

School of Journalism and Communication

Yearbook



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2016

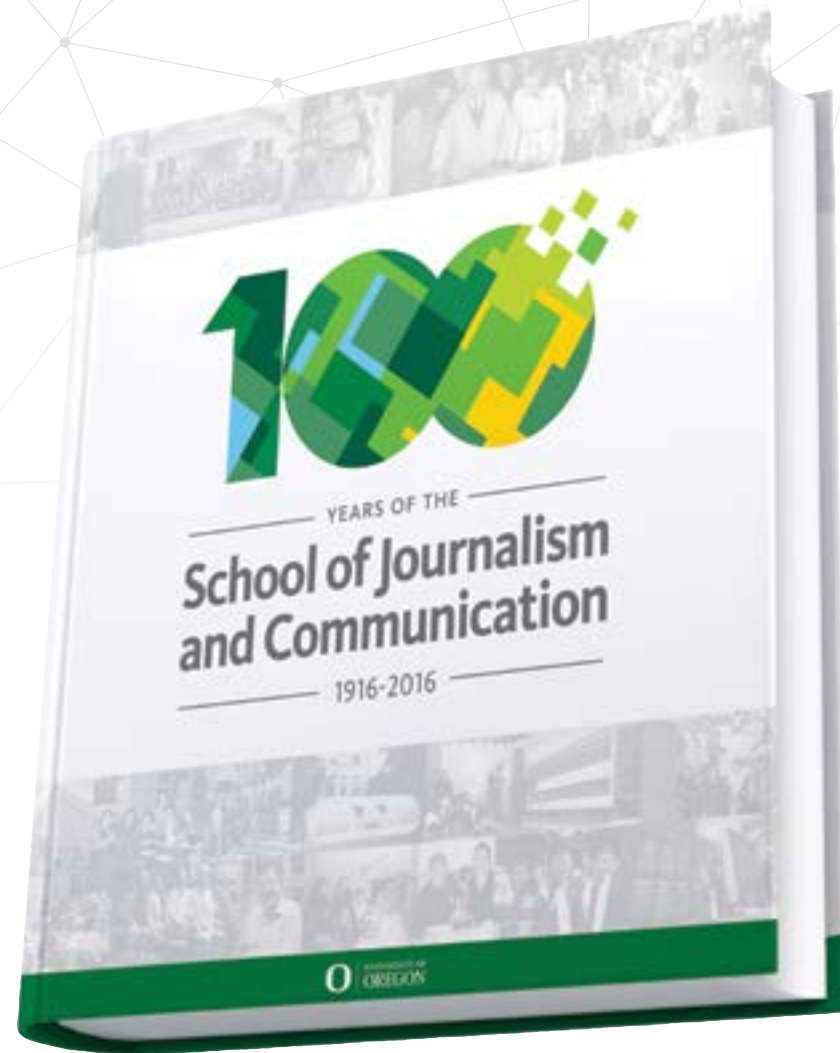


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Cover photo by August M. Frank



Welcome to the School of Journalism and Communication's 2016 Yearbook



Within the pages of this publication, you'll find stories from the past academic year that highlight our extraordinary students, faculty, and alumni, and the many ways they are changing the world.

This year has been historic on several fronts. We've been celebrating the milestone of our centennial throughout the year, reflecting on the school's past while preparing for its future. Since my arrival on July 1 as the second Edwin L. Artzt Dean of the School of Journalism and Communication (the 13th dean to date), I've been busy learning all I can about the school while getting to know our faculty, alumni, and donors and hearing about all the great work that's been done as well as the opportunities for continued advancement as we enter the school's second century.

Good students and faculty members have had the chance to become great, thanks to the outstanding support and inspiration of dedicated alumni and friends like you. This year we provided nearly \$500,000 in scholarship funds—which we hope to double during this capital campaign—to help our students continue their education both inside and outside the classroom. This generosity allows us to offer unique experiential learning initiatives that expand the boundaries of the school and change lives, from the SOJC's students and faculty members to the individuals we connect with around the state, the nation, and the world.

The Science and Memory project is one of these unique experiential learning programs. Science and Memory has taken more than 75 SOJC students to sites around Oregon and Alaska, where they are learning how to report on complicated scientific topics while exploring the wilderness, collaborating with researchers, interviewing salmon fishermen and native Alaskans, engaging community groups in dialogue, and working long hours in harsh conditions.

Two of our faculty members are also leading the nation in solutions journalism education, teaching one of the first college classes on this new approach to reporting, which focuses on the responses to social issues in addition to the problems themselves. The resulting student work was so exceptional that representatives of the Solutions Journalism Network called it the "best example of college solutions journalism" they have seen so far.

We've also tackled issues of complexity this year when mass shootings hit close to home. Rather than shy away from this difficult topic that the media struggles with on a daily basis, our faculty and students launched an ongoing conversation that has resulted in several award-winning projects.

These are just a few of the great stories you'll find in these pages. I hope you enjoy them as much as I have. The more I learn about the activities and accomplishments of our students, faculty, and alumni, the more amazed I am at the energy, vitality, and talent in our community. Our family continues to thrive due to the contributions of our alumni and friends—contributions of not only money but also countless class visits, networking opportunities, and internships that help our students prepare for the world they are about to enter. Thank you for your enduring support of this institution. It has made a huge impact in so many ways.

Serving as the Edwin L. Artzt Dean is a true privilege. I am both proud and excited to be leading this world-class school through one of the most significant moments in its history. I hope you enjoy learning more about how the SOJC became what it is today and its evolution over the past 100 years in the yearbook's special centennial section.

Please stay connected to the SOJC by signing up for our quarterly *Duck Tales* e-mail newsletter, liking us on Facebook, following us on Twitter and Instagram, or visiting in person at Allen Hall in Eugene or the George S. Turnbull Portland Center in Portland.

As always, great storytelling starts here. Go, Ducks!

Juan-Carlos Mollada
Edwin L. Artzt Dean and Professor



Optimism and Broad Communications Experience Drive New SOJC Dean

Story by Rosemary Camozzi, BA '96

Juan-Carlos Molleda starts each day with a cup of freshly ground Colombian coffee as he scans all major news outlets and his Twitter feed to see what's happening in global news.

"It's a challenge to remain optimistic, but for me it's a priority," he says.

Optimism is a given for the new Edwin L. Artzt Dean of the School of Journalism and Communication, who also brings a fresh perspective and a firm commitment to ensuring a vibrant future for the SOJC.

"I have big shoes to fill, but I am so excited," Molleda said. "I will be articulating the message of the school and building bridges not only in local and state communities, but nationally and internationally. I'm also looking forward to collaborating with my colleagues and helping them achieve greater heights."

Formerly chair of the Department of Public Relations at the University of Florida, Molleda created and directed UF's online master's program in global strategic communication, was an affiliated faculty member of UF's Center for Latin American Studies, and served as a Fulbright senior specialist.

Before his career in academia, he garnered years of experience handling financial communications for an international consortium in Venezuela.

"Juan-Carlos's experience in public relations, online education, global business communications, and Latin American studies makes him uniquely qualified to lead the School of Journalism and Communication in its next century of innovative discovery," said UO provost Scott Coltrane.

Molleda's philosophical alignment with the three pillars of the SOJC—ethics, innovation, and action—first attracted him to the position. He was also drawn by the diversity of interests among the school's faculty and the unusual amount of financial support the SOJC has cultivated, as evidenced by the number of endowed chairs.

Add to that Oregon's pristine landscape, emphasis on entrepreneurship, and commitment to social equality and freedom, and his decision to move 2,950 miles across the country was an easy one. The local culture, which he and his husband have happily embraced, is another plus.

"We love the food scene, the wineries and breweries, and how laid-back people are," he says. "We are already motivated to get involved with outdoor activities like running and river rafting."

Molleda started his new job July 1, a month before he actually had to be here.

"This is a good time of year to get to know the institution, the SOJC, and the faculty," he said. "I will listen carefully to the expectations and concerns of my colleagues and the students."

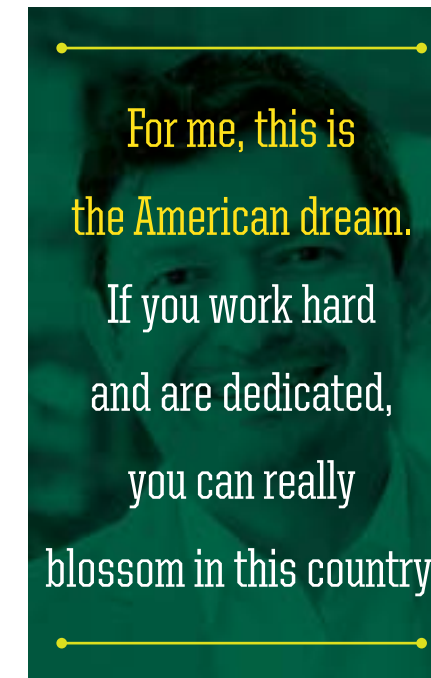
Molleda will be the first to tell you that he's not a traditional dean. His path through academia happened almost by accident.

While he was growing up in Maracaibo, Venezuela, his father died when he was 13. His mom had little experience with running the family, and it was up to him to find his own path.

At 18, he went to work full-time while attending university at night. After trying business administration and accounting, he changed his major to audiovisual journalism, a decision influenced by his day job. He was working as the advertising and promotion manager for an international financial consortium when the firm—and his country—began to experience major problems. He was advised to leave Venezuela.

He moved to the United States at 29 to become fluent in the English language and pursue a master's degree in corporate communication at Radford University in Virginia. "I had been living the high life as a corporate communicator, flying around the country in corporate jets and appearing on TV," he said. "And then I started from scratch."

With a dictionary by his side, he navigated the master's program while learning the intricacies of the English language. "It taught me to be humble and resilient," he said.



He had planned to go home and continue working in corporate communications after receiving his master's degree, but with conditions still deteriorating in Venezuela, he decided to stay on and study for a doctorate at the University of South Carolina.

He began teaching at the University of Florida in 2000 and was there for the past 16 years.

While this might seem like a logical progression to most academics, "it wasn't in my playbook," he said. "I really appreciate all the opportunities I've had. For me, this is the American dream. If you work hard and are dedicated, you can really blossom in this country."

Throughout his journey, he has maintained a set of consistent principles, he said. "Be truthful, provide access, provide facts, and never lie. Those were my principles from the beginning."

A strong proponent of hands-on learning, Molleda loves the fact that SOJC students travel to far-flung places such as Alaska and Ghana to practice what they've been learning in the classroom.

"These trips allow students a chance to ponder the challenges that society faces," he said. "The resulting reporting engages both the public and the media."

He hopes to enhance the immersion experience. "I want to foster experiential learning, internships, and special programs led by faculty that tackle real challenges," he said.

He also plans to expand the SOJC's international reach, especially to Latin America and the Pacific Rim.

His former dean says he's just the right person for the job. "Juan-Carlos is a standard bearer for internationalism and diversity," said Diane McFarlin, dean of the University of Florida's College of Journalism and Communications. "I was struck time and again by his global reach as we traveled together to conferences and events, and people from around the world, both academics and professionals, would greet him warmly."

Another goal is to make sure the SOJC continues to invest in innovative new technology platforms so that graduating students are job-ready. And he's committed to being on the road much of the time, articulating the message of the school.

"Juan-Carlos is perfectly suited to lead a contemporary journalism school," McFarlin said. "He is an instinctive leader who brings both scholarly achievement and professional sensibilities to the role. He is a visionary who is guided by ambition—not for himself, but for the institution, especially students."

Molleda acknowledges the complex challenges facing the journalism and communication professions.

"In order to succeed, we need a deep understanding of our craft," he said. "We must keep up our ethical standards. There is so much misinformation, so much distortion. I believe we can alleviate some of the issues, and indeed excel, by being committed to very good professional journalism."

"I believe in the contribution we will make to democracy, public discourse, and civic engagement," he said. "I do believe brighter days are ahead." 🍀

HOW OREGON'S EXPERIENTIAL CLIMATE-CHANGE PROJECT TAKES STUDENTS

into the Wild

Story by Andra Brichacek (originally published on MediaShift)
Photos by Daniel D. Morrison

It's late in the day, but at the 60th parallel in July, the sun still hangs high. A canoe slices slowly through the watery reflection of a mountain of ice looming ahead. The boat carries its passengers through a narrow passageway and into a silent cavern. Sheer blue walls rise up on all sides, bringing to mind a grand cathedral.

But this is no manmade structure. Sheridan Glacier has sat for millennia near this spot, about 25 miles from Cordova, Alaska. It seems ancient and unmovable, but like the boat, it too is moving slowly. In fact, the pace of the glacier's change has increased exponentially in the past few decades, with potential consequences more dramatic than the still waters surrounding it would suggest.

In the canoe sit **Mark Blaine**, MS '00, and **Torsten Kjellstrand**, faculty members with the UO School of Journalism and Communication (SOJC). As they gaze up at the uneven aperture of sky above, a small drone hovers into view. The drone's operator, SOJC senior **Evan Norton**, has spent all week using this cutting-edge tool to capture spectacular footage.

Norton is one of more than 75 students who have traveled to Cordova with Blaine, Kjellstrand, and their colleagues **Deborah** and **Dan Morrison** over the past two years for the UO SOJC's Science and Memory project. In sites around Oregon and Alaska, these students learn how to report on complicated scientific topics while they explore the wilderness, collaborate with researchers, interview salmon fishermen and native Alaskans, and work long hours in harsh conditions. They blog about the effects of climate change they witness—both ecological and economic—and tell innovative multimedia stories based in research and science.

For SOJC students and faculty alike, the experience has been transformative.

"Science and Memory has changed my life," said Deb Morrison, Carolyn Silva Chambers Distinguished Professor in Advertising. "Going to a place and seeing issues of resilience and how ecosystems are affected, it becomes a part of your character. And to see that change in our students and faculty has been an amazing experience."

CAPTURING COMPLEXITY

Of all the conundrums facing science today, climate change is perhaps the most frustrating. To reverse the alarming trends scientists see in the data, they must convince much of the population to change its ways. But to reach people already overwhelmed by daily life, a glut of conflicting information and persistent belief systems, they need more than data. They need story.

This is where journalism comes in. A good science reporter can transform dry facts into an emotional experience strong enough to change minds and habits.

Yet climate change reporting presents challenges to journalists as well. "Journalism hasn't dealt particularly well with complex problems," said Blaine, journalism area director and senior instructor. "Because we're on that 24-7 news cycle, we've developed a habit of going to the lowest common denominator and oversimplifying. Science and Memory strives to explore topics in a way that's long-term and complex, through a lot of different angles, media, and platforms."

A prime example of this experiential learning project's unique brand of science storytelling is *Will You Change?*, a student-produced video that was shortlisted at the 2016 One Screen Film Festival. The piece combines spectacular footage with watercolor paintings created onsite by student **Taylor Richmond**, BA '16.

"Although we often default to video, multimedia is a wide range of things," Blaine said. "Watercolor is a perfect metaphor that relates back to what we're covering. It lets you visually address history and scale in ways a photo can't."

Mirroring the practical, problem-solving mindset of Cordova's residents, the students commandeered an old fish cannery building on the property of the Orca Adventure Lodge, where the group stays each year, to film the watercolor portions of the video. "The front half of the building was ripped off in a snowstorm, and the lighting was really cool," Blaine said. "So we rigged cameras to the rafters."

Student **Paige DePaepe** created the typeface for "Will You Change?" and other videos, including "The Odds," which chronicles the lifecycle of a salmon, and "The Wetland Ballet," about the Cordova community's connection to the environment. "Paige didn't find a typeface she loved, so she just made one," said Blaine. "That's a story she can tell to a potential employer. Instead of just 'Here's a clip, make a bunch of assumptions about what I did,' she can say, 'We had this problem, and I wanted to get this look and feel. Here's how I contributed.'"

LEARNING IN A FAR-FLUNG PLACE

In the stories of Science and Memory, the land is both a character and a plot point. No roads lead to Cordova, a salmon fishing town at the mouth of the Copper River Delta. The only way in or out is by boat or float plane, and no one comes here without a reason.


For most of the town's 2,200 residents, that reason is the salmon fishing industry. Ever hear of Copper River salmon? They come from Cordova, one of the most valuable fishing ports in the country.

"These people have a daily hands-on experience with the natural world they're living in," Blaine said. "Climate change is not a belief system for them. It's their life."

For the students, Cordova's uncompromising and breathtaking landscape offers an ideal balance of inspiration and challenge. "Everywhere you turn, it looks like a picture from a travel magazine," said **Guru Amar Khalsa**, BA '14, a student in the 2014 Science and Memory cohort. "Everything is vibrantly green and incredibly huge. It can be harsh and sometimes impossible, but it's worth it."

It is also the Land of the Midnight Sun. In summer, daylight lasts for 18 hours, nearly all of them working hours. "All day you're running around in the field. Then you come back, have dinner, talk through someone's story, and read until you go to sleep at 1:00 or 2:00," said Blaine. "Then you get up in the morning—at 5:30 because the light makes it hard to sleep—and do it all again. It's totally engaging, exhilarating, and exhausting."

In addition to adventure tourists, Cordova draws scientists representing a variety of interests. The Alaska Fish and Wildlife Service monitors the salmon population. The federal government sends in the National Oceanic and Atmospheric Administration, US Geological Survey, and US Forest Service. Settlement money



from the Exxon Valdez spill, which happened nearby, contributes to the local Prince William Sound Science Center's research. Even the tribal elders of the nearby native village of Eyak have hired their own scientists.

