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!

Get a peek at what SOJC students are up to:

#lifeasajstudent

@uasojc
It’s not a solo journey. At the UO School of Journalism and Communication, you’ll be part of a close-knit community that’s working to move society forward, together. We’re a community shaped by shared values: a hunger for truth, a longing to change the world for the better, and a drive to challenge the status quo.

You don’t have to wait until graduation to get started, either. With state-of-the-art equipment and production spaces at your fingertips in Allen Hall and out in the field, you can produce impactful, professional-quality work that will catch the eye of potential employers.

Find your people, your passions, and your purpose at the UO School of Journalism and Communication.

sojc.link/your-story
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.
sojc.link/ARC

☐ Meet our core requirements.
Get a few SOJC classes under your belt.
sojc.link/requirements

☐ Apply for full major status.
Start the next leg of your professional journey.
sojc.link/requirements
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. Ten days in remote Alaska, where I interview members of the Alaska Native community about how climate change has affected their lives
C. Six-week internship in Accra, Ghana, working for local media and learning about the nation’s history, culture, and struggles
D. Five 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 14 to discover 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 50 to discover 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 32 to discover 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 70 to discover what you’ll learn and the jobs you can get with this program.
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 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.
MAJOR MINORS

Did you know? All our students are required to complete a minor from outside the SOJC. But it’s not just a requirement. A minor lets you personalize your career path and put your passion in the driver’s seat. UO has over 70 minors to choose from.

I want to _____________________________________________. (Check all that apply.)

☐ Explore another discipline ☐ Become fluent in a new language
☐ Cultivate a specialization ☐ Set myself apart
☐ Broaden my skills ☐ Make the most of my time at UO

MY PASSIONS AND INTERESTS INCLUDE:

1. 
2. 
3. 

MY MAJOR + PASSIONS = POSSIBLE CAREERS:

1. 
2. 
3. 

GIVE SCIENCE A VOICE.

SCIENCE COMMUNICATION MINOR

Want to tell stories that improve lives? A minor in science communication can give you the skills to help move society forward. Explore the science behind how scientists share their discoveries with the world, and practice crafting compelling stories from scientific and environmental research.

Explore UO Minors:

sojc.link/uo-minors

sojc.link/sci-comm-minor
Brands need more than a cleverly crafted message to connect with today’s socially conscious audiences. They need authenticity, courage, and a willingness to stand for something. Advertising professionals play a key role in guiding organizations toward ethical and socially responsible practices.

You’ll find the skills you’ll learn in our advertising program—creativity, curiosity, collaboration, and more—will help you succeed in any industry you’re passionate about. Our graduates prepare for jobs at global agencies, client brands, and nonprofit organizations as account managers, copywriters, designers, media analysts, and brand strategists.
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?

CURIOUSITY FOR STRATEGISTS + WRITING DESIGN CONCEPTS + THE CREATIVE STRATEGIST + SEE MORE: SOJC.LINK/ADVERTISING-COURSES
**JOBS OUR ALUMNI HAVE:**

<table>
<thead>
<tr>
<th>Role</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 video content for TV and web</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.

ROAM
THE ROAM
A collective of makers and doers dedicated to solving problems creatively.

ALLEN HALL ADVERTISING
Student-run advertising agency that generates award-winning work for real-world clients.

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

TUS!
TAKING UP SPACE
Student-run organization that supports students of color in applying for internships and jobs, starting careers, and navigating school and the industry.

STUDENT GROUPS AND OPPORTUNITIES
for advertising majors

THE ROAM
A collective of makers and doers dedicated to solving problems creatively.

ALLEN HALL ADVERTISING
Student-run advertising agency that generates award-winning work for real-world clients.

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Student-run organization that supports students of color in applying for internships and jobs, starting careers, and navigating school and the industry.

THERE ARE MORE THAN 30 STUDENT GROUPS AND OPPORTUNITIES YOU CAN GET INVOLVED IN AT THE SOJC. SEE THEM ALL AT SOJC.LINK/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 DESIGNED TO GET YOU THINKING VISUALLY, CREATIVELY, AND STRATEGICALLY. IT ALSO SHOWS YOU JUST HOW FUN “WORK” IN THE ADVERTISING WORLD CAN BE.

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 ____________________,

_________________________________________________________

_________________________________________________________

_________________________________________________________

_________________________________________________________

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LOVE, ____________________
PLACES YOU CAN GO:

NYC EXPERIENCE
Participate in Creative Week in New York City, network with industry professionals, and visit top agencies and brands.

ADVERTISING & PUBLIC RELATIONS IN CHILE
Create strategic campaigns for global consumers with a focus on the Chilean wine industry.

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

PR & ADVERTISING IN THE UK
Study global strategic communication in London and Scotland and visit offices of the world’s leading public relations and advertising agencies.

sojc.link/trips
EXPERIENCE HUB

The best way to build skills and a professional portfolio is to get hands-on experience with the tools of the trade. Allen Hall’s recently renovated 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.

sojc.link/experience-hub
3. PIZZA AT BARTOLOTTI’S (VEGAN AND GF AVAILABLE!) + 4. BUILD-YOUR-OWN PASTA BAR AT GLOBAL SCHOLARS HALL (INCLUDING VEGAN MAC ‘N’ CHEESE) + 5. THE OREGON WAFFLE AT DUCK’S HOUSE IN UNTHANK HALL +

FIND MORE ON-CAMPUS EATS AT HOUSING.UOREGON.EDU/DINING
Successful communicators can move people to action and inspire change. How do they do it? Discover the secrets behind one of the most powerful forces in the world—media—by analyzing its impact on society and advancing cultural conversations around important issues such as diversity and representation.

The deep connections you forge in our program will provide a supportive anchor as you dive deep into the cultural phenomena that fascinate you and follow where your passion leads you—whether that’s graduate study in the humanities, social sciences, or law, or a career as a content creator, social media coordinator, public servant, documentary filmmaker, and beyond.

sojc.link/media-studies
THINGS YOU’LL LEARN:

- Media Law
- Documentary Production
- Media Ethics
- Immersive Media
- Collaboration
- Data Analysis
- Critical Thinking
- Cultural Awareness
- Game Studies
- Global Communication
- Communication Research
- Qualitative Research

What do you already know about these topics?

- [ ]
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Classes you can take as a Media Studies major:
- Media History
- Gender, Diversity, and Media
- Media Studies Research Methods

See more: sojc.link/media-studies-courses
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

MEDIA LAWYER
Navigate legal issues involving free speech and privacy

DIGITAL CONTENT MANAGER
Plan and manage an organization's website content

DOCUMENTARY RESEARCHER
Research the art and impact of documentaries

DOCUMENTARY PRODUCER
Harness the power of film to raise awareness for a cause

MEDIA ETHICIST
Advise companies about the impact of emerging technologies

GOVERNMENT ANALYST
Gather, record, and analyze data about government programs

CONTENT CREATOR
Create written or visual content for media outlets or companies

CAREERS TO EXPLORE

What career possibilities are you interested in?

- ____________________________
- ____________________________
- ____________________________
- ____________________________

36
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.

FOLLOW YOUR PASSION WITH MEDIA STUDIES TRACKS

There’s a lot to learn about media, and many career and research paths to take. That’s why our media studies major offers four tracks to help you prepare for the careers that inspire you most. Learn more at sojc.link/media-studies.

DOCUMENTARY STUDY AND PRODUCTION
Research the art and impact of documentary, and build video production skills.

MEDIA TECHNOLOGIES AND SOCIETY
Assess the impact of emerging media technologies on people’s everyday lives.

MEDIA STRUCTURES AND REGULATIONS
Analyze and influence the laws and policies surrounding emerging media.

CULTURE, POWER, AND THE MEDIA
Explore the power dynamics of the media and how it shapes our culture.

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.

INSTAGRAMMING PARIS:
MEDIA UNFILTERED
Challenge societal stereotypes while examining media ethics and literacy through the visual lens of one of the world’s most iconic cities.

sojc.link/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.

GUESS WHAT? ALL STUDENTS GET A GYM MEMBERSHIP TO THE STATE-OF-THE-ART UO STUDENT RECREATION CENTER.
PSST: ALL THE COMPUTERS ON THE 3rd FLOOR OF ALLEN HALL ARE EQUIPPED WITH THE ADOBE CREATIVE SUITE.

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

STUDENT AND CAREER SERVICES

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

sojc.link/student-services
The path to graduation is yours to walk how you choose—but these signposts will help keep you on track.

