Get a peek at what SOJC students are up to:

#lifeasajstudent

SHARPEN THOSE COLORED PENCILS! THIS JOURNAL IS MEANT TO BE DOODLED ON, COLORED IN, TAKEN ON THE BUS, PONDERED WHILE SIPPING COFFEE, CONSULTED DURING LATE-NIGHT EXISTENTIAL CRISSES. OR YOU COULD JUST DO YOUR MATH HOMEWORK ON THE GRAPH PAPER. MAKE IT YOURS!

UNIVERSITY OF OREGON | School of Journalism and Communication

MAKE IT YOURS!
GREATEST STORYTELLING STARTS HERE.
Here, 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
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.

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

DID YOU KNOW?
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.

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.

[journalism.uoregon.edu/advertising]
THINGS YOU’LL LEARN:

IDEA GENERATION

BRAND STRATEGY

CREATIVE PROBLEM-SOLVING

DESIGN

COPYWRITING

DATA ANALYTICS

MEDIA PLANNING

CURIOSITY

CONFIDENCE

BRAND MANAGEMENT

TYPOGRAPHY

What do you already know about these topics?
<table>
<thead>
<tr>
<th>JOB TITLE</th>
<th>RESPONSIBILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCOUNT EXECUTIVE</td>
<td>Coordinate agency campaigns for clients</td>
</tr>
<tr>
<td>BRAND STRATEGIST</td>
<td>Enhance product branding and develop marketing plans</td>
</tr>
<tr>
<td>CREATIVE DIRECTOR</td>
<td>Coordinate and lead all creative work for campaigns</td>
</tr>
<tr>
<td>ART DIRECTOR</td>
<td>Coordinate the overall visual look and feel for campaigns</td>
</tr>
<tr>
<td>DESIGNER</td>
<td>Design product and campaign visuals, like logos, ads, and packaging</td>
</tr>
<tr>
<td>COPYWRITER</td>
<td>Generate campaign words, slogans, and scripts to go with visuals</td>
</tr>
<tr>
<td>PRODUCER</td>
<td>Develop TV and internet commercials</td>
</tr>
<tr>
<td>MEDIA PLANNER</td>
<td>Decide timing and placement of campaign elements</td>
</tr>
<tr>
<td>MEDIA ANALYST</td>
<td>Conduct research to improve campaign effectiveness</td>
</tr>
</tbody>
</table>

**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

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

ADVERTISING

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

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

THERE ARE MORE THAN 30 STUDENT GROUPS & OPPORTUNITIES IN THE SOJC. SEE THEM ALL AT JOURNALISM.UOREGON.EDU/STUDENT-GROUPS.
DID YOU KNOW? A FAVORITE ASSIGNMENT FOR MANY ADVERTISING STUDENTS IS THE IDEABOOK. IT’S JUST LIKE IT SOUNDS—AN ILLUSTRATED NOTEBOOK OF IDEAS.

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

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

DEAR ________________________,

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

LOVE, ________________________

DESIGNED TO GET YOU THINKING VISUALLY, CREATIVELY, AND STRATEGICALLY. IT ALSO SHOWS YOU JUST HOW FUN “WORK” IN THE ADVERTISING WORLD CAN BE.
PLACES YOU CAN GO:

NYC EXPERIENCE
Participate in Creative Week in New York City, network with industry professionals, and 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]
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.

[link: journalism.uoregon.edu/experience-hub]
1. MIGHTY BOWL AT EMU MARKET
2. PIZZA AT FALLING SKY PUB (VEGAN AND GLUTEN-FREE AVAILABLE!)

3. FRIED FRIDAYS AT CARSON DINING HALL
4. ACAI BOWLS AT COMMON GROUNDS CAFÉ IN HAMILTON HALL FOOD COURT
5. BUILD-YOUR-OWN PASTA BAR AT GLOBAL SCHOLARS HALL (INCLUDING VEGAN MAC N‘ CHEESE) + FIND MORE ON-CAMPUS EATS AT HOUSING.UOREGON.EDU/DINING.
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.

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.

journalism.uoregon.edu/media-studies
THINGS YOU’LL LEARN:

- Media Law
- Academic Writing
- Media History
- Quantitative Research
- Collaboration
- Data Analysis
- Critical Thinking
- Cultural Awareness
- Ethical Decision-Making
- Global Communication
- Communication Research
- Qualitative Research

What do you already know about these topics?
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.

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

THINGS TO INVESTIGATE:
*actual research topics
of SOJC media studies
students

HOW DOES THE INTERNET MEME PEPE THE FROG CHALLENGE CULTURAL EXPECTATIONS?*

HOW DO BRANDS REPRESENT SOCIAL MOVEMENTS IN THEIR ADVERTISING?*

WHY DO TV AUDIENCES FAVOR ANTIHEROES LIKE TONY SOPRANO OVER ANTIHEROINES LIKE SEX AND THE CITY’S CARRIE BRADSHAW?*

WHAT...
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.

PLACES YOU CAN GO:

MEDIA STUDIES
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**.
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

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

PSST: ALL THE COMPUTERS ON THE THIRD FLOOR OF ALLEN HALL ARE EQUIPPED WITH THE ADOBE CREATIVE SUITE.
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.

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

GOLDEN GATE & WINDY CITY DUCKS
Get a behind-the-scenes look at public relations agencies in Chicago and San Francisco.