The young journalists get to tap into this scientific mother lode by riding along on research missions. In return, the researchers get access to high-quality video and photography of their work. "We offer researchers photos and videos that we already capture as part of our process—showing how to tag a juvenile salmon, for example," said Blaine. "For researchers going to a conference, those images can be really valuable."

Field trips also provide problem-solving opportunities you won't find in any classroom. "I was pushed into so many new experiences," said Khalsa. "But nothing compares to wading upriver, camera in hand, shadowing a team of ridiculously cool female scientists as they look for dead salmon to cut open, all while avoiding bears. You never know how you'll respond to a situation until you're thrown right into the middle of it."

LOGISTICS AND LESSONS LEARNED

Blaine and the Morrisons piloted Science and Memory in 2013, when they used a small Forest Service grant to take one student to Cordova. Since then, the group has raised funding from a variety of internal and external sources, including the SOJC's Agora Journalism Center, the Boiler Family Fund for Experiential Learning, and the David and Nancy Petrone Faculty Fellowship

Fund, among others. This, plus about \$1,500 each student chips in, pays for room and board, van rentals, shipping, and gear ranging from camping supplies to high-tech multimedia equipment.

Three student cohorts made the journey to Cordova in 2016: two discovery groups will spend 10 days exploring and sniffing out stories. Then a smaller mastery team of handpicked seniors with serious multimedia chops will spend a month capturing footage and imagery with a more focused agenda.

"You need a group of students and faculty members you know will work well together in the field," said Blaine. "You've got to define what you're going to do pretty clearly but leave room to experiment and explore and for serendipity, which is what journalism is anyway, or what it should be."

When the first cohort returned with more than 4 terabytes of data, the teaching team decided to lead a production course each term where students polish their Science and Memory content into heartfelt and informative multimedia stories. "We have an unprecedented ability to capture imagery," Blaine said. "But then we realized we had to make it coherent and searchable. That was a big learning curve."

Another major lesson learned is that simpler is always better. "If you're going to schlep equipment around in adverse conditions, you need to pare it down," Blaine said. "And you have to create

systems simple enough that students will use them but not so simple that they have little organizational value."

The most crucial process of all? File management. "We have three folders named Heaven, Hell, and Purgatory," Blaine said. "You put your stuff in Purgatory when you walk in the door because it needs to be backed up. If you've named it appropriately, then it goes to Heaven. If you haven't, it goes to Hell. If you don't follow these rules, you essentially haven't done anything, because it will disappear in the chaos of information."

THE NEXT ADVENTURE

For Science and Memory's third year, the teaching team is considering acquiring 360-degree video equipment to experiment with immersive media. The program is also expanding its research component, as several other SOJC faculty members want to conduct their own studies in Cordova. And the project team is exploring trips to new locales, such as the Mississippi River Delta, where Louisiana State University recently opened a \$16 million modeling facility.

"The Mississippi is arguably one of the most developed river systems around," said Blaine. "What are the implications for that if the sea level rises and storms surge? We want to extend the

program to find these kinds of contradictions in counterintuitive places."

In the meantime, the project's student work has begun to spread far and wide. In addition to the shortlisted film, Science and Memory footage has been featured in UO promotional material, including a national TV ad broadcast during the 2014 College Football Playoff National Championships.

The body of work makes for some unique and impressive student portfolios. "Our students have certainly used the imagery to great effect in getting jobs, because frankly, it's beautiful," Blaine said.

But the impact goes far beyond their resumes. "I learned how much I am capable of when somebody has that level of trust in me," said Khalsa. "We transformed from students doing little student projects to serious, professional, adult journalists. By simply assuming I could create great things, I discovered I could."



scienceandmemory.uoregon.edu



The 2016 Science and Memory trip to Cordova was made possible by generous donor support from the Boiler Family Fund for Experiential Learning and a grant from The Chambers Family Foundation. For information about giving to the SOJC, go to page 60.

SOJC Faculty

Among the First in the Nation to Teach ‘Solutions’ Journalism

Story by Andra Brichacek

Photo by Emma Oravec

Before UO School of Journalism and Communication (SOJC) instructor **Kathryn Thier** was a journalism teacher, she was a reporter. In 2004, she worked on a major series for the *Charlotte Observer* about a police chase, instigated by a white police officer, that resulted in the death of seven African-American teenagers. The series earned first-place awards from the Society of Professional Journalists and the North Carolina Press Association.

It also made Thier question her role as a journalist.

“The more we reported the story, the more it brought up emotions in the community and letters to the editor,” she said. “I started to wonder: What effect are we having?”

Part of the series was the story of an African-American barber who wrote, directed, and produced a play about the tragic incident that was meant to heal the rifts in the community.

“After that story, the letters to the editor changed,” Thier said. “Now people were saying, ‘Thank you for showing us the good,’ ‘Thank you for showing us what’s possible,’ and ‘Thank you for portraying my community fairly and accurately.’”

She couldn’t help but notice the sharp contrast between the effects of the articles focused only on the problems—journalism’s traditional subject matter—and her story, which centered on a solution.

“The whole experience really broke open something inside of me about how we cover communities,” she said. “Journalists need to ask hard questions and can’t shy away from the truth. But at the same time, we must ask what damage we are creating.”

The Whole Story

More than a decade after that watershed moment, Thier has become one of the first journalism educators in the nation to teach a university course in solutions journalism. In the spring, she also collaborated with Assistant Professor **Nicole Dahmen**, faculty adviser for the student-produced *OR Magazine*, to help student journalists produce multimedia stories for the iPad publication’s “Solutions Issue.”

The term “solutions journalism”—popularized by David Bornstein and Tina Rosenberg, co-founders of the Solutions Journalism Network (SJN) and the *New York Times* “Fixes” column—refers to an approach to reporting the news that addresses not just the problems, but also the ways people are working to solve them. Bornstein and Rosenberg founded the SJN with Courtney Martin in 2012 because research was confirming what they had seen anecdotally: Rather than inciting positive action, today’s around-the-clock “if it bleeds it leads” news coverage is causing depression, anxiety, and compassion fatigue among news audiences. Solutions journalism, in contrast, has been shown to make readers feel more engaged, informed, and optimistic.

“Journalists see themselves as the guardians of democracy,” said Thier. “But if people become so depressed by what we’re writing that they feel they can’t act or contribute to social progress, are we doing what we set out to do? It turns out people need examples of what does work in order to be able to think about what can work.”

Despite its focus on the positive, when done right, solutions journalism is neither “fluff” or “advocacy” journalism. “Solutions journalists bring the same journalistic rigor and skepticism to reporting on responses to social problems as they do to reporting on the problems themselves,” Thier said. “Journalists make choices all the time about what stories to tell and what people to quote. Flipping the frame of the story to a solution is just another choice. And that choice helps provide readers with a fuller picture of our world. It’s telling the whole story.”

Innovation in the SOJC

Thier brought the idea of teaching a course in solutions journalism to **Mark Blaine**, MS ’00, journalism area director, in early 2015. “I knew Mark would be open to it because he’s innovative and progressive,” she said. “He suggested I apply for funding from the SOJC’s **Agora Journalism Center**. They really liked my proposal and gave me a grant to develop the course.”

At the same time, Dahmen was working on related research on contextual journalism and restorative narrative. “I’ve always been interested in the long-term effects of breaking-news coverage on individuals and communities,” Dahmen said. “What I really appreciate about solutions journalism is that it allows us to give a more complete perspective and bigger picture regarding responses to problems, whether it’s economic disparity, racial tensions, or natural disaster.”

Dahmen, who had interviewed SJN’s Bornstein for her research, connected him with Thier. Her timing couldn’t have been better—the organization was about to host its first brainstorming and training session for journalism educators. The SOJC sent Thier to New York City, where she met with J-school instructors from Temple University, Texas State, Arizona State, and Kent State.

Thier quickly developed a course for winter term that would provide a deep dive into solutions journalism, covering such basics as the “four qualities” of a true solutions story and the “seven impostors” to avoid. “My course answers the basic questions, such as: What is it, and what isn’t it?” she said. “How do you find the stories and report them? How do you source them? And what’s the deeper meaning of solutions journalism?”

Meanwhile, Dahmen was looking for a way to bring her research to the classroom, and solutions journalism seemed like an ideal focus for the upcoming spring issue of *OR Magazine*. “The course and resulting publication are cutting edge,” she said. “And taking a solutions reporting approach to the sixth issue seemed like a good direction to continue its culture of innovation.”

It was the perfect laboratory for students to practice the solutions journalism theory they learned in Thier’s course. Thier helped Dahmen coach *OR Magazine*’s student staff produce five multimedia features exploring solutions

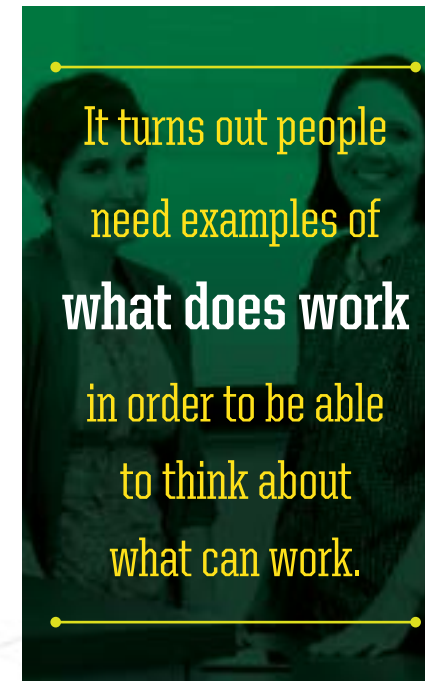
that are working in Oregon, including stories on ranchers’ efforts to coexist with wolves, cannabis as an alternative treatment for veterans with post-traumatic stress disorder, comprehensive sex education as a tool to combat teen pregnancy, Oregon schools’ successes with LGBTQ inclusion, and a network of female farmers that’s working to close the gender gap in their profession.

“I’m incredibly proud of the work these students did in crafting journalism that matters,” Dahmen said. “The stories are well-researched and reported, and they include beautiful and compelling photos, videos, and infographics, with design and interactivity bringing the stories together.”

The SJN was impressed by the students’ work as well. “That magazine is fantastic,” said Rosenberg. “It’s the best example of college solutions journalism we have seen so far.”

The SJN has included the five *OR Magazine* stories in its Story Tracker, and the network recently published interviews with *OR Magazine*’s editor in chief **Sami Edge**, BA ’16, reporters **Erin Hampton** and **Zachary Silva**, as well as Thier and Dahmen. Thier’s syllabus and lesson plans are also featured on the organization’s website as a model for other journalism educators. 108

It turns out people need examples of what does work in order to be able to think about what can work.



Covering Complexity

Story by Nicole Rideout, BA '16
Photo by Cameron Shultz, BA '15



The SOJC's Ongoing Response to the UCC Shootings

In the wake of the tragic shooting at Umpqua Community College on October 1, 2015, the SOJC has been contributing to the conversation about how to cover complex issues in the media. Reporting about tragedies, both during and after, is extremely complicated. But the students and faculty in the SOJC are dedicated to continuing to explore the responsibility journalists have to the victims, their families, and the communities where these tragic events occur.

Covering the Tragedy

The SOJC's response to the UCC shooting was instantaneous. After the first shots were fired the morning of October 1, the SOJC immediately began seeking journalists to send to UCC. **Dan Morrison**, SOJC senior instructor of photojournalism, volunteered to cover the shooting and asked SOJC student **Cameron Shultz**, BA '15, to accompany him. Because of the SOJC's close proximity to Roseburg, 65 miles south of the UO, national media outlets called on Morrison and Shultz to act as onsite photographers. The two arrived around 1:00 p.m., just a few hours after the initial shots, to capture the unfolding events.

"Before I could even think about whether or not I wanted to go, I was saying yes, OK," recalled Shultz.

Upon their arrival, there were no official reports of how many lives had been lost, and the gravity of the situation remained unclear. "We knew it was bad, but we didn't know just how bad it was," Morrison said.

Both Morrison and Shultz understood that the events of that day might be among the most difficult they would ever cover as journalists, and they were prepared to approach the situation cautiously. "You don't go to add to the problem," Morrison explained. "Unless you have a good reason to be there, you absolutely should not be there."

UCC was under strict lockdown, and students were being evacuated from campus. Morrison and Shultz arrived at the evacuation site and took photos of concerned family and friends, medical responders, and the interactions of FBI and state and local police. Nearly 70 of the images Morrison and Shultz took that day were shared with major news outlets, including CNN and *The Daily Beast*. Emotions were high as many waited to hear news about their loved ones.

That evening, Morrison and Shultz attended a prayer vigil honoring the victims. They stayed only a few minutes in an effort to respect the privacy of the mourners in attendance. "You can't just walk in and start taking photos. You have to observe, use your eyes, your judgment," Shultz said. "It's mostly about being cognizant of the situation. It's not

about you, it's about what's happening here. And your job is to show that."

Morrison returned to Roseburg the following Friday to document the aftermath of the shootings. At that point, it had been confirmed that nine students had been killed and that the killer, who had remained widely unnamed in the media, had committed suicide. Morrison spent the day taking photos at the local hospital that housed many of the injured victims and at local businesses that were demonstrating support.

Offering Support and Guidance

At the SOJC, the conversation soon turned to how to provide further help and support for UCC students. "There was a great push among the faculty to figure out the proper response, not only from our faculty but from our student body," said Morrison.

Professor **Tim Gleason** and James N. Wallace Chair in Journalism **Peter Laufer** visited the UCC campus in November to meet with the staff of the school's newspaper, *The Mainstream*, who were sharing UCC's stories and working to keep its community informed. Within minutes of the start of the lockdown, the *Mainstream* began providing information through its Facebook page. Students coordinated times to manage Facebook posts around the clock, and the page's reach quickly hit more than 140,000. The staff also produced four pages of content that week, despite the fact that much of their equipment was inaccessible due to the lockdown.

As one of the main sources of information for UCC and Roseburg, these students were under palpable stress. *The Mainstream* reached out to the SOJC for guidance in how they should handle speaking about such a tragedy. "The pressure was so intense," explained the newspaper's advisor, Melinda Benton. "We knew that we had extremely limited resources and very little productive energy, but we wanted to do so much."

At UCC, Gleason and Laufer addressed the students' questions and concerns and listened to the stories of people who had witnessed the shooting. "We offered additional support and helped the students tell their stories," said Gleason. "At that moment, I believe that was the greatest service we could provide."

The SOJC donated copies of Laufer's book *Interviewing: The Oregon Method*, the Dart Center's pamphlet *Tragedies and Journalists*, the Open Oregon public records and public meetings guides, and audio recorders for the students to use.

"These are students who have been through a situation that most people in their life can't even imagine" said Morrison. "We want these students to know we care about them and we do support them, and if we can help them in any way, we will."

Continuing the Conversation

The UCC shooting brought up important issues of media ethics and journalists' responsibility to victims, their families, and the communities affected by tragedy. Through various forums, discussions, expert panels, and research, the SOJC created an ongoing conversation about these sensitive topics.

Discussions began just a day after the shooting at the Experience Engagement conference co-hosted by the SOJC's Agora Journalism Center and Journalism That Matters. SOJC student **Sami Edge**, BA '16, pitched and helped lead a session titled "How Can We Meaningfully Cover Communities in the Wake of Tragedy?"

On October 8, the UO's student chapter of the Society for Professional Journalists hosted a discussion about how the Roseburg shooting was handled and whether changes to the coverage of mass casualty events would benefit journalism and communities. On October 12, Gleason appeared on an expert panel called "Your Voice, Your Vote: Should Mass Shooters Be Named?" to discuss the importance of keeping shooter identities anonymous in the media. 🗳️

As of the printing of this story, more than 25 individual activities and projects have taken place surrounding this complex topic, including student-written pieces that have appeared in the *Guardian* and on *BBC*, a collegiate-Emmy-nominated short film produced by SOJC students titled *Numb in America*, faculty research projects, and a national interactive campaign to keep gun violence in the national conversation. You can find the complete list at sojc.co/covering-complexity.

NUMB IN AMERICA

Story by Jacob Mehringer, BA '16
Photo by Johnny Hammond, SOJC student photographer

Sutton Raphael, BA '16; **Tevin Tavares**, BS '16; and **José Contreras**, BS '16, are no strangers to the national spotlight. In 2015, the three SOJC seniors created a short film that highlighted the negative effects of popularizing shoes. In *The Shoes* production, the main character was killed for his pair of Jordan sneakers. The video garnered more than 300,000 views and was featured on many prominent news websites, such as World Star Hip-Hop.

The subject of their most recent project is even more serious.

After the shooting at Umpqua Community College on October 1, Raphael, Tavares, and Contreras teamed up with **Greg Bruce**, BS '16, to tackle the issue of gun violence in the United States. After reaching out to local law enforcement and faculty members for support, the group organized a video shoot that was sure to hit home with most of their peers—they devised a mock shooting in one of the largest lecture halls at the University of Oregon.

Raphael, Tavares, Contreras, and Bruce gathered nearly 30 students to be actors in the school shooting scenario and enlisted the help of **Deborah Morrison**, Carolyn Silva Chambers Distinguished Professor of Advertising, to be the teacher and, ultimately, the victim, in the classroom scene.

After the staged shooting was completed, Raphael started the editing process and unveiled the “Numb in America” video early the following week. Almost immediately, the film garnered high praise from faculty, students, and members of the UCC campus. And within just a few days, it went viral after several large anti-gun violence organizations shared it.

Watch “Numb in America” online at sojc.co/NumblnAmerica.

The Team

Jose Contreras (advertising), art director
Sutton Raphael (journalism), director and videographer
Tevin Tavares (advertising), actor and strategist
Greg Bruce (advertising), copywriter and strategist



Story by Nikki Kesaris, SOJC student writer

Our Memories Matter

SOJC students' anti-gun violence campaign aims for discussion

More than 105 mass shootings occurred in the United States in 2016. Last October, Umpqua Community College (UCC) in Roseburg, just 60 miles down the road, suffered through everyone's worst nightmare—a shooting with 10 fatalities.

After the UCC shooting, a group of students at the UO School of Journalism and Communication (SOJC) decided to take a stand against gun violence in a unique, never-before-seen way.

SOJC advertising students **Chris Larsen**, BS '16; **Cody Hatfield**, BS '16; **Jacob Mehringer**, BA '16; **Justin Hun**; and **Tommy Woods**, class of 2016, created Our Memories Matter, an interactive campaign to draw gun violence back into the national conversation. But this time, they hope to make it personal by connecting with people about what they value most.

The interactive campaign website begins by asking permission to interact with the viewer's Facebook account. The site then highlights statistics and other people's memories. Then the multimedia experience gets personal, pulling photos and videos from your personal Facebook account. As the memories continue, they are suddenly put to a stop by a loud gunshot. It then cuts to hard-hitting statistics and facts about gun violence in the United States.

Essentially, the viewer becomes the “victim” in his or her own personalized video. No two videos are the same.

The campaign ends with daunting words intended to incite an emotional connection to the issue of gun violence: “Last year in Oregon, 106 lives were taken by gun violence. That's 928,560 hours of memories lost. But these are just numbers . . . until it happens to you.”

This personal, roundabout approach marks a departure from other anti-gun violence campaigns. According to Mehringer, the team's ultimate goal for their campaign is to help reduce the number of mass shootings that happen each year in the United States. But rather than making pronouncements about gun laws, the team felt it was important to spark a conversation about gun violence by letting users draw their own conclusions.

“The divisions begin to occur when campaigns like ours seek to provide the solution to a problem that needs far more attention and thought than any one campaign can provide,” Mehringer said. “That is why our focus is not on providing a solution, but on creating one by sparking discussion without picking sides and alienating people who have already dug in and have hard opinions on the issue.”

SOJC instructor **Tom McDonnell** was one of the advisors for the campaign. When the project needed funding, McDonnell saw it as an opportunity to reach out to an old friend, Matt Eastwood, chief creative officer at J. Walter Thompson Worldwide.

“Matt and I worked together at DDB New York,” McDonnell said. “We had always talked about doing something with gun violence in the country but never got around to it.”

Eastwood donated \$4,500 to support server space for the project's first month. Depending on how many hits the site makes, the dollar amount will rise to a total of \$10,000. 100

To participate in the Our Memories Matter campaign, visit ourmemoriesmatter.org.

J. Walter Thompson Worldwide of New York made a gift to Allen Hall Advertising that allowed the student team to purchase additional bandwidth so that the site could accommodate access to more people and visitors. For information about giving to the SOJC, go to page 60.

Experience Engagement

Story by Andra Brichacek

One of the most talked-about issues in journalism today is engagement—with our audiences, with online communities, and with society at large. As many journalists and publications are beginning to discover, however, not all types of engagement are created equal.

To address the many evolving facets of the community engagement discussion, in January 2016, MediaShift published “Redefining Engagement,” an 11-article series written by SOJC writer **Ben DeJarnette**, BA '13, MA '15, and inspired by Experience Engagement, a four-day participatory “unconference” cohosted in October 2015 by the SOJC’s Agora Journalism Center and Journalism That Matters. The series explored the progress, promise, and potential challenges of community engagement in journalism, from its ethics and teaching to its effects on a publication’s bottom line.

“[The series is] about reforming the ‘trollosphere’ and reporting on tragedy and making the dollars and cents add up,” said DeJarnette. “[It introduces] journalists and recovering journalists and not-at-all journalists who are experimenting with innovative ways to build stronger communities through their work. And it details the development of a community engagement platform—a dynamic resource that will strengthen this emerging community of practice and organize the best resources and knowledge around civic engagement.”

The series’ 11 articles, released on MediaShift throughout the month of January, include:

1. [The Case for \(Community\) Engagement](#)
2. [How Restorative Narratives Can Engage Communities After Tragedies](#)
3. [Before Interviewing, Journalists Must Listen](#)
4. [Four Lessons for Teaching Engagement](#)
5. [Toward an Inclusive Journalism: Reflecting the Communities We Represent](#)
6. [4 Ways to Boost Engagement Beyond Clicks, Likes and Retweets](#)
7. [4 Ways to Make Engagement Journalism Sustainable](#)
8. [Reforming the Trollosphere: Creating Conversation in the Comments Section](#)
9. [Teaching Engagement: Case Studies from the Field](#)
10. [Building a Community Engagement Platform](#)
11. [Does Engaged Journalism Require New Ethics?](#)

To read these articles, visit: sojc.co/ExperienceEngagement. 100

SOJC Launches Innovative Data Analytics Partnership with Alteryx and Rentrak

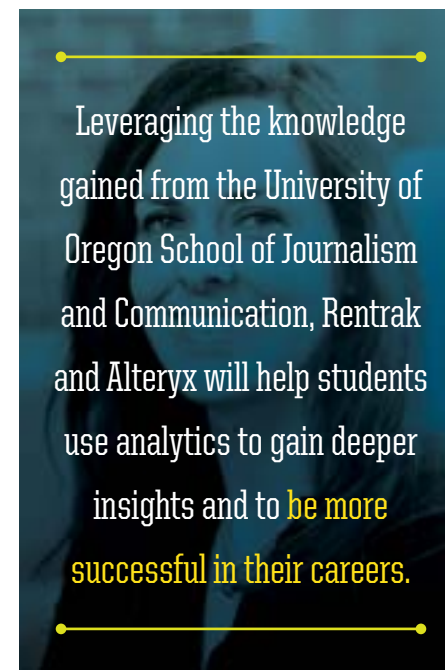
Story by Amy Pinkston

In November 2015, the SOJC formed a strategic partnership with Rentrak, an innovator in the media measurement industry, and Alteryx, a leader in data-blending and advanced analytics software.

The partnership, along with the opening of a new Insights and Analytics Laboratory in January 2016, expands and focuses the SOJC’s research and teaching in data analytics. The partnership provides an opportunity for students to gain an advantage in a quickly evolving strategic communication and journalism landscape. In addition, it makes possible significant research into the effects of media on human behavior and on how to improve professional practice across a full range of media platforms.

The new lab supports advanced media planning and data analysis courses, as well as research. A new course in advanced analytics was taught for the first time in winter term 2016.

Self-service data analysis has become highly relevant to the media industry over the past decade. SOJC students will get practical experience as data analysts using Alteryx, the new standard in analytics software, which offers an intuitive workflow leading to deeper insights in hours rather than the weeks of analysis typical of traditional approaches.



“We welcome the opportunity to help the next generation of students learn self-service analytics,” said George Mathew, president and COO of Alteryx. “Leveraging the knowledge gained from the University of Oregon School of Journalism and Communication, Rentrak and Alteryx will help them use analytics to gain deeper insights and to be more successful in their careers.”

“We are excited to partner with the academic community to improve information students can use for research and papers,” says Bruce Goerlich, Rentrak’s chief research officer and head of the Rentrak Academic Committee. “We look forward to continuing expanding our relationship with other universities.”

The Insights and Analytics Lab, directed by Assistant Professor **Heather Shoenberger**, is dedicated to analytics learning and research and is one of the first in the nation available to undergraduate students.

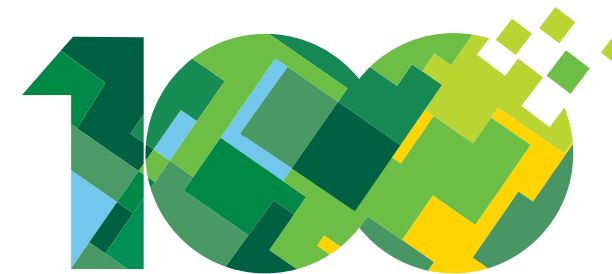
“Partnering with Rentrak and Alteryx on this venture allows us to offer our students vital tools that will prepare them for the rapidly changing job market,” says Shoenberger. “It also allows for research that will inform the future of advertising and journalism.”

Rentrak has established a well-earned reputation as the authority on privacy-protected return-path media information across multiple video platforms, including video on demand and linear television, as well as real-time knowledge of box office sales. Rentrak’s TV measurement footprint includes 36 million TVs and video on demand from approximately 120 million TVs, including granular information for television stations in all 210 markets projected across the United States. With this partnership, SOJC students can use Rentrak information to solve real-world problems and create media plans informed by blending “big data” with other relevant sources. 100

Computers, faculty time, and construction of the new Insights and Analytics Lab were made possible by funding from a generous donor family. For information about giving to the SOJC, go to page 60.

The School of Journalism and Communication Celebrates Its Centennial

Story by Andra Brichacek



School of Journalism
and Communication
1916-2016

In 1916, UO's Department of Journalism became the School of Journalism with newspaperman Eric W. Allen at the helm. Since then, a lot has changed—in the world, in journalism, and in the SOJC—but the school remains committed to its mission to inform the public.

In the years since Allen's death in 1944, the school has honored his vision while expanding far beyond its roots in print to embrace photojournalism, advertising, public relations, radio and TV broadcasting, documentary filmmaking, media studies, strategic communication, and multimedia journalism. In its centennial year, the school has 64 full-time and nearly 30 part-time faculty members, and it counted more than 600 students in its centennial graduating class.

"As we continue to teach, learn, and innovate, we are informed by the ethical responsibilities of professional communicators and the core values and skills of our professions," said **Tim Gleason**, Centennial Committee chair and former Edwin L. Artzt Dean. "And today, as we work on the internet and communicate via social media and text, the 19th-century flatbed printing press on display in Allen Hall is a constant reminder of our history and tradition."

To recognize its centennial milestone, the SOJC hosted a year of special events that honored the past century of ethics, innovation, and action in journalism and communication while looking forward to the next 100 years. The school also highlighted its long history with a digital timeline and a special centennial mark designed by alumnus and SOJC Instructor **Steven Asbury**, BS '97.

The yearlong celebration began in January with the SOJC's Centennial Kickoff party, where students, faculty members, alumni, and friends of the school got a first glimpse of Allen Hall's full-story centennial mark window cling and an interactive gallery wall honoring SOJC students through the years. And it has continued throughout 2016 with the Centennial Ruhl and Johnston lectures, the commencement of the 100th graduating class, and the Centennial Hall of Achievement Celebration.

Through it all, we have remembered the remarkable people, historic events, and significant advances that have established the SOJC as a leader in journalism and communication education. Now we're ready for the promising future that lies ahead. **100**



1916
The School of Journalism Established

1917
George S. Turnbull Joins the School of Journalism

1922
Journalism School Hires First Female Faculty Members

1923
New Journalism Building Opens for Business

1931
Board Recommends Shutting Down School of Journalism

1932
Board Keeps the Journalism School Open

1942
First Woman Editor of the Emerald

1944
Dean Eric Allen Dies

1954
Allen Hall Opens for Business

1958
Willis L. "Bill" Winter Graduates

1966
Dean Rea Joins the Journalism Faculty

1966
Annette Buchanan Makes Journalism Law History

1971
Oregon Daily Emerald Declares Independence

1978
Journalist Ann Curry Graduates

Journalism Retained
Honorarys, Clubs Invited to For

REPORT PASSED
Order Given Before April 15

REPORT PASSED
The Emerald Board of Directors... voted for independence as of July 1, 1971, financially and legally separate from the university.



1986

First Computers
Installed in
Allen Hall



1993

Telecommunication and
Film Faculty Join
School of Journalism



1998

Charles Snowden
Program for Excellence
in Journalism Founded



1999

Ancil Payne Award for
Ethics in
Journalism Founded



2004

First Media in
Ghana Cohort
Heads to Africa



2013

Grand Opening
of Renovated
Allen Hall



2016

Juan-Carlos Molleda
Named
Edwin L. Artzt Dean

1984

Inaugural
Johnston
Lecture

1990

The Marshall
Award
Established

1996

Tim Geason
Named First
Edwin L. Artzt Dean

1998

SOJC Hall of
Achievement
Established

2002

Richard Ward
Executive-in-Residence
Program Begins

2005

Lokey Gift Names
Portland Center after
George S. Turnbull

2015

Ad Team
Brings Home
National Title



SOJC Celebrates 18th Annual Hall of Achievement Awards

Story by Nicole Rideout, BA '16

The SOJC celebrated its 18th annual Hall of Achievement (HOA) award ceremony on October 30, 2015. For nearly two decades, the Hall of Achievement has celebrated alumni and faculty members who have distinguished themselves and the university by reaching high levels of career achievement. This year's honorees serve as a testament to the SOJC's legacy of excellence.

HOA guests enjoyed speeches from University of Oregon president Michael Schill, SOJC Interim Edwin L. Artzt Dean Julianne H. Newton, and all four honorees.



Rick Attig, BS '83: Pulitzer Prize Winner

Attig's journalism career began when he landed an internship at the *Springfield News* as a sophomore at the UO. Within months, he was working as a police reporter. He then spent 13 years at *The Bulletin* in Bend and eventually made his way to an editorial position at *The Oregonian* in 1998.

Attig's work with **Doug Bates**, BA '68, to expose the horrific conditions of the Oregon State Hospital in Salem earned the pair a Pulitzer Prize. They used the editorial pages of *The Oregonian* to pressure Salem into replacing the decrepit state hospital. After 10 months and 15 articles, two new hospitals were commissioned, and the governor committed to reforming all major flaws exposed by their investigative journalism.

Attig's work was a true demonstration of the power of editorial writing. "Those were by far the best years of my life," he says. "It was really rewarding to feel like I was making a difference, and that the state was a better place as a result of our work."



Gayle Forman, BA '95: Best-Selling Novelist

Forman's success as a writer can be traced back to her time at the SOJC. Although she originally intended to study biology and chemistry, Forman shifted her career path to journalism in her sophomore year. After more than a decade of traveling the world and covering women's and social justice issues for magazines such as *Cosmopolitan*, *Elle*, and *Jane*, Forman turned to fiction writing.

Forman's second young adult novel, *If I Stay*, became an international bestseller in 2009, topping the *New York Times* and *USA Today* bestseller lists with more than 2.4 million copies sold worldwide. Eventually the novel was made into a major Hollywood movie.

In her acceptance speech, Forman shared some of the lessons she learned during her time at the SOJC: "Fiction is the lie that tells the truth. And it is here, at the SOJC, where we learn to tell the truth."



Arnold Ismach: Former SOJC Dean, 1985-94

In January 2015, former SOJC dean Arnold Ismach passed away at the age of 84. Surrounding this loss, many colleagues, students, and alumni have reflected on Ismach's impact on the SOJC. During his tenure as dean, Ismach gracefully handled a time of rapid expansion for both the university and the journalism school. He established the school's first endowed professorships, added the first computers to classrooms, increased scholarship funds for students, was involved with the vision of renovation and expansion for Eric W. Allen Hall, and much more.

Ismach, who was described as gentle yet powerful, an outstanding mentor and scholar, and a true asset to the school, was best remembered for his sense of humor, love for learning, and homemade chocolates and caramels. Ismach's children spoke on his behalf at the HOA ceremony, reiterating his passion for education and incredible dedication to the practice of journalism.

2015 Eric Allen Outstanding Young Alumnus Award Winner

Robert X. Fogarty, BS '05: Cofounder of Evacuteer.org and Founder of Dear World



In 2009, following the fulfillment of his AmeriCorps commitment in New Orleans, Fogarty cofounded Evacuteer, a nonprofit organization that trains local volunteers to assist in evacuation efforts. Shortly after, in 2010, Fogarty held a fundraiser during the Super Bowl in which he asked people to write "love letters" to New Orleans on their hands and pose for photos. The images went viral, and it wasn't long before local celebrities began to take part in the initiative.

Fogarty expanded on this idea, staging photo shoots across the city, which prompted the beginning of Dear World. Since then, this message-on-skin project has become an international sensation, capturing the experiences of people, including first-generation college students and cancer survivors, who have a simple yet powerful message to share. Dear World has been recognized by major news outlets including CNN and the *New York Times*.

After reflecting on the impact the SOJC had on his life, Fogarty ended his speech with a favorite quote from Uruguayan journalist Eduardo Galeano: "Because every single one of us has something to say to the others, something that deserves to be celebrated."

2016 Ancil Payne Award Winners

Visit SOJC to Discuss

Ethics in Journalism

Story by Nicole Rideout, BA '16, and Andra Brichacek



Imagine you've got a lead on a great story that will make a big difference in the world—but publishing it might cost you your job. Do you do it? What if getting all the facts would require you to risk your life? Do you go the extra mile? Now imagine that publishing this big story could put your sources' lives in danger. Do you hold publication until you can guarantee their safety?

These are the kinds of tough questions the winners of the 16th annual Ancil Payne Award for Ethics in Journalism answered while doing journalism that made a difference. To honor their commitment to maintaining the highest ethical standards in the face of extraordinary pressures, the SOJC presents the Ancil Payne Award and a \$5,000 prize to two nominees:

- Associated Press reporters Margie Mason, Robin McDowell, Martha Mendoza, and Esther Htusan
- The journalists of the *Las Vegas Review-Journal*, including James G. Wright, James DeHaven, Howard Stutz, Jennifer Robison, Eric Hartley, John L. Smith, and Glenn Cook

Unique among national journalism award programs, the Payne Award recognizes ethical practice and decisions that demonstrate courage and integrity. "This year's nominations included numerous examples of journalists and organizations who made difficult, well-reasoned ethical decisions while producing outstanding journalism," said **Tim Gleason**, director of the Payne Award and an SOJC professor. "What distinguishes Payne Award winners are the ethical decisions they make when faced with significant external pressure."

To publish the Seafood from Slaves series, AP reporters Mason, McDowell, Mendoza, and Htusan led a yearlong investigation into alleged human trafficking in Thailand's \$7 billion seafood industry. Their extensive efforts—from tracking ships and staking out factories to risking their lives to document the stories of captive fishermen—accomplished what labor activists and governments could not. Their series led to the release of more than 2,000 slaves and forced both the Thai government and the American retailers selling their catch to take action. While covering the story, the AP reporters and editors took extraordinary measures to ensure the

(left to right) Jennifer Robison, John Smith, Martha Mendoza, Michael Hengel

safety of the eight men they had quoted or interviewed on camera, refused to publish images that may exploit the children working in the fish processing factories, went to great lengths to confirm the accuracy of their report, and gave the US companies named in the story a chance to respond to allegations before publishing.

According to Mendoza, she and her fellow reporters were not the only ones who showed bravery. "These enslaved and trapped men, women, and children risked their lives when they spoke to us, yet they told their stories with courage and integrity," she said. "We are gratified and humbled by this recognition, which is a reflection of the high standards of ethical behavior AP adheres to as we gather and deliver the news."

The journalists' willingness to put themselves at risk to get the story and protect their sources made the AP story stand out in an exceptionally strong field of entries. "The reporters and their editors faced tough ethical questions, including whether or not to alert authorities prepublication of the whereabouts of captive slaves, whether or not to remain on private property after being told to leave, and whether or not to suppress their work until the slaves they had interviewed were safe," said Payne Award judge Karen Miller Pensiero, editor of newsroom standards for the *Wall Street Journal*. "Their decisions, often made in the heat of the moment when they were in personal danger, led to impactful, important, and ethical journalism that opened the world's eyes to a very inhumane story."

A second 2016 Ancil Payne Award went to the journalists of the *Las Vegas Review-Journal*, who fought for transparency by reporting the secret sale of the newspaper despite management's warnings to stay away from the story. When the newsroom's reporting turned up a trail of egregious business and ethics violations tied to Las Vegas casino owner Sheldon Adelson, the journalists focused on their professional obligation to readers and published the story. As a result, the Nevada Gaming Control Board is now monitoring Adelson's use of the newspaper.

"Somewhere in the world right now a journalist is wondering if he should go along to get ahead or if he should do the right thing no matter the personal cost," said James G. Wright, deputy editor of the *Review-Journal*. "This particular award honors the journalists of the *Review-Journal*, but it is really for everyone who chooses to do the right thing."

Honorable Mention

The selection committee also awarded an honorable mention to reporter Jessica Terrell and *Honolulu Civil Beat* for "The Harbor," a three-day series portraying life in a 200-person homeless "village" on Oahu's west coast. Terrell spent months getting to know the people living in Hawaii's largest homeless encampment. Her insight and sensitivity in telling their stories—from determining if or when she could buy her sources a cup of coffee to ensuring they understood the ramifications of appearing in the story to protecting the identities of women hiding from their abusers—was in part a result of her own experiences growing up homeless.

"Her experiences living homeless gave her some sensitivities that many would not have had," said **Joann Byrd**, BS '65, a Payne Award judge and retired editorial page editor for the *Seattle Post-Intelligencer*. "She did a particularly good job explaining the issues she'd faced, and her ethical decision-making was insightful and sophisticated."

Established in 1999 by Ancil Payne, class of 1944, the Ancil Payne Award for Ethics in Journalism is an annual award for media professionals, journalism students, and/or media outlets that exhibit high ethical behavior, especially in the face of private or public pressures, and demonstrate by example the highest standard of journalism. This award is funded by an annual gift from, as well as an endowment created by, the Payne family. For information about giving to the SOJC, go to page 60.

Payne Award judge **Mike Fancher**, BA '68, former executive editor of the *Seattle Times*, said the *Review-Journal* staff's courage in the face of the very real threat of losing their jobs put them over the top for the win. "This case epitomizes what the Payne Award is all about: principled, courageous behavior under political or economic pressure, inspiring public trust in the media," he said. "Nobody would want to find themselves in this situation, but they did what they needed to do on behalf of their readers."

On April 28, 2016, the SOJC celebrated the 16th annual Ancil Payne Award for Ethics in Journalism by bringing Mendoza, DeHaven, Robison, Smith, Wright, and *Las Vegas Review-Journal's* former editor Michael Hengel to campus to accept the Payne Award. The journalists visited various SOJC classes throughout the day and then sat on a panel, moderated by Gleason, to discuss the ethical decisions they made in the course of reporting their stories, touching on the difficulties they faced as well as the positive outcomes of their work.

During the panel, which discussed ethics in front of a full house of more than 200 SOJC students, staff, and faculty members, the winners stressed the important role ethics plays in journalism.

Wright emphasized that while a job is replaceable, moral decisions stay with you forever.

"Being a journalist isn't just being employed. It's a mindset and a personal code," he said. "You're a journalist first, and you're an employee second. A journalist is who you are; it's not what job you have."

"I couldn't live with myself if I didn't do the right thing," added Robison. "And that's a decision that would have stuck with me for the rest of my life."

After the panel, audience members gathered in Allen Hall's Cyndy Van Vechten Maletis Atrium for the awards presentation and reception.

"As the home to the Ancil Payne Award for Ethics in Journalism, we have the perfect opportunity to engage with journalism in a way that informs our work and teaching while also supporting and encouraging exceptional work," said interim Edwin L. Artzt Dean **Julianne H. Newton**. "We are grateful to the Payne family for making this opportunity possible, and we are grateful to the winners for leading the way with their impeccable examples of outstanding journalism coupled with extraordinary ethical choices. This is what the SOJC stands for, and these journalists show us that it's well worth the effort." 🍷

Stephen Engelberg

2016 Ruhl Lecturer

Addresses Watchdog Journalism's

New Reality



Story by Nicole Rideout, BA '16

According to Stephen Engelberg, journalists—and journalism students—are facing a momentous paradigm shift that's affected not only how they do their jobs but also the unique role their industry plays in a democracy.

The Robert and Mabel Ruhl Lecture in Journalism is an annual SOJC event held since 1976 that focuses on responsibility and ethics in journalism. This year's lecturer is the editor in chief of *ProPublica*, a nonprofit online newsroom that uses the moral force of investigative journalism to expose abuses of power and spur reform. Its primary goal is to publish stories that make a difference and have an impact. Engelberg not only actively works to ensure that *ProPublica* creates positive change through journalism but also strives to hold all journalists to a higher ethical standard.

As a seasoned journalist whose experience ranges from the *New York Times* to the *Oregonian*, Engelberg possesses valuable insights and critical knowledge of the industry and the changes it has undergone in previous years. His lecture focused on accountability journalism in the digital age, exploring the changing landscape of the journalism industry and how these shifts are affecting the moral integrity and financial stability of journalism as a whole.

Engelberg explained that there are many factors causing the financial struggles the journalism industry faces. The public's expectation of free content and the emergence of digital platforms make it increasingly difficult to ensure financial stability and a sound business model for newspapers and other news media.

Engelberg warned of the considerable consequences of this broken business model. "Hopefully we'll eventually hit on a business model that works," he said. "If that doesn't happen and we're dependent on philanthropy, I think the consequences are pretty dire."

The local and regional journalism sectors are especially at risk due to the rise of online national powerhouses such as the *Huffington Post* and the recent resurgence of older national outlets, including the *Wall Street Journal*. "I think where we see the bigger challenge is in local and regional papers and the significant reduction of resources," Engelberg said. "I think at this level, investigative reporting is not so healthy."

Engelberg sees a need for the revival of solid investigative journalism that holds the nation's government and institutions accountable for their actions.

"The internet allows us to have this closed-off conversation in which you're never

disturbed by anything that doesn't agree with you, so I think it's more important than ever to have independent, reliable, and trusted sources of information," he said.

Despite the problems the industry faces, Engelberg continues to focus on the positive aspects of these changes in journalism, including new digital platforms, exciting emerging technology, and increased opportunities for information. "I think there have been some encouraging signs, and we have some exciting new developments in the field," he said. "*BuzzFeed* and *Vice* have become real players. They've done some excellent work, and you can see some new approaches and ideas. And some of the older guys like the *New York Times* are really hitting on all cylinders. There's a lot of good work being done."

By speaking at the Ruhl Lecture, Engelberg hoped not only to share his perspective on these issues but also provide positivity and encouragement for journalists. "I hope I can offer a little bit of hope," said Engelberg. "My goal is to recognize the things that are difficult and challenging and broken, but also to say how great of a moment this is to be a journalist. This technology, which has in part destroyed the business, also provides us incredible opportunity. In many ways, this is the best time to be a journalist. I really believe that." 📖

The Robert and Mabel Ruhl Endowment was established in 1974 to bring newspaper reporters and other journalists to the SOJC to educate students, faculty, and the community about important issues in the media industry. For information about giving to the SOJC, go to page 60.

John Markoff

Tackles Algorithms,

Artificial Intelligence, and

Augmented Journalism in the

Centennial

Johnston

Lecture

Story by Ben DeJarnette, BA '13, MA '15

As a young reporter in the 1980s, John Markoff, MS '75, worked at the *San Francisco Examiner* alongside Hunter S. Thompson and William Randolph Hearst III, two stalwarts of print journalism.

Three decades later, Markoff, now a senior writer for the *New York Times*, says his colleagues have changed a bit. "I sit in the newsroom, and I'm surrounded by kids who wear headphones and write code," he joked during the SOJC's Centennial Johnston Lecture on April 14, 2016. "The world of journalism that I grew up in is going away."

Markoff grew up in Palo Alto reading *I. F. Stone's Weekly* and working as a newspaper delivery boy for the *Palo Alto Times*. He chuckles to think that among the people whose homes are now on his old paper route are Google cofounder Larry Page and former Apple CEO Steve Jobs, two technologists whose companies helped push print newspapers toward obsolescence.

"It's ironic that my paper route served the two people who fundamentally changed the distribution of news," Markoff said. "I think about that a lot. I also like to say, 'There goes the neighborhood!'"

Markoff's lecture, "Three Reporting Cultures: Designing Humans In and Out of the Future of Journalism," addressed how journalism has changed during his nearly 40-year career as a science and technology writer in Silicon Valley. But it also looked toward the future, considering the implications of artificial intelligence and automation for an industry already in flux.

"Do we get to this point where computers can win a Pulitzer Prize?" Markoff asked. "I'm actually more interested in the [intelligence augmentation] question: Where are the technologies that make humans better reporters? There are now hundreds of examples of tools for reporting, and the notion of augmented journalists is really becoming real." 📖

The Richard W. and Laurie Johnston Lecture was created in 1984 by Laurie Johnston, George E. Jones of U.S. News and World Report, and the Correspondents Fund, in memory of Richard Johnston, to bring "professionals-in-residence" from the magazine field to the SOJC for working visits. For information about giving to the SOJC, go to page 60.



Industry Professionals Bust Media Myths for the Demystifying Media Series

Story by Nikki Kesaris, SOJC student writer

In January 2016, Carolyn S. Chambers Professor in Journalism **Damian Radcliffe** created a new speaker series for the SOJC to bring together practitioners, students, academics, and UO staff members to discuss the impact of the 21st-century media revolution.

Media professionals from all over the world visited the SOJC this year for the Demystifying Media series.

The hour-long seminars are like *Mythbusters*—but for media. Each speaker dives deeply into an issue affecting the rapidly changing media industry. This is great news for SOJC students, who were able to network with top media industry professionals while getting a firsthand account of how the communication field is evolving. Attendees were also able to use the speakers as resources, conduct informational interviews, and get tips for growth in media professions.

“The aim of this series is to bring great speakers into the SOJC who are doing new and innovative things in the communications space, including researchers and practitioners from a variety of disciplines,” said Radcliffe. “Students will be exposed to people and ideas from outside the SOJC—speakers who are working at the cutting edge of our industry. That’s a rich tapestry of people and expertise that we can learn from.”

2016 Demystifying Media Sessions

Nic Newman: Journalism, Media, and Technology Predictions for 2016. Newman, currently with Reuters Institute for the Study of Journalism, was a founding member of the BBC News website, leading international coverage as world editor (1997–2001) and later head of product for BBC News.

Jennifer Brandel: Engagement—Building Better Relationships between Journalists and Audiences. Brandel is founder and CEO of Hearken, a new audience-driven framework and platform enabling journalists to partner with the public throughout the reporting process.

Zach Hyder: Demystifying Social Media in the Pacific Northwest. Hyder, a partner at public affairs firm Quinn Thomas, discussed how social media is changing public discourse in the Pacific Northwest and whether or not this technology is impeding critical thought or creating new pathways for greater civic engagement, corporate and political accountability, and journalistic integrity.

Students will be exposed to people and ideas from outside the SOJC—speakers who are working at the cutting edge of our industry. That’s a rich tapestry of people and expertise that we can learn from.

Dan Hon: Content through a Lens of Government, Advertising, and Games. Hon, principal at Very Little Gravititas, is a former editorial director at Code for America, a nonprofit startup working to build government that works for the people, by the people in the 21st century. He is currently working with the State of California and the Administration for Children, Youth, and Families at the US Department of Health and Human Services to build user-centered digital services.

Dennis Dimick: The Wonders of Earth Photography. Dimick, a former executive editor of environment for *National Geographic*, explained how to locate and shoot aerial earth images and showed some examples of his own images. He also took students on an intense visual tour of Earth featuring pictures, animations, and movies he has accumulated during his career.

Tracie Powell: How to Reach Underrepresented Communities. Powell, who writes frequently for the *Columbia Journalism Review* and is a John S. Knight Journalism Fellow at Stanford University, demystified ways to reach underrepresented communities. At Stanford, she explores how newsrooms can reach elderly and African-American audiences and users.

Yvonne Leow: How Vox Uses Snapchat Discover. Leow, senior Snapchat editor at Vox and previously a John S. Knight Fellow at Stanford University, talked about how the social media platform supports Vox’s audience, content, and revenue strategies.

Claire Wardle: Journalism and Silicon Valley. Wardle, director of research at the Tow Center for Digital Journalism at Columbia University, addressed the perception of journalism in Silicon Valley. In the days before social media and online platforms, journalism was largely centered around print channels, which have a very different set of rules around privacy and ethics. Wardle explored what journalists need to know about these issues when using newer digital platforms. 📱

journalism.uoregon.edu/demystifyingmedia

Dennis Dimick, recently retired executive editor of environment at *National Geographic*, stood in front of 115 Lawrence Hall in a long-sleeved, blue button-down and jeans. On the screen in front of him were projected the words: “Every year by burning fossil fuels, we release a million years of sunshine.” He read the statement out loud.

I looked to my neighbor, stunned. *One million* years of stored sunshine. Gone?

“It’s important for us to stand up and confront the future,” said Dimick, who was a journalist in residence with the SOJC April 19–20, 2016. “Hope is not a strategy.”

Throughout his public talk, “The Big View: Climate Change in the Human Age,” I found myself leaning forward in my already front-row chair, soaking it all in. Later, during the Q&A, another student asked what I, too, was wondering: “What can we do to help fix climate change?”

More to the point, how can I, as an aspiring photojournalist, use my skills to make a difference, the way Dimick has?

“How can we help people imagine a vision for a better place? By providing urgency that we need to move in a different direction and giving them a pathway,” Dimick said. “If you want to effect change, you have to be relentless and keep beating the drum. If you have any doubt if it’s good enough, you do it again.”

It wasn’t even the first time that week Dimick’s advice had hit close to home. The day before his talk, I learned how some of my current projects could improve during a portfolio review with him. It wasn’t long before I began to contemplate

Looking Outward

What I Learned from Photojournalist **Dennis Dimick**

Story by Whitney Bradshaw, SOJC student
Photo by August Frank, SOJC student

how my other projects could be good enough: I should absolutely blur the hectic background of my welder’s workshop; it’s important to be aware of backgrounds when taking a picture. I could definitely redo the portrait I took last week; the light was positioned slightly too high. Next time I shoot a portrait of a bartender, I’ll be more deliberate; every detail matters.

The next day, I got to see the man in action during a hike at Mount Pisgah with a small group of students and instructors.

At one point, Dimick stopped walking and looked through the archway of backlit Douglas fir trees. Kneeling down, he pulled his fixed camera lens to his face and focused in on something unknown to the other seven photographers on the hike.

Walking by, I stopped and stood behind Dimick, trying to see what he saw. The moment was quiet, save for the soft, irregular clicks of camera shutters, beating like an erratic heart throughout the forest. I stood still until, in a blink, the moment passed and I too saw something no one else noticed.

My eyes veered to a fern bush. Its leaves were golden-green from the filtered sunshine. My camera found its way to my eye as I focused in on a spider near the fern that was mummifying its prey. I snapped the shot. Then I looked down the dirt path and saw my fellow photographers, each in a world of their own, yet still conscious of the forest full of opportunities.

The hike itself was a short, slightly inclined trek. For another 50 minutes, we drifted in and out of the world behind our cameras. Some saw wide, taking in the whole forest.

Others focused on the microcosm of life around them: a black spider, a five-petaled yellow flower, a slimy banana slug.

Eventually, the quiet was pierced by the occasional joke, warnings to avoid poison oak, and frequent questions of Dimick. I was particularly interested in his answer to one question I asked: “As a college-aged photojournalist, how should I be running my Instagram?”

“Well, as a photojournalist, it’s your job to look outward at the world,” he replied, peering through his metal-rimmed glasses.

I considered my Instagram. Almost every picture was of myself.

When we finally arrived at the top of Mount Pisgah, we were rewarded with a view of the Willamette River running past an old gravel mine. An oddly angled swing dangled from a tree a short distance from where we stood. Taking turns, we sat on the swing’s wooden plank. As I swung wildly from side to side, laughing to the point of almost shrieking, six cameras pointed at me from various directions.

Once the allure of the swing had subsided, we sat, talked, and climbed on a nearby tree. More often than not, a camera was pointed at a photographer, who then pointed their camera directly back.

Dimick sat on a bench facing away from the group, looking out at the scenery. The view encapsulated the Willamette River. Each side of I-5 was adorned with trees reaching toward the sun-filled sky. Cameras swirled behind, doing as photojournalists do: preserving a moment in time, looking outward. 📷

Dennis Dimick’s visit was part of the Robert B. Frazier Distinguished Lectureship in Journalism, which was established in 1987 by Frazier’s family to bring professionals with recognized accomplishments to the SOJC to share their experience and knowledge. For information about giving to the SOJC, go to page 60.

'What Is Media?' Conference Goes International and Interdisciplinary

Story by Ben DeJarnette, BA '13, MA '15
Photo by Andrew DeVigal, SOJC Chair in Journalism Innovation and Civic Engagement



UO president Michael Schill considers himself to be relatively tech-savvy (he was, after all, a beta tester for TiVo and an early adopter of the iPhone). But at the SOJC's What Is Media? conference in Portland, Schill acknowledged a gap in his technology knowledge:

"When it comes to media," he said, "I just can't keep up."

Schill's welcoming remarks underscored the remarkable pace of change in digital media as well as the timely focus of the conference.

Only 10 years ago, many of today's most successful media platforms—from Medium and Vox.com to Snapchat and Instagram—didn't even exist. Now they are global juggernauts, and they're dramatically reshaping the future of digital-era journalism.

"That's why this conference is essential," Schill said. "It helps us stimulate the understanding of this incredibly important function in our society—the media function."

The conference, directed by the SOJC's Philip H. Knight Chair in Communication Research **Janet Wasko** and **Jeremy Swartz**, BA '00, MS '10, PhD '16, featured presentations by a star-studded cast of more than 200 local and international scholars, futurists, media practitioners, and artists, including:

- Amber Case, cyborg anthropologist and entrepreneur
- Luciano Floridi, professor of philosophy and ethics of information, University of Oxford
- Sybille Krämer, professor of theoretical philosophy, Free University of Berlin
- Fred Turner, chair of the Department of Communication, Stanford University

- Michael Schudson, professor of journalism, Columbia University
- Joanna Zylinska, professor of new media, Goldsmiths, University of London

In total, the conference drew participants from 17 countries and research presentations ranging from "Facebook as a Historical Problem" to "Information Policy, Metatechnology, and the Future of the Posthuman."

This impressive range of scholarship reflected the conference's broader emphasis on fusing diverse disciplines and media forms. Between sessions, participants ambled through the *Habitats* exhibition at the White Stag building, and on Friday night they visited the Portland Art Museum for *Media, Exploration, Emergence*, which included a screening of Lynn Hershman Leeson's documentary *!Women Art Revolution* and a dance performance by Harmonic Laboratory.

"In any experience, we learn about our environment by interacting with it," Swartz said. "A lot of history is lost to approaches that only see a singular perspective."

The conference began with a roundtable discussion commemorating the 50th anniversary of the landmark Freedom of Information Act, which protects public access to federal government records. The eight-member panel discussed how the interpretation and application of the law

has changed over 50 years—and what it means for journalists today.

That discussion set the stage for the evening's Centennial Johnston Lecture, delivered by *New York Times* senior writer **John Markoff**, MS '75. The lecture, "Three Reporting Cultures: Designing Humans In and Out of the Future of Journalism," addressed how journalism will evolve in the age of artificial intelligence and "smart" technologies.

"Do we get to this point where computers can win a Pulitzer Prize?" Markoff asked. "I'm actually more interested in the [intelligence augmentation] question: Where are the technologies that make humans better reporters? There are now hundreds of examples of tools for reporting, and the notion of augmented journalists is really becoming real!"

Other presentations and panels at the What Is Media? conference covered topics such as the ethics of big data and the evolution of the public square. By Saturday evening, the conference had convened six plenary sessions and 44 research panels, a program described by one participant as "breathtaking" and by another as a "spectacular mix of study and fun."

And fittingly, the final sendoff—an original composition by award-winning musician and composer Robert Kyr of the UO School of Music and Dance—provided a rousing end to a truly *multimedia* experience. 100

SOJC Hosts “Don’t Wait for the Quake” Forum in Portland

Story by Ben Dejarnette, BA '13, MA '15

Ever since the *New Yorker* dropped its blockbuster story “The Really Big One,” about the frightening implications of a Cascadia Subduction Zone earthquake, Oregonians have been wondering how to prepare. To provide some answers, the SOJC cohosted “Don’t Wait for the Quake” in partnership with Oregon Public Broadcasting (OPB) in November 2015 at the George S. Turnbull Portland Center.

The event, which aired on KOPB-TV and streamed live online and over the radio, featured four videos produced by SOJC undergraduates, each with its own angle on earthquake preparedness and recovery. One video told the story of a community in Nepal that was rebuilding following a deadly April 2015 quake, while another explained how to prepare an emergency kit for furry friends.

During each screening, more than 160 audience members used the engagement platform Harvis to share emotions and answer moderators’ questions. **Andrew DeVigal**, SOJC Chair in Journalism Innovation and Civic Engagement and the creator of Harvis, helped interpret the platform’s data visualizations.

Following the video about Nepal, DeVigal noted a clear shift in audience reaction. “In the beginning, there’s a lot of feeling overwhelmed,” he said. “But as we scroll through the storyline, there’s a sense of motivation to act. It says a lot about the storytelling.”

OPB’s *Think Out Loud* host Dave Miller also moderated a panel discussion with Andrew Phelps, director of Oregon Emergency Management; Chris Goldfinger,

a geologist and expert on subduction-zone earthquakes; and T. Aisha Edwards, a therapist specializing in posttraumatic stress disorder. The panelists fielded audience questions about early-warning systems, emergency response shelters, Portland’s bridges, and why it’s so difficult to get Oregonians to prepare.

Edwards said that economic constraints play a part. “I’ve worked with folks who don’t even have housing,” she said. “Trying to put together a kit for emergency preparedness is just not realistic.”

SOJC Assistant Professor **Ed Madison**, PhD '12, said the increased exposure for student-produced work is one of several highlights from the collaboration. “For OPB to set aside an hour of prime-time coverage creates some great opportunities,” he said. “And I’d say we delivered.” 100

Students Travel to Nepal to Capture Multimedia Stories of Resilience

Story by Nikki Kesaris, SOJC student writer

“We can come back. We can come back to our normal life. And one day, we can rise again.” —Anup Shrestha

These are the words you will see when you first arrive at nepal.uoregon.edu, a multimedia website created by SOJC student **Kyle Hentschel** and **Sutton Raphael**, BA '16. In October 2015, the duo traveled to Nepal to cover the aftermath of the devastating earthquake that struck the nation earlier that year, taking more than 8,000 lives, displacing Nepal’s citizens, and leaving the country’s infrastructure in critical condition.

The trip was an opportunity for Raphael and Hentschel to use their journalistic skills to help solve real-world problems. In Nepal, the two filmed, edited, and produced several videos they combined into a comprehensive multimedia piece telling the stories of people affected by the earthquake.

“We found that the best thing we could bring back and convey was the power of the human condition and its capacity for selflessness in a time of disaster,” Hentschel said.

In addition to storytelling skills, the trip called on the students’ patience, awareness, and understanding. “We spent each day meeting with new people who were eager to share their stories of perseverance after the earthquake,” said Raphael.

“Meandering through the wreckage in Kathmandu and in the peripheral villages, the sites didn’t mirror the spirits of the people who lived there,” Hentschel and Raphael wrote. “We saw community. We saw laughter. We saw strength. We didn’t see broken.”



Shannon Nelson

Transitioning to the Real World via PDXSX and the Staniak Scholarship

Story by Andra Brichacek

When **Shannon Nelson**, BA '16, started her Portland Senior Experience (PDXSX) internship at Portland Center Stage (PCS) last spring, she knew she had a lot to learn. As a senior majoring in public relations in the SOJC, she had a solid background in the communication skills she’d need as a PR intern, but she knew next to nothing about the theater world.

“Everyone else who worked at PCS was a major theater buff, and many participated in theater productions outside their day jobs,” she said. “I was worried I wouldn’t be able to market a product I was unfamiliar with.”

Fortunately, the purpose of the PDXSX program—which has placed more than 200 SOJC seniors in internships with Portland businesses since 2006—is the development of scholars. Not only did Nelson find her stride in her new position, but she also gained invaluable experience that has helped her transition from the classroom to the real world.

“I learned so much from my time at PCS,” she said. “I got used to the way working professionals communicate with each other. I observed our PR director interacting with the press and how she handled good and not-so-good reviews. I experienced event planning and learned what you need to keep in mind based on your clientele.”

Nelson, who worked four days a week taking photos, updating social media, planning events, and writing blog posts, had plenty of time to observe, learn, and get practical experience. Although her internship was unpaid, she was one of three SOJC students that term who received the Staniak Scholarship—funded by SOJC alumni **Eric Staniak**, BS '80, and **Betty Staniak**, BS '80—which pays a stipend to PDXSX participants interning at nonprofits.

“The scholarship gave me the freedom to not have to take a second job on top of my internship,” she said. “That freedom was crucial, because I didn’t have the time to find an adequate second job.”

Shortly after graduation, Nelson landed a full-time PR internship with the Hoffman Agency in Vancouver, Washington, where she creates content and conducts media relations for big brands such as Bowflex, Schwinn, and Universal.

“At the Hoffman Agency, I’ve already put what I learned in the SOJC to the test,” Nelson said. “I wanted to jump into my first post-grad job with both feet, and my PDXSX internship at PCS allowed me to do that. It gave me time to transition from student to working professional as well as valuable work experience.” 100



Super-J Students Conquer NYC

Story by *Andra Brichacek*

A lot has changed in media and communication in the past decade, but one thing remains true: for journalists, the beating heart of the industry still resides in New York City. What better place for journalism students to learn and network?

In May, SOJC Instructor **Lisa Heyamoto**, MS '11, and Carolyn S. Chambers Professor in Journalism **Damian Radcliffe** took 14 top journalism-track students to the city for the inaugural Super-J trip to the Big Apple. The contingent visited 15 of the industry's most iconic sites, from centuries-old educational institutions and legacy print dynasties to the nimble startups researching and innovating the latest media technologies.



Photo by Shirley Chan, SOJC student



Photo by Judy Holtz, BA '16

"The journalism industry is incredibly varied and constantly evolving," said Heyamoto. "It was invaluable for our students to experience that firsthand and to see the many paths that are open to them."

The trip was made possible for many of the students by a gift from **Jim Pensiero**, BA '75, and his wife, Karen Miller Pensiero. Jim recently retired from the *Wall Street Journal* after a 31-year career, and Karen is currently the *WSJ's* editor of newsroom standards.

"Some of the students had never been to New York, and I think that's its own reward," Jim Pensiero said. "And I think the ones who had been to New York had never seen it for what it really is—the media and financial capital of the United States and maybe, arguably, of the world."

In NYC, the SOJC students did what they do best: covered what they saw, heard and learned on a variety of channels, including a Medium.com blog and daily Twitter and Instagram reports.

"The daily assignments were a great way to digest everything we were learning at these top media organizations," said Polly Irungu, a senior in the SOJC. "One thing I really liked is our use of Twitter. It was a great way to keep the conversations going and share what we were learning with our networks."

And, boy, did they learn a lot. Virtual reality journalism? The students tried it. Robots who write news stories? They found out why it's not as scary as it sounds. Audience engagement? They learned the latest approaches for immersing users, tracking interests, and expanding reach.

"It's all very exciting and innovative," said **Jonathan Bach**, BA '16. "Virtual reality is pushing reporters into new frontiers. Staff writers must crank out social media fodder at break-neck speed. Journalism students are told to become proficient in videography, photography, and multimedia."

The students also visited some of the SOJC's most esteemed alumni, including the Pensieros and **Ann Curry**, BA '78. More than one of the students parlayed the connections they made on the trip into summer internships in the city.

"These experiences made for a truly memorable week," said Radcliffe. "Everyone, without exception, was incredibly generous with their time and insights. This—coupled with the great questions and professionalism exhibited by our students—really made this a trip to remember. I'm already looking forward to doing it all again in 2017." 🎉

sojc.co/SuperJinNYC
medium.com/uo-super-j-in-nyc-2016

#SuperJinNYC Itinerary

1. *The New York Times*
2. *The New Yorker*
3. *The Wall Street Journal*
4. Columbia University
5. City University of New York
6. *ProPublica*
7. *The Marshall Project*
8. *The Huffington Post*
9. *BuzzFeed*
10. Blue Chalk Media
11. Empathetic Media
12. Parse.ly
13. Witness
14. ZDNet
15. *Tech Gadget*

SOJC Students Produce Multimedia Stories in Washington, DC, for NewsroomU

Story by Drew Forrest, BS '16, and Judy Holtz, BA '16



In Finland, SOJC Students Cover World Press Freedom Day Events

Story and photos by Jonathan Bach, BA '16

As the students lined up outside the White House's heavily guarded entrance, there was soft but audible excitement. Despite the dark and drizzle hanging over the nation's capital, for these student journalists, nothing could overshadow the day. Soon they would meet the White House press secretary, Josh Earnest, for a real-life press briefing.

The aspiring journalists—23 college students and two high school students from schools around the country—were in Washington, DC, for the inaugural NewsroomU, a four-day multimedia storytelling event hosted in May 2016 by the SOJC, the George Washington School of Media and Public Affairs, and the San Jose State University School of Journalism and Mass Communications. At the student newsroom, based out of the George Washington University School of Media and Public Affairs, the participants' primary assignment for the weekend was to tell stories about millennials living in the shadow of the 2016 presidential election.

SOJC assistant professor **Ed Madison**, PhD '12, brought students from three different areas to DC for the storytelling summit: **Jose Contreras**, BS '16, from advertising; **Judy Holtz**, BA '16, from journalism; and **Drew Forrest**, BS '16, from public relations. Madison was there

to provide feedback and supervise story production throughout the weekend. He also created a behind-the-scenes video of the weekend to tell the story of these student journalists immersed in journalism behind the Beltway.

In addition to multimedia storytelling, the student participants had the opportunity to meet with several industry influencers, including Earnest, Chuck Todd from *Meet the Press*, and Brent Jones from *USA Today*. "What really struck me was Jones's ability to understand where we were coming from as almost-college-grads entering the work force," Forrest said. "He gave us great advice that we'll be taking forward with us."

The SOJC students involved started gaining invaluable experience even before the event began. Contreras built the official NewsroomU website (newsroomu.com), curated content, and helped create the logo. Forrest curated website material, crafted the brand's digital voice, and established the NewsroomU Facebook, Twitter, and Instagram channels.

"It was extremely crucial to tell the story of each student before the program even started," Forrest said. "We worked hard to create a narrative that would stand out to the White House before we even visited."

The advance work paid off, as social traffic to NewsroomU channels was high. According to Forrest, the Facebook page alone reached 10,000 followers during the event.

While Contreras and Forrest worked behind the scenes, Holtz was out in the field producing work. Of the two videos she created during the NewsroomU experience, she was proudest of her second piece, *Maya Weinstein: Sexual Assault Activist*, which focused on the issue of sexual assault awareness on US college campuses.

Weinstein, a recent George Washington University alumna, spoke to Holtz about her personal experience with rape during her freshman year. Holtz was most touched by Weinstein's perspective that sexual assault does not define her but rather has empowered her to become an activist and voice for survivors who feel silenced.

The experience also taught Holtz something about her own abilities. "I now know I can produce high-quality videos in a short amount of time if the story is compelling enough," she said. "Producing, editing, and publishing this piece in less than 24 hours was a new experience for me, but I enjoyed the challenge." 📹

How often do University of Oregon Ducks get to fly to Finland? For five SOJC students, a 2016 trip to Scandinavia was no regular study-abroad trip. The group, which included student research fellows with the UO's UNESCO-Crossings Institute for Conflict-Sensitive Reporting and Intercultural Dialogue, covered this year's World Press Freedom Day events in Helsinki, Finland, May 2–4.

Based in Eugene, the Crossings Institute partners with UNESCO—the United Nations Educational, Scientific, and Cultural Organization—to cover issues of multiculturalism and conflict-sensitive journalism around the world. The Helsinki event marks the fifth World Press Freedom Day celebration the institute has covered, according to **Peter Laufer**, co-director and James N. Wallace Chair of Journalism.

"As important as it is to study free expression in the classroom," said Laufer, "the opportunity to interact with those who both fight for what we too often take for granted in this country and suffer for their principles is not otherwise possible to replicate."

Laufer guided five SOJC students—**Emerson Malone**, **Franziska Monahan**, **Negina Pirzad**, BA '16, **Scott Greenstone**, and **Jonathan Bach**, BA '16—through daily assignment meetings. But for the most part, the students chose which events they would cover and whom they would interview.

The opportunity to interact with those who both fight for what we too often take for granted in this country and suffer for their principles is not otherwise possible to replicate.

Event topics over the three days ranged from a discussion on the challenges facing Russian and Ukrainian journalists reporting on the war in Ukraine to gender equality in the media. The student research fellows also produced podcasts for the Crossings Institute website based on their reporting on the events.

For the students, the World Press Freedom Day events were eye-opening.

Pirzad met one of her role models, Christiane Amanpour, CNN anchor and chief international correspondent, before a panel discussion and took a picture with

the lauded journalist, who was there as a moderator.

"I knew I wanted to find her and talk to her somehow," said Pirzad. "She's my idol."

Monahan had never been to the World Press Freedom Day events. She knew she was a representative not only of the SOJC, but of the United States.

One speaker noted that not many journalists from major American media outlets attended. "But we were there," said Monahan.

Malone, in contrast, was no stranger to travelling overseas with the Crossings Institute. Last year, he covered World Press Freedom Day across the Baltic Sea from Finland in Riga, Latvia.

On the recently released World Press Freedom index from Reporters without Borders, Finland ranks number one, the best on the list, whereas Latvia ranks number 24. (The US comes in at 41st place on the survey of 180 countries.) The 2016 World Press Freedom Day events were held in Finland in part because of its top place on the index.

Of the ties between the United Nations agency and the UO, Laufer said, "Our Duck presence in the midst of one of UNESCO's premiere annual events continues to foster our close institutional relationships." 📹

What I Learned from Ann Curry

Story by Shirley Chan, SOJC student,
2015–17 Ann Curry Electronic Media Scholar

On the morning of Wednesday, March 2, I sat among 25 other SOJC students awaiting our instructor's arrival. Although the setup was like any other classroom on any given day, the instructor was far from ordinary. We were waiting eagerly to hear words of wisdom from one of the SOJC's best-known alumni, accomplished broadcast journalist Ann Curry, BA '78.

The event wasn't the usual for Curry, either. She wasn't in front of the camera. She wasn't in an exclusive interview with a foreign leader. Instead, she was leading an impromptu class for a couple dozen young multimedia journalists while she was in Eugene for a UO Board of Trustees meeting.



As expected, Curry delivered advice—a mix of personal anecdotes about reporting overseas, unforgettable insights, and pieces of wisdom—that resonated with her student audience. “If you fight for the stories that matter, then your work will matter,” she said. In the silence that followed this statement, the passion in her voice—the same passion that shows in Curry’s work—reverberated throughout the small room.

Curry spoke of many things that day, but her main emphasis was on the importance of making real connections and maintaining accuracy. She confirmed it’s true that journalism is “the first rough draft of history,” and she described it as “an act of faith for the future.”

Curry put much emphasis on how deep, real connections change the world. A journalist’s job, she said, is to create an informed public.

But her way of informing the public is by first establishing a human connection so her viewers can better understand the serious issues she is uncovering.

Understanding what questions to ask is another key part of a journalist’s job. Curry told us, “If you can look at people as your family, you will know what questions to ask.” Looking at your sources in this way can help you maintain their human dignity while reporting and establish a deep connection that will make the story more engaging to the audience as well.

If connections help you build trust and your reputation as a journalist, accuracy is what maintains that trust. Curry admonished her students to always triple-check their facts. If you’re wrong, she said, your job as a journalist is over.

As a two-time recipient of the Ann Curry Electronic Media Scholarship, I was reminded that morning of how honored I am to receive a scholarship from someone of Curry’s experience and prestige. She was once an SOJC student like me. She hailed from the small town of Ashland, Oregon, with big dreams that eventually came true. She was the first female reporter to work at the news station where she held her first job. Since then, she has worked for NBC as an anchor and international correspondent, traveling around the world and garnering global respect as a journalist in the process.

Her words and her story have inspired me, as a female journalist, to “fight for the stories that matter” no matter the circumstances. 🍀

SOJC Student Attended Prestigious Hive Global Leaders Program

Story by Nikki Kesaris,
SOJC student writer



As the first in his family to attend college, **Iago Bojczuk** never expected to leave his countryside town in Brazil to travel to the United States for higher education. Now a sophomore in the SOJC studying journalism, Bojczuk is well on his way to becoming a young leader. In April 2015, Bojczuk—who is also a full-tuition scholarship recipient in the Robert D. Clark Honor College—headed to the Harvard Innovation Laboratory in Boston, Massachusetts, to attend the Hive Global Leaders Program.

Hive is a leadership and entrepreneurship training program for exceptional leaders across the globe. Created by Harvard alumnus Ryan Allis, Hive brings together the world's top leaders, innovators, CEOs, and entrepreneurs to connect with and educate

upcoming leaders who want to have a positive influence in the world. Ultimately, the program's mission is to create a group of entrepreneurs and leaders who share a common goal of creating a better world using creative thinking, social sciences, technology, and entrepreneurship.

Each day of the three-day Hive event has a specific focus: what's going on in the world, what's going on in one's own world, and what's going on in one's work. The goal is for participants is to learn how to make a positive impact in each of these areas.

"I feel like I need to lead a more purpose-driven life by giving more educational opportunities to people back in Brazil, and Hive will help me find out more about

it," Bojczuk said. "My country is facing an enormous political and economic crisis, and I believe connection and entrepreneurship are essential to unite the youth power in order to change the current scenario."

This summer was also busy for Bojczuk, who again traveled to the East Coast to teach public relations to high school students for a three-week summer program called Explo at Yale University. The program draws students from all over the world, and Bojczuk used what he learned at the Hive Global Leaders Program to prepare him to communicate well with a diverse group of people. After the summer program, Bojczuk interned at a nongovernmental organization in Buenos Aires, Argentina. 📸

Student Profile: Taylor Wildner

Story by Nicole Rideout, BA '16



Taylor Wildner, BA '16, recently completed an internship with the US Olympic Committee. Wildner reflects on her experience as an intern and shares some of her insight and advice.

What did you do as an intern for the US Olympic Team, and what was your experience like?

There were two parts to my internship with the US Olympic Committee. My main job was to produce content for all of the @TeamUSA social media platforms. I made graphics and GIFs, wrote tweets, scheduled Facebook posts, and helped with their Snapchat on a day-to-day basis.

I also had to create monthly decks with our monthly social statistics and progress toward our year-end goal. I sat in on a lot of meetings with my boss and also had the chance to listen to social media-related apps and companies pitch to Team USA about why we should use their company to better our own social media. I came into the internship with barely any social media experience, so there was a huge learning curve for me at first.

The second part of my internship consisted of sports photography. The Olympic Training Center did not have an in-house photographer, so I kind of created that role for myself. I spent a lot of time photographing athletes training at the OTC. I would follow them around from when they woke up to when they went to bed so that

I could show Team USA fans what it was like to train for the Olympic and Paralympic Games. It was crazy fun, but also a ton of hard work.

The US Olympic Committee rehired you to work at the Rio Olympics. How did this come about?

When I heard they were going to hire out help in Rio, I negotiated with my boss and my boss's boss to get them to let me go instead. It took a lot of time and a long proposal to do so, but I'm really excited to be part of the team again down in Rio.

How did you get your start in photography?

I became interested in photography in the eighth grade. I found an old camera in my house and started playing with it. I've also always been interested in business and entrepreneurship, so I quickly found a way to make money by taking [photos for] people's Christmas cards starting my freshman year of college. I then joined the yearbook and have basically been doing the same stuff ever since.

I'm passionate about photography because it's been the only thing I've ever been interested in enough to do even when it's

not considered a job. I feel so much more confident with a camera around my neck than when I leave it home in my room. It's the only thing I feel like I really know how to do.

What are some of your hopes for the future?

I want to continue working in sports for a while. I've just started applying for jobs, but I'm hoping to start out as a photo editor for the NFL. Eventually I want to be a full-fledged, successful freelance photographer.

Do you have a specific SOJC faculty member that particularly influenced you during your time at the UO?

Both **Deborah** and **Dan Morrison** have influenced me a ton. I am an advertising major and was first inspired to get creative on my own terms by Deb Morrison. Yet at the same time, Dan has been there every step of the way to keep me going in photography. They really are a dynamic duo.

Do you have any advice for students seeking a similar career path?

Create opportunity for yourself. You don't need to belong to a club or a group to make cool stuff. 📸

Deborah Morrison, Carolyn Silva Chambers Distinguished Professor in Advertising, is the advertising area director, and Dan Morrison is a senior instructor II in photojournalism.

Wall Street Journal

Selects Two SOJC Seniors for

Summer Internships

Story by Andra Brichacek

Photo by Johnny Hammond, SOJC student photographer



For aspiring journalists with an interest in business and finance, few publications rise higher on the dream-job list than writing for the *Wall Street Journal* (WSJ). The flagship publication of the Dow Jones media company, WSJ is America's largest newspaper by paid circulation and has won 39 Pulitzer Prizes during its 127-year history.

It's no surprise that WSJ internships are fiercely competitive and sought after among journalism students around the nation. As it turns out, SOJC students are high on WSJ's list as well.

When the media company began combing through applications for the inaugural F. James Pensiero Summer Reporting Internship, it was so impressed by two SOJC seniors that it awarded the named internship to one and opened up a second position for the other.

Emerald Editor Bazzaz Wins the Pensiero Internship

The F. James Pensiero Summer Reporting Internship—named for UO alumnus and longtime visionary at the WSJ, **Jim Pensiero**, BA '75—seeks students who intend to pursue a career in business or financial journalism. It gives preference to seniors who have held internships with other large media organizations and who have worked on student publications.

Dahlia Bazzaz, BA '16, fit the bill on both counts. Before she became the editor in chief of the *Oregon Daily Emerald*, she was a crime reporter and community editor for the *Emerald*, a Charles Snowden Program for Excellence in Journalism intern at Oregon Public Broadcasting, and a reporter for the UO's KWVA-FM radio station.

According to Pensiero, the WSJ internship will likely be a significant springboard for Bazzaz's career. "For a journalism student who gets an internship at the *Wall Street Journal*, it makes a huge difference," said Pensiero, who recently retired from the

WSJ after 31 years, including a recent stint as deputy managing editor and talent editor in charge of placing interns. "Not only do they make decent money for a summer job, but it's such great experience. When students get that exposure—*Wall Street Journal* editing and story placement and getting some clips in the *Wall Street Journal*—editors at other publications pay attention to that credential."

As the Pensiero intern, Bazzaz will be paid to spend 10 weeks working for the WSJ's New York office. She will also receive a generous relocation stipend to help her travel to and secure housing in the city.

"I'm jazzed for the opportunity to work alongside editors and reporters at the *Wall Street Journal*—in the center of the North American media world, New York," said Bazzaz. "As cliché as it sounds, living and working in New York City has been one of my dreams for a long time. I know it will be one of the biggest challenges I face—finding housing will be an adventure of its own—but I'm just so excited to be at the center of it all. It's the only place I've been able to go where I don't feel like a racial minority. It's the intersection of so many different industries and lives."

Bazzaz's role will include generating story ideas, working closely with reporters and editors on news, writing market commentary and forward-looking features, and analyzing market data. "I'll be reporting for the management and careers bureau on the internal news of companies—if a CEO leaves, if a company is trying out a new workflow with their employees—that sort of thing," said Bazzaz. "I'm interested in business and financial journalism because it involves making a rather complicated industry more accessible to the public. We spend most of our time and money at or with businesses, so it's vital as a journalist to make sure they're held accountable."

Another Superstar Student, Another Internship

Jonathan Bach, BA '16—editor in chief of *Ethos* magazine, a former Charles Snowden intern, and a friend and colleague of Bazzaz—also applied for the Pensiero internship. The senior journalism major was so well qualified that the choice between him and Bazzaz wasn't easy.

"We had to look at what the organization needed the most," explained Pensiero. "Dahlia had a little bit more management skill and a little more digital skill, whereas Jonathan was a very fine reporter and writer. Dahlia won by a nose for the F. James Pensiero internship, but Jonathan was such an excellent candidate that we found a way to get him an internship in our Detroit news bureau."

Bach, who hopes to become a foreign correspondent, is excited about the business journalism experience he will receive while working for the WSJ. "My beat has traditionally been international affairs, but I've always tried to work numbers in," he said. "As one of my mentors said, anything can be a business story, and anything can boil down to numbers. For example, when I wrote a piece from the Ukraine, it heavily featured economics."

The Pensiero internship is unique among large media corporations in that it is open only to seniors from state schools, such as the University of Oregon. "It's not often that people from state schools get these types of internships," Bazzaz said. "I remember looking at the recipients of reporting internships at big publications and noticing that almost all of them were Ivy Leaguers. That's why the Pensiero internship is so special: it levels the playing field by offering opportunities to student journalists outside of a prestigious bubble." 🌟

SOJC Student Lands Internship with Sports Journalism Institute

Story by Nicole Rideout, BA '16

For **Hayden Kim**, BA '16, sports have always been front and center. As both an athlete and a spectator, Kim fostered a passion for sports that has helped shape his time in the SOJC.

Kim's passion also helped him land an internship with the Sports Journalism Institute (SJI), where he had the opportunity to live in Salt Lake City for the summer as he worked on the sports section of the *Salt Lake Tribune*. The SJI, a nine-week training and internship program for college students interested in sports journalism careers, is designed to attract talented students to journalism through opportunities in sports reporting and editing.

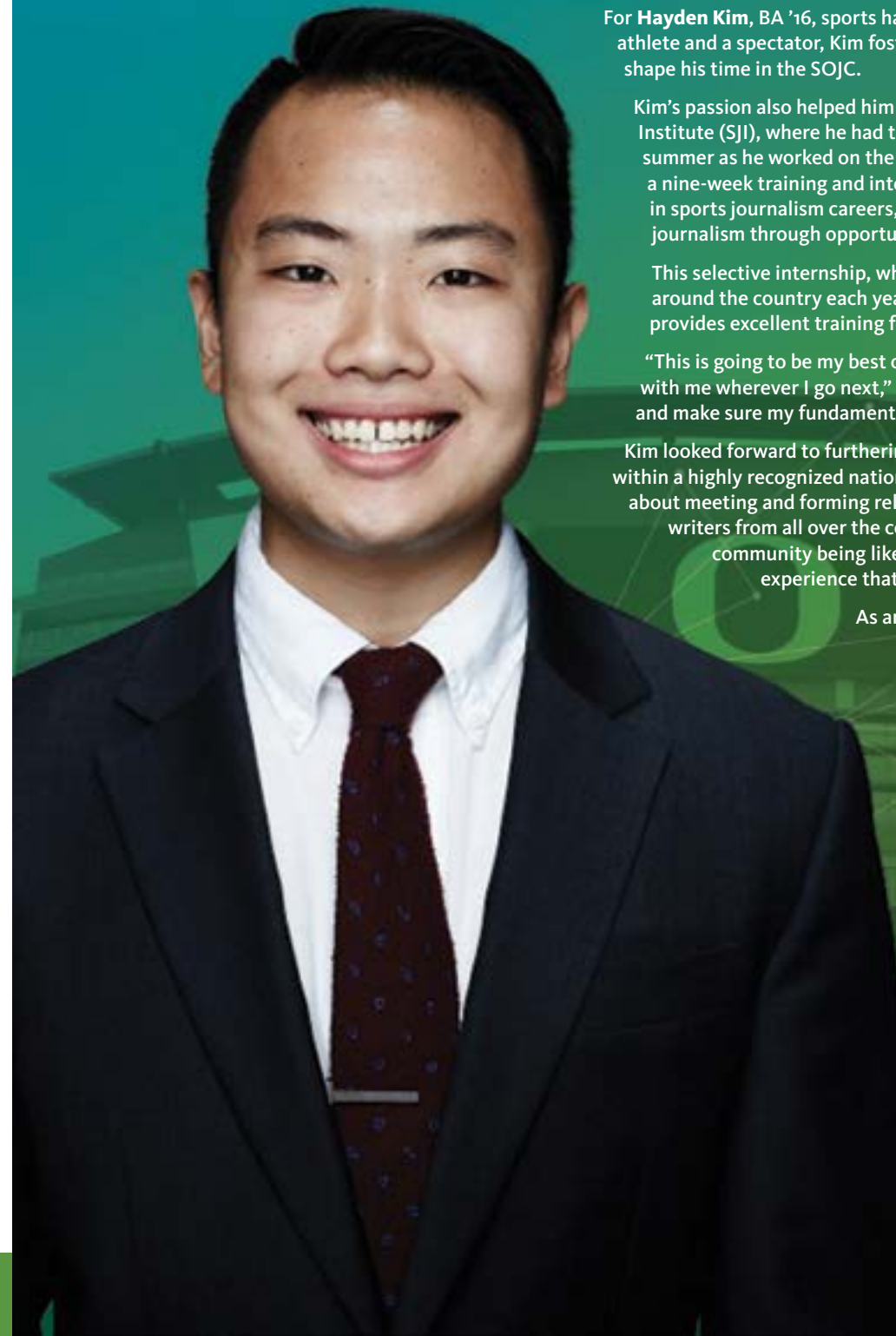
This selective internship, which is offered only to a handful of students around the country each year, boasts many distinguished alumni and provides excellent training for a successful future in sports journalism.

"This is going to be my best opportunity to set a good base of skills to take with me wherever I go next," said Kim. "My goal is to write as much as I can and make sure my fundamentals are straight."

Kim looked forward to furthering his skills and learning about the industry within a highly recognized national program. However, he was most excited about meeting and forming relationships with 11 other like-minded sports writers from all over the country. "I've heard a lot about the SJI community being like a second family," said Kim. "I can't wait to experience that for myself!"

As an aspiring sports journalism professional, Kim was interested in the opportunities he would have to connect with athletes, their families, coaches, and fans on a level beyond just the game. Kim was also excited about the continuously evolving creative process that comes with sports reporting.

The UO provides in-depth courses for a sports-centered career path, so the SOJC was the ideal place for Kim to develop his career. "The SOJC has undoubtedly shaped my college experience," said Kim. "From all the pre-J courses to the Gateway series, the SOJC as a whole has broadened my perspective of all types of interests, skills, and people that form this industry. I've been beyond fortunate to have had the experiences and connect with the people I have throughout my four years here at the University of Oregon." 🌟



GOOD NEIGHBORS GIVE BACK



Story by Nicole Rideout, BA '16

Allen Hall Advertising (AHA) is the student-run advertising agency in the SOJC. With a focus on creativity and innovation, AHA provides SOJC students with a professional advertising experience working with real-world clients.

One of AHA's 2015 projects was a campaign for the Generals, Eugene's Tier 3 junior hockey team. Students worked together to create a new brand identity to increase awareness of the team and boost attendance at events.

For many of the students involved with this project, working directly with the Generals was the most exciting part of the project.

"I was extremely excited when I found out I was given the opportunity to produce work for a hockey team," said AHA strategist **Ben Salaman**. "I grew up around the sport, and my dream is to someday be able to work for my hometown team, the San Jose Sharks."

AHA account manager **Hanna Elliot**, BA '16, shares this passion for hockey and said she is a big fan of the sport. "My brother lives in Minnesota, and we always go to a Minnesota Wilds game together when I visit," she explained.

The AHA Generals project began in the spring of 2015 and required months of dedication and hard work. Elliott explained that the campaign involved a lengthy process of research, planning,

and execution. "It was my job to have the initial meetings with the client, to hear what they had to say and their goals for this campaign," said Elliot. "I then took that information and presented it to my team, and the strategists took hold of the information and dove into extensive research and analysis. From that, they formed our creative brief, which we then presented to our creative team, and they conceptualized and developed a whole new look and feel for the Generals."

The students' efforts resulted in a new brand style guide, team headshots and photos, schedule posters, billboards, bus advertisements, and even a team music video.

AHA's final products were exceptional, but of course no project comes without its own set of obstacles. Fortunately, AHA members were ready and able to handle these challenges. "The main challenge we faced was that we did most of the work for this project during the summer, and nearly everyone had left for the summer," explained Elliott. "We had lots of Skype meetings, countless phone calls and e-mails. It was challenging, but everyone on the team really rose to the occasion and made the time for this project even with all the summertime distractions. It just goes to show how very dedicated everyone is to their advertising careers."

For many members of the team, it was their first time working with a real client, and although it was challenging at first, it became a valuable learning experience. "This was my first time applying my strategy skills to a real-world client," said Salaman. "A lot of it was learning on the go from the experienced members on the team, but it felt great being able to contribute to such a fun project."

AHA hopes its work helped raise awareness about the Generals and created a stronger brand for the team. "I hope that it gives the team an identity that the players can be proud of being a part of," said Elliot. "I also hope that our work gives the fans a unique experience and will help them learn about the sport of hockey and get involved in the Generals community."

The time and effort students put into this project not only helped improve recognition of the Generals' already successful brand, but also was extremely helpful to the development of their skills within the advertising practice. "Without the resources that were given to me as an advertising student in the SOJC, there is no way I would have been able to be a part of such a fun learning experience," said Salaman. "It will truly be a memory of mine, even after I start my career. I encourage all advertising students to apply for Allen Hall Advertising. You will learn so much and have the time of your life working with some of the clients they have." 🍀



Allen Hall Public Relations Teams Up with Olympians for

WHAT'S YOUR GOLD?

Story by Nicole Rideout, BA '16
Photo by Ryan Levenson, BA '16

What do an Olympic runner and a college student have in common?

At first, you might think the two couldn't be more different. But look deeper and you realize that everyone faces personal struggles and has to work toward achieving their goals, whether it's getting a 4.00 GPA, running a half-marathon, or winning a gold medal at the Olympics.

To help UO students and others set and pursue their personal goals, Allen Hall Public Relations (AHPR), the student-run public relations agency in the SOJC, teamed up with Olympic athletes and UO alumni **Ashton Eaton**, BA '10, and **Brianne Theisen-Eaton**, BA '11. The Eatons and AHPR started collaborating in fall 2015 to create "What's Your Gold?," a social media campaign and storytelling challenge.

"What's Your Gold?" is about more than just accomplishing something. It's designed to showcase the entire process of achieving a goal, specifically highlighting personal struggles and difficulties during that process. The Eatons say that it doesn't matter if you end up achieving your goal or

not; rather, it's about what you learn along the way. And the prize? A trip to the 2016 Summer Olympics in Brazil.

The inspiration behind the campaign was the myth that athletes such as the Eatons have perfect lives without struggles or difficulties. The couple wanted to break down this stereotype and humanize professional athletes, so they contracted with the student agency. AHPR director **Courtney Mains**, BA '16, and several SOJC faculty advisors met with the Eatons to hone their message before the AHPR team worked to create the specifics of the campaign.

The campaign's submission process asked contestants to submit four separate social media posts: first, a goal; second, a struggle; third, a breakthrough; and fourth, the outcome. To participate, people were invited to upload these social media posts—via text, video, or photo—to Instagram or Twitter before June 1 using the #WhatsYourGold and #EndeavorAlways hashtags, plus the tag @WeAreEaton. All posts had to be made through the same social media platform.

At the end of the campaign, the Eatons selected Jenna Pfeiffer, a Baylor University track-and-field athlete, as the winner. They found her story to be the most inspiring. Pfeiffer received a trip for two to the 2016 Summer Olympics in Rio de Janeiro to watch the Eatons compete.

"This campaign was a really awesome opportunity because it's a community of people. You can see what everyone else is sharing," said AHPR account supervisor **Zoe Loving**, BS '16. "If people want to get out there and go for a goal, you have the support of all these other people."

Through campaigns like "What's Your Gold?," AHPR is giving students the opportunity to work with real-world clients to create inspiring work that induces change. "AHPR is a powerful network, bringing together bright, driven, and passionate students to produce excellent client work while forming long-lasting relationships with one another," said Mains. "It was one of the best decisions I made at the UO." 🍀

Mat Wolf

on the Front Lines

Story by Andra Brichacek
Photo courtesy of Mat Wolf, BA '12

Many become journalists in the hope that their career path will lead to a life of adventure. Few, however, reach the level of daring that **Mat Wolf**, BA '12, has.

Before Wolf even got to the SOJC, he had already been around the world as a Marine and deployed twice to Anbar Province in the Iraq War. After he left the service for the SOJC, it wasn't long before he was back overseas, working as an intern with the Media in Ghana program.

Since graduation, Wolf has covered women's rights in the Middle East, Syrian refugee camps in Jordan, the 2013 overthrow of Mohamed Morsi in Egypt, and the ISIS conflict in Iraqi Kurdistan. He's been on the front lines facing violent riots, mortar shells, and car bombs to get the story.

Now he's back stateside and embarking on his latest adventure: working for CNN. We caught up with Wolf to find out how his time at the SOJC helped him launch his career as a foreign correspondent.



How did your time in the Marines affect your life path?

Joining the Marines was a decision influenced by 18-year-old me thinking I would hate college. This sounds a little immature in retrospect, but I really hated high school. Being stuck in a classroom all day irked me. I thought going to college would just be four more years of high school, so I looked at other options. The Iraq war had just started, and I had friends and family members who had already deployed. It sounded exciting, so I saw a recruiter the week after my 18th birthday.

Now, full disclosure: the Iraq war will rightfully be remembered as a disaster for both the local people and US foreign policy. I hate politics, but I've become a critic of the war. Anyone who argues otherwise should just look at the state of Iraq and Syria today. In a strange way, I don't regret the experience, though. It gave me perspective and let me see other parts of the world.

Why did you become a journalist?

My interest in being a journalist goes back to high school, when I was the editor in chief at my high school newspaper my senior year. And I got out of the Marines to pursue a journalism degree at the UO.

After doing some local internships, I decided I would be happier pursuing international coverage, so near graduation I came up with a plan to go back to the Middle East. This was in 2011–12, when the Arab Spring revolutions were under way, which also piqued my interest.

The SOJC was invaluable in helping me find internships and apply for jobs. I held a Charles Snowden internship at the *Mail Tribune*, and I interned for the *Register-Guard* in 2011. Student publications like *Ethos*, *Flux*, OR Media, and the *Daily Emerald* were also great ways to cut my teeth as a new journalist.

There are also too many instructors to thank. **Leslie Steeves**, professor and senior associate dean, took me on the Media in Ghana program when I was new at the UO, and that helped me expand my horizons.

Dan Morrison, senior instructor II in photojournalism, helped me get started in the Middle East and was a great source of advice throughout my time overseas. He put me in touch with *JO Magazine* in Jordan, which was run by UO alumni in Amman. Instructor **Rebecca Force's** blunt insight into the profession was always welcome.

What did you learn during your internships?

The Snowden internship at the *Mail Tribune* was my first nonstudent journalism gig, so it taught me a lot. Since I had been trying to put out a daily paper in addition to being a full-time student at the *Emerald*, it was refreshing to just focus on reporting.

The biggest takeaway I got from Ghana is how difficult it can be to work as a local journalist there. They have a free press and journalism laws arguably more permissive than the US. But they don't have decent salaries, which leads to semiofficial bribery and influence peddling—cash for positive coverage, essentially. The practice is easy to judge as an outsider, but most journalists there wouldn't survive without it.

One of the things I liked about the Media in Ghana program is that it pairs you with Ghanaian journalists and publishers. You get to shadow professionals in the media field there and see how they operate.

What did you learn while working for Ethos and the Emerald?

Ethos was invaluable for getting my writing skills back on track after the military. The *Emerald* taught me about the stresses of writing for a daily.

You have covered stories in a lot of dangerous situations. How do you deal with the risk factor?

I was in the middle of giant protests and rallies in Egypt in 2013. In Iraqi Kurdistan, an ISIS mortar impacted 10 meters away from me. In Erbil, I was really close to a car bomb going off. It shattered some of the glass in the room I was in.

It's not that I don't worry or get stressed, but I think I handle it differently than a lot of folks. A lot of it's adrenaline. When I covered the ISIS war and the military coup in Egypt, I found that not every day in those places is exciting or dangerous. There's definitely downtime. I rented an apartment in Erbil in Kurdistan, and security-wise I could have been living anywhere in the US.

Tell us about your new job.

I'm writing for CNN International in Atlanta and have started getting some TV scripts on air. I'll be in Atlanta for at least the next year.

It has the potential to be a big step up in my career, so I'm looking to make the most of it and see where it leads. 🍷

Charles R. Snowden Program for Excellence in Journalism

The Charles R. Snowden Program for Excellence in Journalism honors the life and career of Charles Snowden, a longtime editor at the *Oregon Journal* and the *Oregonian*. Snowden, who retired in 1986 and passed away in 1997, had a great passion for good writing, history, and the practice of ethical journalism. He is remembered not only as a top-notch editor but also as a mentor for many young journalists. In his memory, the Snowden family established an endowment for the program at the SOJC that has funded more than 200 internships since 1998.

The Snowden program is open to student journalists at all Oregon colleges and universities. In paid, 10-week placements, interns work side by side with media professionals to practice the essential skills they need to provide news and information to their communities. To ensure an outstanding learning experience, the SOJC works closely with both students and editors.

The experience pays off. Snowden media partnerships often hire their interns as full-time reporters, photographers, and multimedia journalists, and Snowden grads have landed jobs at top media outlets throughout the country and the world, including the Associated Press, *Oregonian*, *Chicago Magazine*, *Statesman Journal*, *Seattle Times*, *San Jose Mercury*, *Los Angeles Times*, and *Prague Post*.

2016 SOJC Snowden Interns

Mohammed Alkhadher, BA '16, *Register-Guard*
Shirley Chan, OPB
Will Denner, BA '16, *East Oregonian*
Adam Eberhardt, *Register-Guard*
Hannah Golden, BA '16, *Mail Tribune*
Junnelle Hogen, *Statesman Journal*
Kira Hoffmeyer, BA '16, KLCC
Kylie Juggert, *Register-Guard*
Madison Layton, BA '16, *News-Review*
Caitlyn May, BS '16, *Statesman Journal*
Ben McBee, BA '16, *1859 Magazine*
Forrest Welk, BA '16, *Baker City Herald*

The Snowden Program is funded by a generous endowment from the Charles R. Snowden family and current gifts from alumni and friends of the program. For information about giving to the SOJC, go to page 60.

Centennial Graduation Class

The SOJC celebrated its centennial class at the 2016 commencement ceremony held on Sunday, June 12, at Matthew Knight Arena.

Approximately 540 students participated in the ceremony, including 8 doctoral candidates and 27 master's students. With more than 4,500 family and friends in attendance, the arena was filled with laughter and tears.

Twenty-one students earned Latin honors:

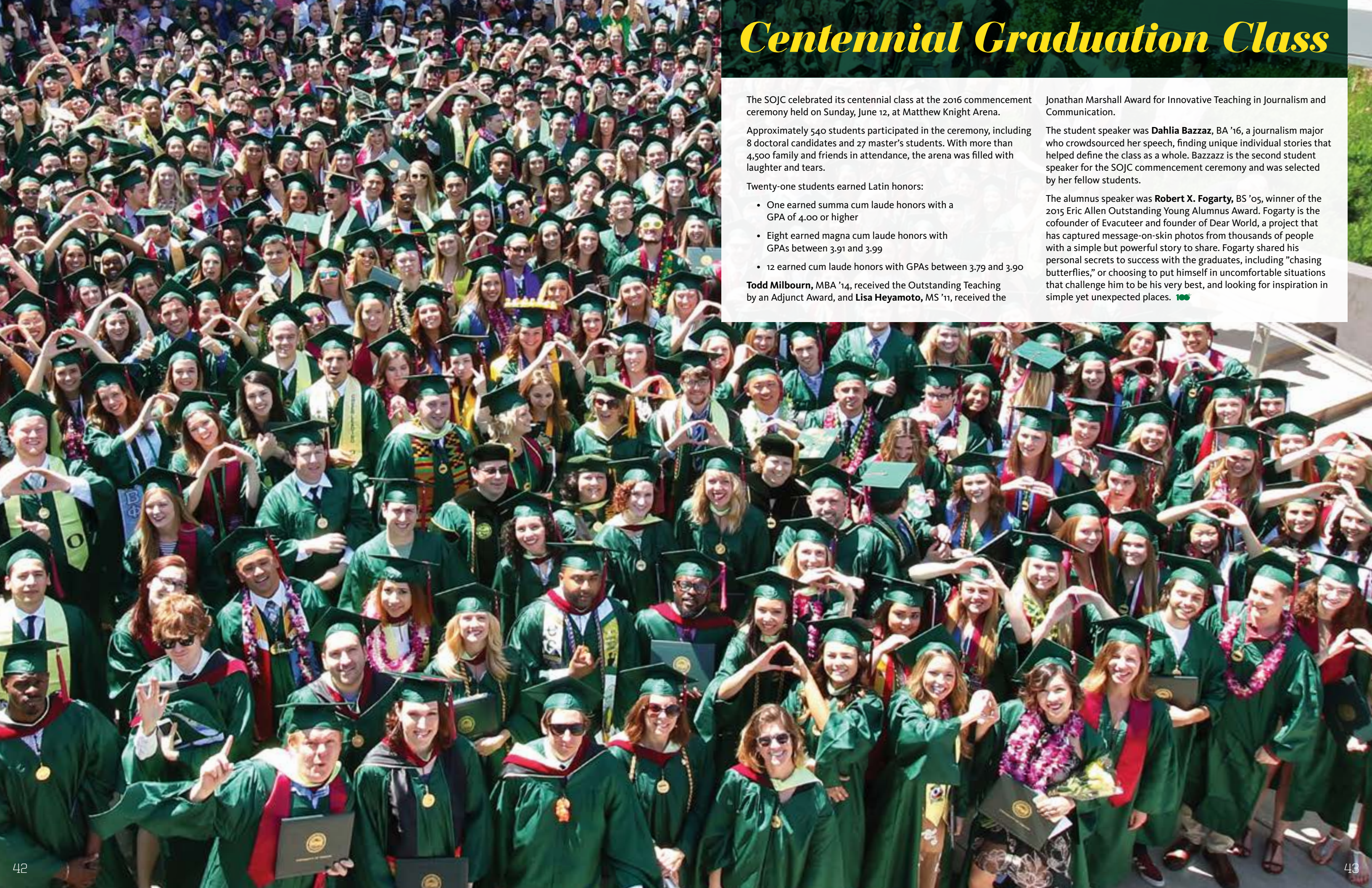
- One earned summa cum laude honors with a GPA of 4.00 or higher
- Eight earned magna cum laude honors with GPAs between 3.91 and 3.99
- 12 earned cum laude honors with GPAs between 3.79 and 3.90

Todd Milbourn, MBA '14, received the Outstanding Teaching by an Adjunct Award, and **Lisa Heyamoto**, MS '11, received the

Jonathan Marshall Award for Innovative Teaching in Journalism and Communication.

The student speaker was **Dahlia Bazzaz**, BA '16, a journalism major who crowdsourced her speech, finding unique individual stories that helped define the class as a whole. Bazzaz is the second student speaker for the SOJC commencement ceremony and was selected by her fellow students.

The alumnus speaker was **Robert X. Fogarty**, BS '05, winner of the 2015 Eric Allen Outstanding Young Alumnus Award. Fogarty is the cofounder of Evacuteer and founder of Dear World, a project that has captured message-on-skin photos from thousands of people with a simple but powerful story to share. Fogarty shared his personal secrets to success with the graduates, including "chasing butterflies," or choosing to put himself in uncomfortable situations that challenge him to be his very best, and looking for inspiration in simple yet unexpected places. 100



Flux

Tackles Race and Identity through Community Engagement

Story by Andra Brichacek

fluxstories.com

Flux magazine has never shied away from the hard topics. The theme of its first-ever issue, published in 1994, was “race on campus.” Twenty-two years later, the student-produced magazine has come full circle, tackling race and identity once again in its 2016 edition.

For a new take on a complex issue, this year the Flux staff experimented with an innovative approach to journalism: community engagement. Inspired by the four-day Experience Engagement “unconference” the SOJC’s Agora Journalism Center hosted in October, **Andrew DeVigal**, chair of journalism innovation and civic engagement, and Flux adviser and SOJC instructor **Todd Milbourn**, MBA ’14, decided to use the magazine as a laboratory to explore what engaging journalism looks like in practice.

To facilitate a community discussion, the magazine’s student staff extended invitations across campus and the Eugene-Springfield community for a live forum, where small groups participated in focused conversations.

“It wasn’t long after the University of Missouri protest, and students were deeply interested and passionate about exploring race and identity at the UO,” Milbourn said. “One thing we considered at the outset was: How do we find a theme that not only lends itself to great stories, but also important conversations? Race and identity fit that perfectly.”

Flux’s student journalists produced a wide range of stories on that topic for the 80-page special issue, including “Still Marching,” an account of Black students’

continuing fight for equality at the UO over the past 48 years; “Mixed,” an examination of ways multiracial individuals reconcile their identities; “Region and Religion,” which looks at the lives and cultures of five diverse individuals; and “Naming Rights,” about a rural Oregon town’s debate over its high school’s Native American mascot.

To continue the ongoing conversation with community members, the Flux staff hosted a follow-up event in June.

“It was satisfying to see people who attended our first event come back six months later to learn what our Flux reporters had found out,” said Milbourn. “One of the most powerful takeaways was that community engagement doesn’t just lead to richer stories. It also creates a more connected audience.” 100%

OR Magazine Brings Solutions Journalism to the iPad

Story by Andra Brichacek

ormagazine.uoregon.edu

OR Magazine has always been on the cutting edge. Developed as a course in 2011 by Assistant Professor **Ed Madison**, PhD ’12, the student-produced iPad magazine became the first in the world created with Adobe’s Digital Publishing Suite. Industry leaders have recognized the publication again and again for its compelling combinations of solid writing, photography, video, and interactivity.

This year, the publication’s student staff joined the growing contingent of journalists who are practicing solutions journalism. Rather than just presenting problems, this new approach to storytelling also covers possible solutions, with a goal of reporting the whole story while helping communities and society take positive steps forward.

“In covering complex issues, it is critical that students learn to report on more than just the problem,” said Assistant Professor **Nicole Dahmen**, OR Magazine’s faculty advisor. “Solutions journalism reports

beyond the five W’s to also cover what’s possible.”

OR Magazine’s student staff consulted with Instructor **Kathryn Thier**—who developed and taught one of the first solutions journalism courses in the nation—to find and tell stories of problems happening in Oregon right now as well as what’s being done to address them.

“Coexisting with Carnivores” shows how ranchers are learning how to live alongside the wild and ecologically important wolves in their midst. “Grow for Vets” looks at cannabis as an alternative treatment for veterans with posttraumatic stress disorder. “Engendering Equal Education” offers Oregon schools as a model for LGBT inclusion. “Tackling Teen Pregnancy” details the state’s successes with comprehensive sex education. And “Against the Grain” tells the stories of female farmers working to close the gender gap in their profession.



“The stories are well-researched and reported, and they include beautiful and compelling photos, videos, and infographics, with design and interactivity bringing the stories together,” Dahmen said. “I’m incredibly proud of the work these students did in crafting journalism that matters.” 100%

SOJC Students Launch Magazine for Outdoor Enthusiasts



Story by Nicole Rideout, BA ’16
Photo by Will Saunders, BS ’16
oregonoutdoormag.com

With the ocean to the left, the mountains to the right, and plenty of flowing rivers and lush forests in between, the UO provides the perfect base from which to explore breathtaking new places. Seeing the need for an outdoor publication to highlight the natural beauty of the area, SOJC student **Kyle Hentschel** created O2, a quarterly adventure and travel magazine.

O2, short for Oregon Outdoor, is run by a small but talented group of UO students that includes journalism major Hentschel as editor in chief, a photo editor, designers, business strategists, and a social media coordinator. O2 produces travel and adventure features, business Q&As, and personal profiles of people who are involved in the outdoor industry.

“The O2 team is based in Oregon, so most of the stories are rooted here, but the magazine has content from all around the Pacific Northwest and the world,” said Hentschel. “We always include an international travel feature.”

The inspiration behind O2 came in part from something a fellow student, **Kathryn Boyd-Batstone**, BS ’15, said during a presentation in one of Hentschel’s classes. He recalls her saying, “Figure out what you lose all your time doing, and then try and find a way to use that for your career in journalism.” This powerful idea became the driving force behind O2 magazine.

Hentschel felt that because the UO is known for its adventurous student body, it needed a publication to represent the outdoor community—and that was a sentiment the entire O2 team could

get behind. “There were a lot of student-run magazines focused on arts, culture, and standard feature storytelling, but there wasn’t an outdoor magazine,” said public relations major and O2 social media coordinator **Megan Ganim**, BA ’16. “Since there wasn’t really an adventure-travel magazine in the state of Oregon either, there was a lot of potential for O2 to grow.”

A successful Kickstarter campaign that raised more than \$5,000 got the magazine off the ground and helped the O2 team turn its vision into a reality.

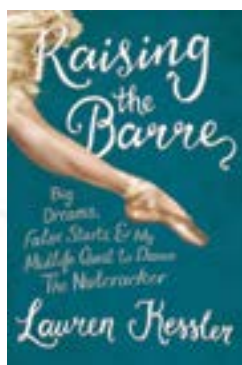
O2’s staff continues to publish issues of the magazine and has been working hard to produce high-quality storytelling. Stories for the 2016 spring issue included a business feature offering readers a closer look into the local food community and food distribution industry.

O2’s content is fully integrated online, and copies are distributed throughout Eugene, Portland, and Bend.

“Working on O2 never really feels like work,” said Hentschel. “Our ‘meetings’ are full of laughs and tangential conversations. We flip through magazines, compare notes from the past weekend, and revel in collective enthusiasm for what we have created.” 100%

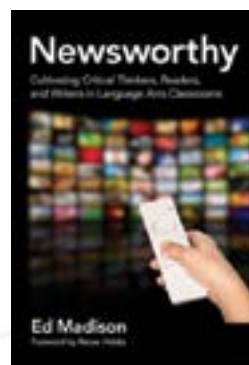
2015–16 Faculty Books

Several SOJC faculty members published books on a wide range of topics this year, from academic texts to literary nonfiction. Here's a sampling of the most recent releases:



Raising the Barre: Big Dreams, False Starts, and My Midlife Quest to Dance The Nutcracker by Lauren Kessler

Award-winning author and professor **Lauren Kessler**, MS '75, latest work of literary nonfiction chronicles her midlife journey to fulfill her childhood dream of becoming a ballerina. Beginning with a nationwide "Transcontinental Nutcracker Binge Tour" and ending with her personal performance of *The Nutcracker* with the Eugene Ballet Company, Kessler's account offers a behind-the-scenes look at the gritty world of ballet through the lens of her love for the dance, as well as her fears, resilience, and refusal to "settle in" to midlife.



Newsworthy: Cultivating Critical Thinkers, Readers, and Writers in Language Arts Classrooms by Ed Madison

Assistant Professor **Ed Madison**, PhD '12—who has been a professional broadcast journalist and producer-director for more than 30 years—offers teachers strategies for using journalistic learning to instruct students in research, reading, and writing in language arts and social science. Drawing from his extensive fieldwork in schools across the country, Madison demonstrates how this approach, which borrows techniques from journalists and focuses on research and writing projects that yield publishable student writing, aligns with Common Core State Standards.



Data Journalism: Inside the Global Future edited by Tom Felle, John Mair, and Damian Radcliffe

In this follow-up to the best-selling *Data Journalism: Mapping the Future*, **Damian Radcliffe**, Carolyn S. Chambers Professor in Journalism, and his coeditors offer 30 chapters from professional journalists, developers, and academics who are using data to find and tell stories in new and visually exciting ways. Contributors include Simon Rogers, data editor at Google; Helena Bengtsson, editor of data projects at the *Guardian*; Megan Lucero, data journalism editor at the *Times* and the *Sunday Times* in London; and Assistant Professor **Nicole Dahmen**.



Global Media Giants by Benjamin J. Birkinbine, Rodrigo Gomez, and Janet Wasko

Janet Wasko, Philip H. Knight Chair in Communication Research, teamed up with her colleagues from the world of media studies research, **Benjamin Birkinbine**, PhD '14, and Rodrigo Gomez, to produce this in-depth look at media corporations. Through case studies of some of the world's largest media corporations—from News Corp and Televisa to Microsoft and Sony—the book examines how such companies wield power economically, politically, and culturally on the regional, national, and global levels. Other SOJC contributors include Associate Professor **Gabriela Martínez**, PhD '05; **William Kunz**, MS '94, PhD '98; **Teddy Workneh**, PhD '14; **Mickey Lee**, PhD '04; and Assistant Professor **Christopher Chávez**.

Assistant Professor

Peter Alilunas Publishes **Porn Industry Retrospective**

Story by Andra Brichacek

Photo by Emma Oravec



When most people think about media studies, pornography is not the first thing that comes to mind. But the genre, assistant professor and interim media studies area director **Peter Alilunas**, BA '06, argues, holds an important—and unique—place in media history.

"As a media scholar interested in gender and sexuality, I believe pornography is the ideal place to examine those issues," said Alilunas. "It's the 'limit' of how humans can visually represent those characteristics, so it's a perfect laboratory to raise and examine big questions. Pornography is also something most people (not just academics) want to avoid, which makes it even more interesting and important."

After nearly a decade of research on the topic, Alilunas is filling a considerable gap in the literature with the recent publication of *Smutty Little Movies: The Creation and Regulation of Adult Video*. According to Alilunas, his new book tells two stories: The first is the history of adult video, including the players and actors, companies, and movies of the industry as it transitioned from theaters to home video beginning in the late 1970s. The second explores the cultural consequences and regulations that followed.

"What I'm really interested in is how culture regulates media," Alilunas said. "How do people limit, contain, regulate, and monitor pleasure, desire, and mediated depictions of those things?"

The answer to that question, he added, provides a frame for examining regulation of all kinds, from cultural to legal and financial. The book argues that society's efforts to mediate and monitor pleasure position adult video as a significant player in the history of not only pornography, but of media as a whole.

"What this book adds to the conversation is a history that has been hidden and unexplored," Alilunas said. "I wanted to answer basic questions about adult video history, like we do for every other type of media. The creation of adult video is one of the most significant media transformations of the 20th century." 106

SOJC Honors and Awards



Leslie Steeves

Senior Associate Dean **Leslie Steeves** won the UO's 2016 Thomas F. Herman Award for Specialized Pedagogy for her dedication in building the Media in Ghana program. Steeves also joined the editorial board of the *Journal of Creative Communications*.

Student advisor **Rachel Allen**, BA '09, was the 2016 Excellence in Advising—Professional Advisor winner, selected by the National Academic Advising Association (NACADA) Region 8 Steering Committee.

The National Institute for Transportation and Communities awarded more than \$86,000 to a research team led by SOJC faculty members Assistant Professor **David Remund**; Senior Instructor **Kelli Matthews**, BA '01, MA '04; Carolyn Silva Chambers Distinguished Professor in Advertising **Deborah Morrison**; and Assistant Professor **Autumn Shafer** for the yearlong study "Framing Livability: A Strategic Communications Approach to Improving Support for Public Transportation in Oregon."

Professor **Lauren Kessler**, MS '75, was inducted into the University of Washington Department of Communications Alumni Hall of Fame in October 2015.

Associate Professor **Gabriela Martínez**, PhD '05, was selected to receive the 2016 Reverend Dr. Martin Luther King Jr. Award from the University of Oregon.

Professor of Practice **Torsten Kjellstrand's** documentary, *Finding Refuge*, was selected for viewing at several film festivals: Frontier Texas, the Ethnografilm Festival, the One Nation Film Festival, and the Short Stop International Film Festival.

Assistant Professor **Nicole Dahmen** was awarded a UO Faculty Research Grant for a project studying both candidate-controlled and mass-mediated images of candidates in the 2016 US presidential campaign. The project, "The Visual Presentation of Candidates in the 2016 Presidential Campaign," will be a follow-up to her journal article, "Obama and Romney Photos Receive Equal Treatment."



Kyu Ho Youm

Assistant Professor **Autumn Shafer's** poster won Honorable Mention at the 2016 Kentucky Conference on Health Communication.

Assistant Director of Student Services **Miranda Atkinson** is the recipient of the UO Excellent Professional Advising Award, which is cosponsored by the All-Campus Advising Association and the Division of Undergraduate Studies. This award recognizes the positive impact that exceptional professional advising and mentoring has on undergraduate students' educational experience at the University of Oregon.

Director of Student Services **Sally Garner**, BA '98, is one of only 10 in the world selected to serve as mentors for the 2016–18 Class of Emerging Leaders for NACADA, the global community for academic advising. Garner, who was herself an emerging leader in the program's 2011–13 class, was selected because of her commitment to the program as well as her involvement and leadership in the association.

Jonathan Marshall First Amendment Chair **Kyu Ho Youm** was the winner of the Guido H. Stempel III Award for Journalism and Mass Communication Research, an annual award presented by the faculty of the E. W. Scripps School of Journalism at Ohio University to recognize a body of research that has benefited the professions of journalism and related mass communication fields.

Doctoral student **Endalk Chala**, as part of the Zone 9 bloggers, received the 2015 International Press Freedom Award from the Committee to Protect Journalists.

Assistant Professor **Ed Madison**, PhD '12, was named an Apple Distinguished Educator.

Ann Curry, BA '78, received a 2015 Oregon History Makers medal as a person who is positively shaping the history, culture, and landscape of Oregon.

Andy Rossback, BS '14, designed the website for the Pulitzer Prize-winning Marshall Project–*ProPublica* joint reporting project, "An Unbelievable Story of Rape."

Assistant Professor **David Remund** was appointed to the editorial board of the *Journal of PR Research*, the top research journal for scholarship in public relations. He was also named to the Public Relations Society of America's College of Fellows and an Arthur Page Society Legacy Fellow, and he was appointed to the State of Oregon Attorney General's Sexual Assault Task Force.

Assistant Professor **Troy Elias** and Carolyn Silva Chambers Distinguished Professor in Advertising **Deborah Morrison** were selected for the 2016 Education Summit Steering Committee of the One Club for Art and Copy in New York.

Assistant Professor **Nicole Dahmen** won the Top Paper Award in the Visual Communication Studies Division at the International Communication Association conference in Fukuoka, Japan, for her research on restorative narrative. She was named to the editorial board for *Visual Communication Quarterly*.

Jenny Tatone, BA '99, MS '16; doctoral student **Alec Tefertiller**; and Associate Professor **Tiffany Gallicano** won the Top Teaching Paper Award for the Public Relations Division of the Association for Education in Journalism and Mass Communication for their study, titled "I Love Tweeting in Class, but . . . : A Mixed-Method Study of Student Perceptions of the Impact of Twitter in Large Lecture Classes."

Assistant Professor **Donna Davis** was named 2015 Outstanding Alumna by the University of Florida's Department of Family, Youth, and Community Sciences for "success in her career" and accomplishments that "best exemplify the standards and values of the department." The honor recognizes one undergraduate and one graduate alumnus or alumna from each program annually. Davis received her master's degree from the program in 2005.

Knight Chair in Communication Research **Janet Wasko** was re-elected to a third term as president of the International Association for Media and Communication Research.

Seth Lewis, Shirley Papé Chair in Electronic Media, received the Best Article of the Year Award from the Journalism Studies Division of the International Communication Association for his paper, "Actors, Actants, Audiences, and Activities in Cross-Media News Work."

Doctoral student **Ashley Cordes** received the Margaret Weise Award from the UO Graduate School.

Doctoral students **Netsanet Debebe**, **Theodore Harrison III**, and **Shehram Mokhtar** received Promising Scholar Awards from the UO Graduate School.

Videographer-producer **Evan Norton** and writer-strategist **Spencer Orofino**, BA '16, attended the OneScreen film screening. