCER

Develop TV and internet commercials

MEDIA PLANNER

Decide timing and placement of campaign elements

MEDIA ANALYST

Conduct research to improve campaign effectiveness

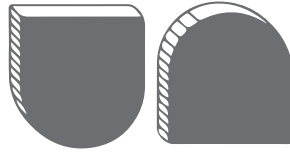
CAREERS TO EXPLORE

What career possibilities are you interested in?

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

AD TEAM

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



COMBINED CULTURE

National creative collective of 40+ UO students who create videos, art, and campaigns around social issues

AFTER HOURS

AFTER HOURS

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



ALLEN HALL ADVERTISING

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

THE ROAM

A collective of makers and doers dedicated to solving problems creatively



STUDENT GROUPS AND OPPORTUNITIES



journalism.uoregon.edu/advertising-student-groups



AD SOCIETY

National organization that promotes the advertising profession through lectures, discussions, and interactive activities

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

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

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

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

IT ALSO SHOWS YOU JUST HOW FUN “WORK” IN THE ADVERTISING WORLD CAN BE.



PLACES YOU CAN GO:

NYC EXPERIENCE

Participate in Creative Week in New York City, network with industry professionals, and immerse yourself during visits at 30-40 top global agencies.

SCIENCE & MEMORY

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

LAUNCH

Explore agencies, production houses, media platforms, and startups around the nation.

MEDIA IN GHANA

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



journalism.uoregon.edu/trips

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

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



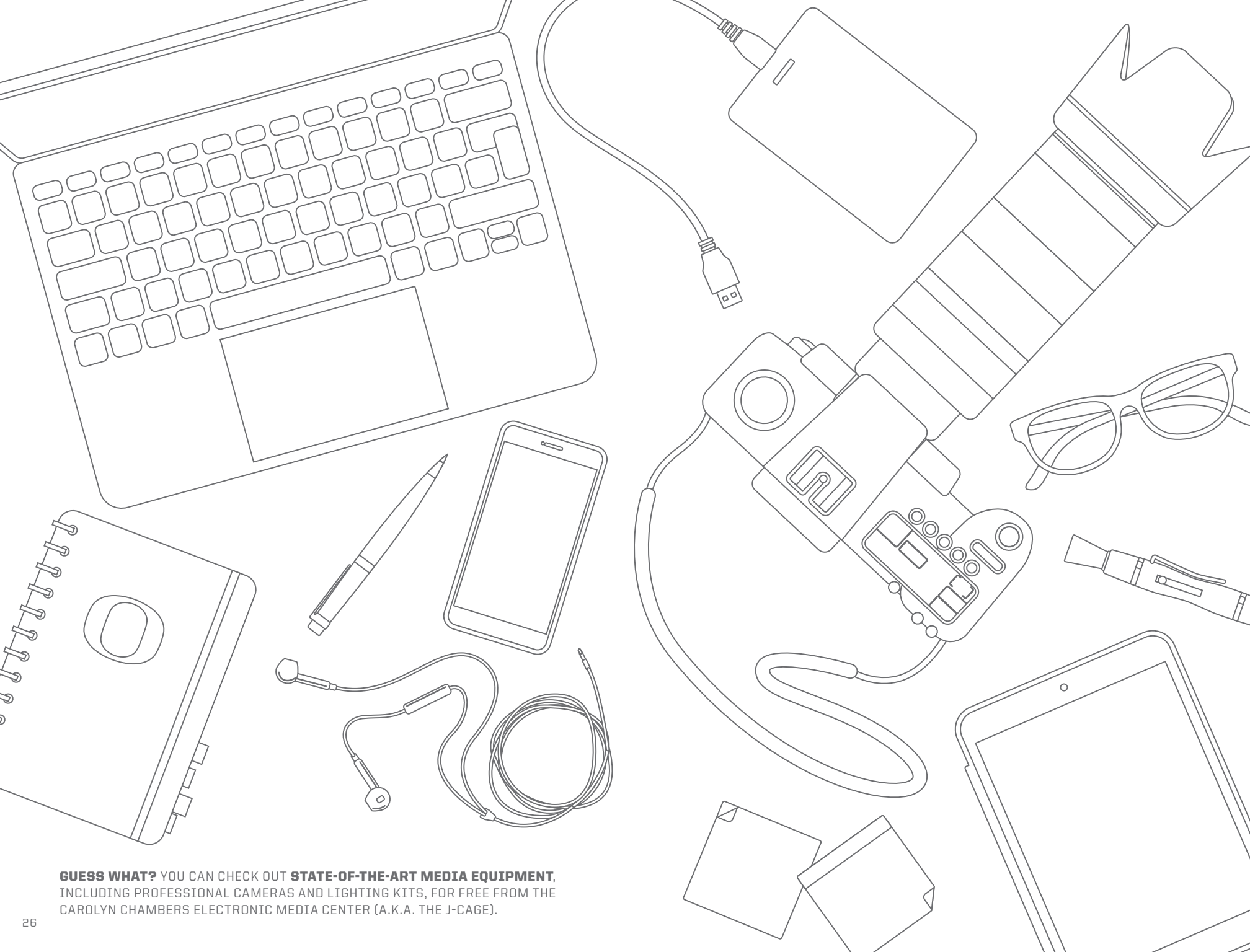
**USE STATE-OF-THE-ART
TECH TO CREATE
GREAT CONTENT.**

EXPERIENCE HUB

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



journalism.uoregon.edu/experience-hub



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

+ 3. **FRIED FRIDAYS AT CARSON DINING HALL** + 4. **AÇAÍ BOWLS AT COMMON**



GROUNDS CAFÉ IN HAMILTON HALL FOOD COURT + 5. **BUILD-YOUR-OWN PASTA BAR**



MEDIA STUDIES

Some people make media. Others want to find out how it works and impacts the world. Media studies professionals often do both. They ask big questions about big issues—like free speech and the media’s effects on politics. They also conduct research and use their analysis to inform their own creative work.



journalism.uoregon.edu/media-studies

Since media pervades every corner of our lives, you can choose from any number of careers. Employers in every field want critical analysts, researchers, and media experts. Take what you learn to the next level in graduate school. Create digital content. Harness social media to grow a business or nonprofit. Or conduct your own research and share it with the world.

THINGS YOU'LL LEARN:

What do you already know about these topics?

MEDIA LAW

ACAD**E**MIC WRITING

MEDIA **D**HISTORY

QUANT**I**TATIVE RESEARCH

COLL**A**BORATION

DATA ANALY**S**IS

CRITICAL **T**HINKING

CULT**U**RAL AWARENESS

ETHICAL **D**ECISION-MAKING

GLOBAL COMMUN**I**CATION

COMMUNICATION RES**E**ARCH

QUALITATIVE RES**S**earch

JOBS OUR ALUMNI HAVE:

UNIVERSITY PROFESSOR

Get a PhD and teach others about the influence and effects of media

DATA ANALYST

Interpret data to help organizations make better decisions

WEB CONTENT MANAGER

Plan and manage an organization's website content

MARKET RESEARCH ANALYST

Collect and analyze data to inform marketing strategies

CAREERS TO EXPLORE

What career possibilities are you interested in?