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

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 "Idea book" assignment in The Creative Strategist advertising course.*
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.

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...

CLASSES YOU CAN TAKE AS A JOURNALISM MAJOR: **REPORTING + MEDIA ETHICS + JOURNALISTIC INTERVIEW + FEATURE WRITING + FACT OR FICTION +**

**THINGS YOU’LL LEARN:**

- **PHOTOJOURNALISM**
- **COPY EDITING**
- **FEATURE WRITING**
- **ENTREPRENEURSHIP**
- **INTERVIEWING**
- **INFOGRAPhICS**
- **DATA ANALYSIS**
- **INVESTIGATIVE REPORTING**
- **SCIENCE REPORTING**
- **DIGITAL MEDIA PRODUCTION**

What do you already know about these topics?

**PHOTOJOURNALISM + DIGITAL VIDEO PRODUCTION + ADVANCED TV NEWS + AUDIO REPORTING + SEE MORE: JOURNALISM.UOREGON.EDU/JOURNALISM-COURSES**
JOBS OUR ALUMNI HAVE:

<table>
<thead>
<tr>
<th>ROLE</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS REPORTER</td>
<td>Cover breaking stories for a news organization, online or in print</td>
</tr>
<tr>
<td>PHOTO-JOURNALIST</td>
<td>Tell visual stories using the latest imaging technology</td>
</tr>
<tr>
<td>BROADCAST JOURNALIST</td>
<td>Report the news on TV or radio</td>
</tr>
<tr>
<td>MAGAZINE WRITER</td>
<td>Write in-depth feature articles for digital or print publications</td>
</tr>
<tr>
<td>EDITOR</td>
<td>Coordinate and edit stories for a website, magazine, or newspaper</td>
</tr>
<tr>
<td>COPY EDITOR</td>
<td>Wordsmith copy for publications</td>
</tr>
<tr>
<td>WEB CONTENT MANAGER</td>
<td>Manage content for a website or blog</td>
</tr>
<tr>
<td>NONFICTION FILMMAKER</td>
<td>Create journalistic videos or documentaries</td>
</tr>
<tr>
<td>VISUAL DESIGNER</td>
<td>Design for print or digital media</td>
</tr>
</tbody>
</table>

CAREERS TO EXPLORE

What career possibilities are you interested in?

- ________________
- ________________
- ________________
- ________________
- ________________
- ________________

PSST: YOU CAN RESERVE A STUDY/COLLAB SPACE IN ALLEN HALL OR THE PRICE SCIENCE COMMONS & RESEARCH LIBRARY.
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
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.

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.

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.

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.
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.

PST: YOU CAN ADD DUCK BUCKS TO YOUR ID CARD TO BUY FOOD, PRINT ANYWHERE ON CAMPUS, AND SHOP THE DUCK STORE.
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.

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.

journalsm.uoregon.edu/public-relations
THINGS YOU’LL LEARN:

- Copywriting
- Persuasive Communication
- Media Relations
- Client Management
- Insights & Analytics
- Campaign Planning
- Strategic Thinking
- Relationship Building
- Ethical Reasoning
- Crisis Communication
- Social Media Strategy

What do you already know about these topics?

Nonprofit Communication + Strategic Research Methods + Social Media Strategies + See more: Journalism.uoregon.edu/PR-Courses
DID YOU KNOW? PUBLIC RELATIONS IS ALL ABOUT BUILDING A RELATIONSHIP

BETWEEN AN ORGANIZATION AND ITS AUDIENCES. A GREAT WAY TO MAKE THOSE CONNECTIONS IS THROUGH SOCIAL MEDIA.

Ex.: events I’m going to, photos my mom tags me in, etc.

WHO IS

@ your username here

What do people know about you based on your social media presence?
JOBS OUR ALUMNI HAVE:

<table>
<thead>
<tr>
<th>PUBLIC INFO/AFFAIRS OFFICER</th>
<th>ACCOUNT EXECUTIVE</th>
<th>COMMUNICATIONS SPECIALIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be the voice of the government or military</td>
<td>Manage client accounts for a PR firm</td>
<td>Build relationships between organizations and the public</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PUBLICIST</th>
<th>SOCIAL MEDIA STRATEGIST</th>
<th>MEDIA RELATIONS SPECIALIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generate media coverage and promote clients to the public</td>
<td>Plan, produce, execute, and analyze social media content</td>
<td>Manage your organization’s relationship with news media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVENT COORDINATOR</th>
<th>DEVELOPMENT DIRECTOR</th>
<th>INTERNAL COMMS SPECIALIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plan and execute PR events</td>
<td>Generate awareness and financial support for an organization</td>
<td>Help companies communicate with their employees</td>
</tr>
</tbody>
</table>

CAREERS TO EXPLORE

What career possibilities are you interested in?

- ________________________
- ________________________
- ________________________
- ________________________
- ________________________

PSST: YOU CAN KEEP YOUR @UOREGON.EDU EMAIL ADDRESS FOREVER.
THERE ARE MORE THAN 30 STUDENT GROUPS & OPPORTUNITIES IN THE SOJC.
SEE THEM ALL AT JOURNALISM.UOREGON.EDU/STUDENT-GROUPS.
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.

PLACES YOU CAN GO:

journalism.uoregon.edu/trips
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

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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

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

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