**YEAR 1: DISCOVER YOUR MAJOR**
- Join the Media and Social Action ARC
- Talk to an advisor about your interests, strengths, goals, and career aspirations
- Attend SOJC major nights
- Complete the VitaNavis career assessment
- Visit SOJC faculty office hours
- Join a student group, organization or publication
- Create a profile in UO Handshake
- Create a graduation plan with your academic advisor
- Use Handshake to find job opportunities on campus
- Begin building your portfolio
- Learn to write an effective cover letter
- Apply for summer jobs/ internships in winter or spring
- Level up your skills with career workshops and J408 classes
- Declare a non-SOJC minor
- Explore study-abroad options
- Apply for scholarships by Feb. 1!
- Apply for scholarships by Feb. 1!
- Apply for scholarships by Feb. 1!

**SUMMER!**
- Volunteer or get a summer job to build transferable skills
- Complete around 45 academic credits
- Complete pre-major core courses and apply for your major
- Create a LinkedIn profile
- Apply for summer jobs/ internships in winter or spring
- Explore LinkedIn Learning courses
- Talk to faculty to set up informational interviews with alumni and grow your network

**YEAR 2: BUILD YOUR NETWORK AND PORTFOLIO**
- Meet with your faculty advisor
- Create a graduation plan with your academic advisor
- Use Handshake to find job opportunities on campus
- Begin building your portfolio
- Create or update your resume so you’re ready for opportunities
- Complete around 90 academic credits
- Explore study-abroad options
- Sharpen your writing skills with help from SOJC Writing Central
- Apply for summer jobs/ internships in winter or spring
- Level up your skills with career workshops and J408 classes
- Declare a non-SOJC minor
- Explore study-abroad options

**SUMMER!**
- Study abroad, or get a summer job or internship to build relevant skills and experience
- Complete around 135 academic credits
- Intern at your target organization to network and build your portfolio
- Explore LinkedIn Learning courses
- Talk to faculty to set up informational interviews with alumni and grow your network
- Apply for post-college jobs and professional internships
- Meet with an advisor to create a job search plan
- Check in on your graduation plan—still on track?

**YEAR 3: GET CAREER-READY**
- Meet with an advisor for help finding internships
- Adjust your graduation plan as needed
- Attend at least one industry event
- Continue to actively network with alumni and interesting professionals
- Attend internship and career fairs
- Complete around 135 academic credits
- Consider completing another internship
- Hone your interviewing and negotiating skills with a career advisor
- Apply for post-college jobs and professional internships
- Meet with an advisor to create a job search plan

**SUMMER!**
- Volunteer or get a summer job to build transferable skills
- Complete pre-major core courses and apply for your major
- Create or update your resume so you’re ready for opportunities
- Complete around 90 academic credits
- Explore study-abroad options
- Sharpen your writing skills with help from SOJC Writing Central
- Apply for summer jobs/ internships in winter or spring
- Level up your skills with career workshops and J408 classes
- Declare a non-SOJC minor
- Explore study-abroad options

**YEAR 4: START YOUR JOB SEARCH**
- Meet with an advisor to create a job search plan
- Sign up for the SOJC commencement ceremony
- Apply for your degree!
- Take on a new or additional leadership role
- Expand your professional network
- Add professional-quality samples to your portfolio
- Consider completing another internship
- Hone your interviewing and negotiating skills with a career advisor
- Apply for post-college jobs and professional internships
- Meet with an advisor to create a job search plan

**ROAD TO SUCCESS**

CELEBRATE GRADUATION WITH YOUR FAMILY AND FRIENDS!
How do you start a new project? What tools do you use?

MY CREATIVE PROCESS LOOKS LIKE:*
A healthy democracy relies on journalists. They’re the stewards who hold leaders accountable, raise the alarm when justice is thwarted, and propel communities to action with accurate and ethical reporting. In a rapidly changing world, they’re problem solvers who share what they find.

They’re also masters of emerging media who can combine visual, audio, and immersive storytelling skills to share information, engage, and inspire. At the SOJC, you’ll build a network of collaborative peers while exploring diverse perspectives and tackling powerful projects that prepare you for today’s evolving journalism industry.
THINGS I WANT TO LEARN:

WHAT...

WHEN...

WHERE...

HOW...

WHO...

WHY...

THINGS YOU’LL LEARN:

PHOTOJOURNALISM

SPORTS MEDIA

FEATURE WRITING

ENTREPRENEURSHIP

INTERVIEWING

SOLUTIONS JOURNALISM

DATA ANALYSIS

INVESTIGATIVE REPORTING

SCIENCE REPORTING

DIGITAL MEDIA PRODUCTION

What do you already know about these topics?
**JOBS OUR ALUMNI HAVE:**

<table>
<thead>
<tr>
<th>News Reporter</th>
<th>Photo-Journalist</th>
<th>Broadcast Journalist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover breaking stories for a news organization, online or in print</td>
<td>Tell visual stories using the latest imaging technology</td>
<td>Report the news on TV or radio</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Magazine Writer</th>
<th>Editor</th>
<th>Sports Journalist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write in-depth feature articles for digital or print publications</td>
<td>Coordinate and edit stories for a website, magazine, or newspaper</td>
<td>Cover sports for a print, broadcast, or digital news outlet</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Web Content Manager</th>
<th>Nonfiction Filmmaker</th>
<th>Science Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage content for a website or blog</td>
<td>Create journalistic videos or documentaries</td>
<td>Explore and explain complex scientific topics</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.*
STUDENT GROUPS AND OPPORTUNITIES for journalism majors

- **ETHOS MAGAZINE**
  Student-run print and digital publication dedicated to uplifting diverse voices

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

- **Align Magazine**
  Arts and culture magazine with an emphasis on fashion and pop culture

- **OR Magazine**
  Interactive digital magazine about Oregon’s intriguing people and culture

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

- **NATIONAL ASSOCIATION OF BLACK JOURNALISTS**
  UO chapter of the nation’s largest organization for journalists of color

- **KWVA 88.1 FM**
  Student-run radio station broadcasting music, sports, news, and talk programming

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

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

- **Align Magazine**
  Arts and culture magazine with an emphasis on fashion and pop culture

- **OR Magazine**
  Interactive digital magazine about Oregon’s intriguing people and culture

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

THERE ARE MORE THAN 30 STUDENT GROUPS AND OPPORTUNITIES YOU CAN GET INVOLVED WITH AT THE SOJC. SEE THEM ALL AT SOJC.LINK/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.

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.

INSTAGRAMMING PARIS: MEDIA UNFILTERED
Challenge societal stereotypes while examining media ethics and literacy through the visual lens of one of the world’s most iconic cities.

JOURNALISM IN LONDON
Build journalistic skills while immersing yourself in London’s communications and media scene, including visits to BBC and ITN News Headquarters.

sojc.link/trips
Want to take your journalism degree to the next level? Now our journalism graduates can get on the fast track to a master’s in multimedia journalism. After you graduate, you’ll head up to our Portland campus to experiment with the latest storytelling technologies. In just one year, you’ll be ready to hit the ground running as a digital content creator.

ADD DIGITAL JOURNALISM TO YOUR TOOLBOX—IN ONE YEAR.

ACCELERATED MULTIMEDIA JOURNALISM MASTER’S PROGRAM

Want to take your journalism degree to the next level? Now our journalism graduates can get on the fast track to a master’s in multimedia journalism. After you graduate, you’ll head up to our Portland campus to experiment with the latest storytelling technologies. In just one year, you’ll be ready to hit the ground running as a digital content creator.

sojc.link/accelerated-MMJ
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 sojc.link/undergrad.

WHERE CAN I STUDY ABROAD?
Discover UO and SOJC study-abroad experiences at sojc.link/trips.

WHAT SCHOLARSHIPS AND OTHER FINANCIAL AID ARE AVAILABLE?
Learn more about scholarships and financial aid at sojc.link/money.

WHEN AND WHERE CAN I DO AN INTERNSHIP?
See SOJC internships and browse our internship listings at sojc.link/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 sojc.link/student-services.
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, Hayward Field, 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.

PSST: YOU CAN ADD DUCK BUCKS TO YOUR ID CARD TO BUY FOOD, PRINT ANYWHERE ON CAMPUS, AND SHOP THE DUCK STORE.
Effective communication is all about delivering the right message to the right audience at the right time. And that requires the ability to think strategically, plan ahead, and connect—to people, organizations, and information.

Public relations professionals are relationship builders, always tuned into the world around them. PR skills drive success in any industry, from sports to healthcare and beyond. Develop your personal mission and then guide organizations to success and greater diversity, equity, and social responsibility.

sojc.link/public-relations
THINGS YOU’LL LEARN:

COPYWRITING

PERSUASIVE COMMUNICATION

BUILDING RELATIONSHIPS

CLIENT MANAGEMENT

INSIGHTS & ANALYTICS

CAMPAIGN PLANNING

STRATEGIC THINKING

MEDIA RELATIONS

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: SDJC.LINK/PUBLIC-RELATIONS-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.

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

**WHO IS**

@ [your username here]?

Ex.: places I’ve traveled, photos my mom tags me in, etc.
### JOBS OUR ALUMNI HAVE:

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>PUBLIC INFO/AFFAIRS OFFICER</strong></td>
<td>Be the voice of the government or military</td>
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<tr>
<td><strong>ACCOUNT EXECUTIVE</strong></td>
<td>Manage client accounts for a PR firm</td>
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<tr>
<td><strong>COMMUNICATIONS SPECIALIST</strong></td>
<td>Build relationships between organizations and the public</td>
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<tr>
<td><strong>PUBLICIST</strong></td>
<td>Generate media coverage and promote clients to the public</td>
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<tr>
<td><strong>SOCIAL MEDIA STRATEGIST</strong></td>
<td>Plan, produce, execute, and analyze social media content</td>
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<tr>
<td><strong>MEDIA RELATIONS SPECIALIST</strong></td>
<td>Manage your organization’s relationship with news media</td>
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<tr>
<td><strong>CRISIS COMMS SPECIALIST</strong></td>
<td>Lead ethical responses to public-facing crises</td>
</tr>
<tr>
<td><strong>DEVELOPMENT DIRECTOR</strong></td>
<td>Generate awareness and financial support for an organization</td>
</tr>
<tr>
<td><strong>INTERNAL COMMS SPECIALIST</strong></td>
<td>Help companies communicate with their employees</td>
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### 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

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

UNIDOS @ OU
UO chapter of the Hispanic Public Relations Association provides a space for Hispanic and Latino students to network and develop strategic communication skills

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PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA
National organization offering professional development and networking for students pursuing PR careers

PRSSA

OREGON ACCELERATOR
Student-run organization that gives UO student-athletes name, image, and likeness (NIL) support through strategy, creation, and educational opportunities

BATEMAN CASE STUDY COMPETITION
PR students create and execute a full PR campaign for a major company for this national competition

STUDENT GROUPS AND OPPORTUNITIES for public relations majors

sojc.link/pr-student-groups

THERE ARE MORE THAN 30 STUDENT GROUPS AND OPPORTUNITIES YOU CAN GET INVOLVED WITH AT THE SOJC. SEE THEM ALL AT SOJC.LINK/STUDENT-GROUPS.
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.

PR + ADVERTISING IN THE UK
Study global strategic communication in London and Scotland and visit offices of the world’s leading public relations and advertising agencies.

ADVERTISING AND PR IN SEGOVIA
Learn to craft messaging for domestic, regional, and trans-national audiences using the Spanish wine industry as a case study.

PLACES YOU CAN GO:
sojc.link/trips
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.

NEW YORK CITY
Visit creative agencies and industry professionals during a weeklong trip.

GOLDEN GATE DUCKS
Get a behind-the-scenes look at public relations agencies in San Francisco.

GEO STUDY ABROAD
From practicing journalism in Spain to studying media literacy in Paris or visiting PR agencies in London, there’s a study-abroad opportunity for everyone.

GLOBAL STORIES
Cover stories that matter in locales around the world, in places like Sri Lanka, Nepal, Vietnam, New Orleans, and New Zealand.

MEDIA IN GHANA
Explore communication in another culture with a six-week media or advertising internship in Accra, Ghana.

Learn more about SOJC trips: sojc.link/trips
**DID YOU KNOW? NETWORKING CAN OPEN THE DOOR TO COUNTLESS**

**BUILD YOUR NETWORK**

It's never too early to start networking!

**TOP 5 ORGANIZATIONS I’D LIKE TO WORK FOR:**

- [Circle 1]
- [Circle 2]
- [Circle 3]
- [Circle 4]
- [Circle 5]

**WHAT THEY HAVE IN COMMON:**

- [List of common traits]

**SOJC FACULTY AND ALUMNI ARE SOME OF THE MOST WELL-CONNECTED IN THE BUSINESS, AND THEY’RE EAGER TO HELP YOU GET CONNECTED TOO!**

**INTERNET AND JOB OPPORTUNITIES YOU MIGHT NOT FIND ON YOUR OWN.**

**PEOPLE WHO MIGHT BE ABLE TO CONNECT ME WITH THEM:**

- [Circle with label]
- [Circle with label]
- [Circle with label]
- [Circle with label]
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