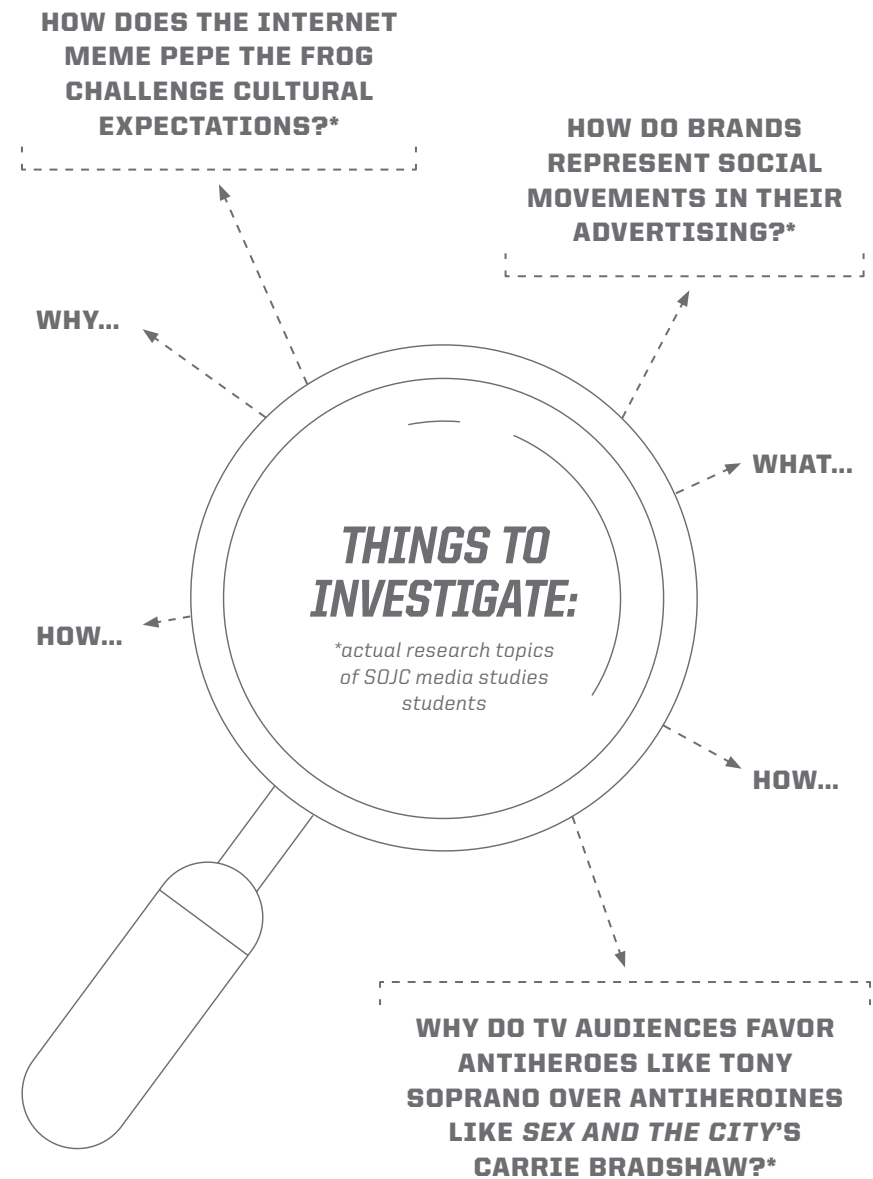
- _____
- _____
- _____
- _____
- _____
- _____



DID YOU KNOW? MEDIA STUDIES MAJORS RESEARCH ANSWERS TO THEIR

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

BURNING MEDIA QUESTIONS. WONDER HOW INTERNET MEMES INFLUENCE



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



PLACES YOU CAN GO:

MEDIA IN GHANA

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

SCIENCE & MEMORY

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



journalism.uoregon.edu/trips

OUTDOOR ADVENTURES BUCKET LIST



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



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



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



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



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



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



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



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



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



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

STUDENT AND CAREER SERVICES

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



sojcstudent.uoregon.edu/undergraduate

REAL-WORLD EXPERIENCE IN THE FIELD:

SCIENCE & MEMORY

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

GOLDEN GATE & WINDY CITY DUCKS

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

NEW YORK CITY

Visit creative agencies and industry professionals during a week-long trip.

GEO STUDY ABROAD

From practicing journalism in Buenos Aires or London, to a graphic design internship in Tokyo, there's a study-abroad opportunity for everyone.

GLOBAL STORIES

Cover stories that matter in a different culture, in places like Sri Lanka, Nepal, and New Zealand.

MEDIA IN GHANA

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

Learn more about SOJC trips:



journalism.uoregon.edu/trips

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

MY CREATIVE PROCESS LOOKS LIKE:

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

JOUR

The world needs storytellers—people who hold up a mirror to society and give voice to the voiceless. Journalists do more than just report the news. They also help solve problems, inspire action, and tell stories that keep people interested in the world around them. They follow their curiosity and report back what they find.

NAL

ISM



journalism.uoregon.edu/journalism

Great stories are everywhere if you know where to look. We teach you how to spot them, dig up the facts, and share them ethically and accurately. You'll learn the many ways to tell a story, from writing articles and shooting photos to recording podcasts, making films, producing news broadcasts, devising social media strategy, and creating immersive media.

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

THINGS I WANT TO LEARN:

WHAT...

WHY...

HOW...

WHERE...

WHO...

WHEN...

THESE QUESTIONS ARE MAINSTAYS IN NEWSROOMS AROUND THE WORLD.

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

THINGS YOU'LL LEARN:

What do you already know about these topics?

PHOTO**J**OURNALISM

C**O**PY EDITING

FEAT**U**RE WRITING

ENTRE**R**ENEURSHIP

I**N**TERVIEWING

INFOGR**A**PHICS

DATA ANA**L**YSIS

INVESTIGAT**I**VE REPORTING

SCIENCE REPORTING

DIGITAL **M**EDIA PRODUCTION

JOBS OUR ALUMNI HAVE:

NEWS REPORTER

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

PHOTO-JOURNALIST

Tell visual stories using the latest imaging technology

BROADCAST JOURNALIST

Report the news on TV or radio

MAGAZINE WRITER

Write in-depth feature articles for digital or print publications

EDITOR

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

COPY EDITOR

Wordsmith copy for publications

WEB CONTENT MANAGER

Manage content for a website or blog

NONFICTION FILMMAKER

Create journalistic videos or documentaries

VISUAL DESIGNER

Design for print or digital media

CAREERS TO EXPLORE

What career possibilities are you interested in?

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



DUCKTV

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

ALLEN HALL MEDIA

Student-run multi-media agency producing professional work for local clients



THE DAILY EMERALD

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

STUDENT GROUPS AND OPPORTUNITIES



journalism.uoregon.edu/journalism-student-groups



NORTHWEST STORIES

Video documentary series produced in collaboration with Oregon Public Broadcasting



OR MAGAZINE

Interactive digital magazine about Oregon's intriguing people and culture

ENVISION MAGAZINE

Student-run print and digital magazine about environmental issues



FLUX MAGAZINE

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

KWVA 88.1 FM

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



THERE ARE MORE THAN 30 STUDENT GROUPS & OPPORTUNITIES IN THE SOJC.

SEE THEM ALL AT JOURNALISM.UOREGON.EDU/STUDENT-GROUPS.



PLACES YOU CAN GO:

JOURNALISM IN NEW YORK CITY

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

GLOBAL STORIES

Travel to a far-flung locale—like Sri Lanka, Nepal, or New Zealand—to cover stories that matter in a different culture.

SCIENCE & MEMORY

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

UNESCO WORLD PRESS FREEDOM DAY

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



journalism.uoregon.edu/trips

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

Start exploring SOJC majors and courses at journalism.uoregon.edu/undergrad.

**WHERE CAN I
STUDY ABROAD?**

Discover UO and SOJC study-abroad experiences at journalism.uoregon.edu/trips.

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

Learn more about scholarships and financial aid at journalism.uoregon.edu/scholarships-funding.

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

See SOJC internships and browse our internship listings at journalism.uoregon.edu/internships.

I AM INTERESTED IN

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

Check out the SOJC major sections in this book, or talk to an SOJC advisor—even if you're not enrolled in our school yet. Make an appointment at sojcstudent.uoregon.edu/undergraduate.

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

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



THINGS TO DO AROUND CAMPUS



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



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



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



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



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



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



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



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



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

Do you love making connections? Whether they work in media relations, crisis management, social media, or internal communication,

PR professionals tune into the world around them, develop insight, and deliver the right messages at the right places and times.

PUBLIC RELATIONS

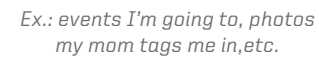
With public relations skills, you can turn your personal mission into your dream career. Geek out on whatever your thing is, whether it's sports, music, fashion, video games, or saving the world. Work for a brand you love, or start your own niche agency.

 journalism.uoregon.edu/public-relations

THINGS YOU'LL LEARN:

What do you already know about these topics?

C O P Y W R I T I N G	_____
P E R S U A S I V E C O M M U N I C A T I O N	_____
B M E D I A R E L A T I O N S	_____
C L I E N T M A N A G E E M E N T	_____
I N S I G H T S & A N A L Y T I C S	_____
C A M P A I G N P L A N N I N G	_____
S T R A T E G I C T H I N K I N G	_____
R E L A T I O N S H I P B U I L D I N G	_____
E T H I C A L R E A S O N I N G	_____
C R I S I S C O M M U N I C A T I O N	_____
S O C I A L M E D I A S T R A T E G Y	_____



?

your username here

What do people know about you based on your social media presence?



JOBS OUR ALUMNI HAVE:

PUBLIC INFO/ AFFAIRS OFFICER

Be the voice of the government or military

ACCOUNT EXECUTIVE

Manage client accounts for a PR firm

COMMUN- ICATIONS SPECIALIST

Build relationships between organizations and the public

PUBLICIST

Generate media coverage and promote clients to the public

SOCIAL MEDIA STRATEGIST

Plan, produce, execute, and analyze social media content

MEDIA RELATIONS SPECIALIST

Manage your organization's relationship with news media

EVENT COORDINATOR

Plan and execute PR events

DEVELOPMENT DIRECTOR

Generate awareness and financial support for an organization

INTERNAL COMMS SPECIALIST

Help companies communicate with their employees

CAREERS TO EXPLORE

What career possibilities are you interested in?

- _____
- _____
- _____
- _____

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



ALLEN HALL PUBLIC RELATIONS

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



SOCIAL MEDIA CLUB

SOCIAL MEDIA CLUB

Student group exploring the use of social media to solve problems and achieve goals

STUDENT GROUPS AND OPPORTUNITIES



journalism.uoregon.edu/PR-student-groups



PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

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

IR FUTURES

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



BATEMAN CASE STUDY COMPETITION

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



THERE ARE MORE THAN 30 STUDENT GROUPS & OPPORTUNITIES IN THE SOJC.

SEE THEM ALL AT JOURNALISM.UOREGON.EDU/STUDENT-GROUPS.



PLACES YOU CAN GO:

WINDY CITY DUCKS NETWORKING TRIP

Spend five days in Chicago getting an inside look at PR agencies and in-house PR teams at organizations like the Chicago Cubs and Second City.

GOLDEN GATE DUCKS NETWORKING TRIP

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

SCIENCE & MEMORY

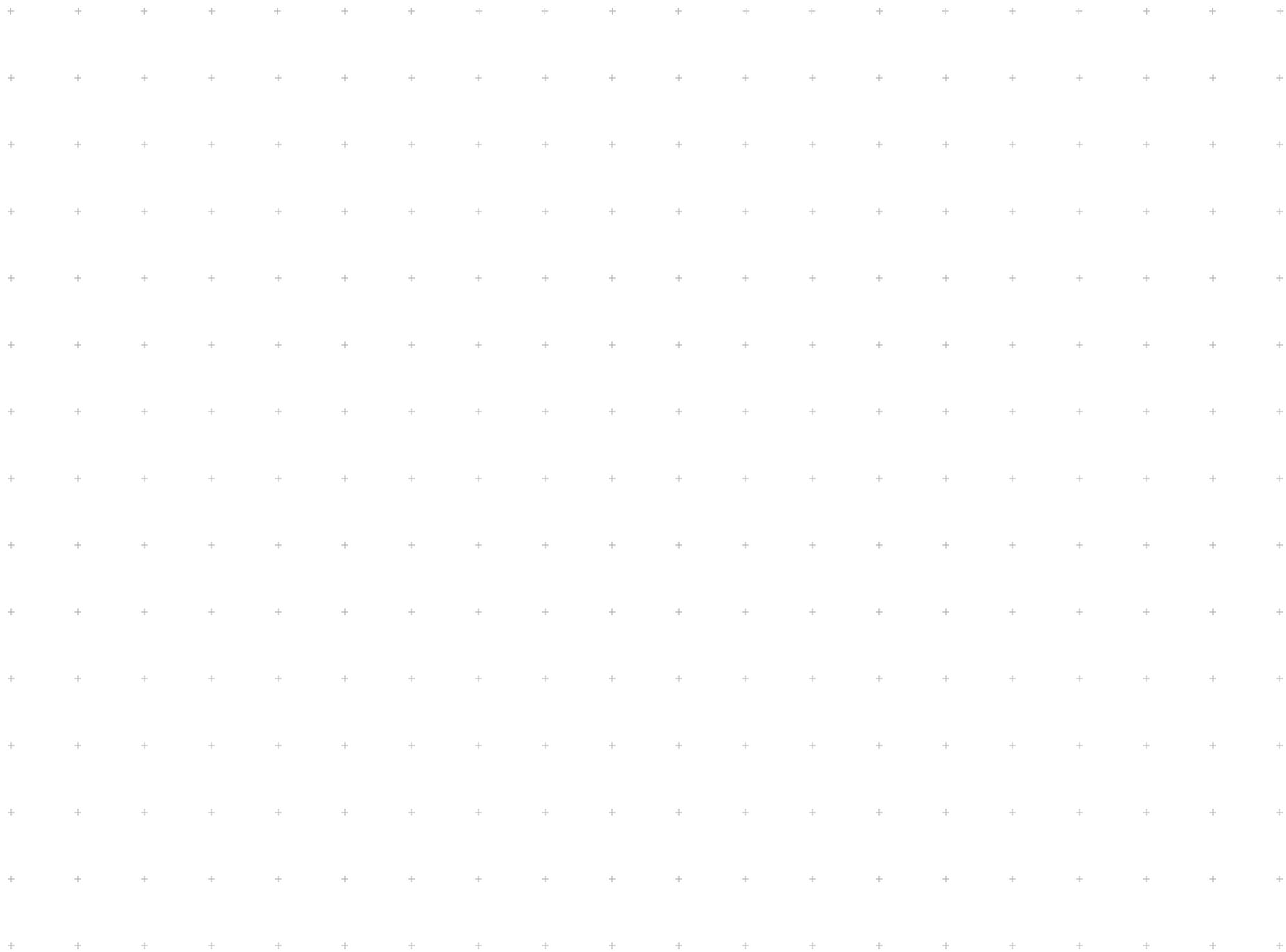
Investigate the effects of climate change around the world, from Alaska to Ghana, and learn how to communicate about complex environmental issues.

MEDIA IN GHANA

Immerse yourself in local media while exploring the challenges of a developing country with a six-week internship in Accra, Ghana.



journalism.uoregon.edu/trips



Blank lined page for writing.

Blank lined page for writing.





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

TL;DR:

STILL HAVE QUESTIONS?

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

 journalism.uoregon.edu

Plan a visit to campus and the SOJC:

 visit.uoregon.edu

Find UO campus resources for everything under the sun:

 uoregon.edu/onestop

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

 housing.uoregon.edu

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

 uoregon.edu/tuition
financialaid.uoregon.edu


Find UO application deadlines:

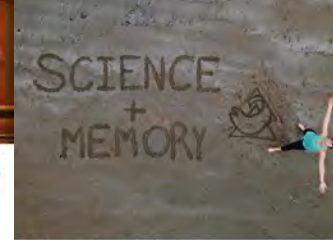
 admissions.uoregon.edu/deadlines

Inside front and back covers: Instagram® images courtesy of respective owners; some captions edited for length.

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request. ©2019 University of Oregon MC050319_2534



   
l_ryer Man, I loved the first day of school so much I stayed til 8. #jschool #lifeasajstudent







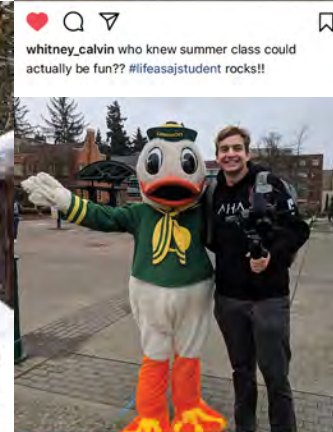
   
whitney_calvin who knew summer class could actually be fun?? #lifeasajstudent rocks!!







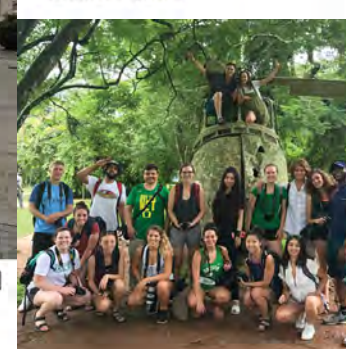
   
_kateemiller girl gang 🍷
#lifeasajstudent #goducks







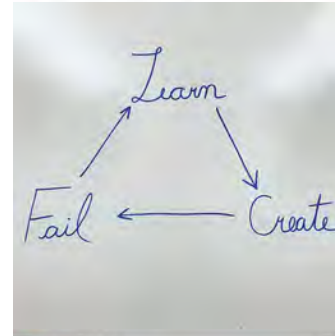
   
dustoffdeano So much snow this week in the PNW. A perfect excuse for tons of field work! #lifeasajstudent







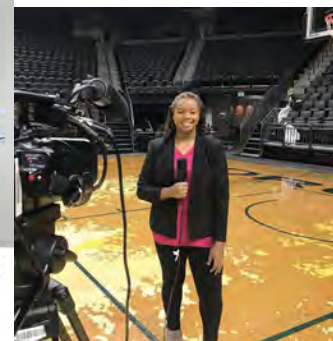
   
thatarkbuilder Name a better duo I'll wait
#theduck #filming #lifeasajstudent #uosojc







   
mediainghana Amazing sights, history and culture made for a great adventure! #lifeasajstudent







   
abbie_winnnn Sometimes you gotta diagram the motto when you feel frustrated. #lifeasajstudent







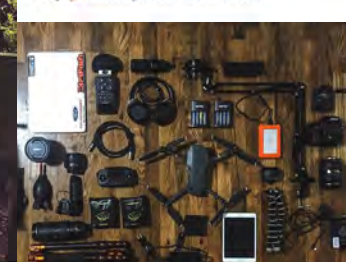
   
sydneewalkertv Living out my dream! First game coverage down 🍷 #lifeasajstudent



   
maianhb BIG NEWS: I completed my PR major today! 🍷 #lifeasajstudent #classof2019



   
domenica187 It's #PSA day in #J212.
#lifeasajstudent #duckswhowrite @uosojc





UNIVERSITY OF
OREGON

**School of Journalism
and Communication**

   @uosojc



journalism.uoregon.edu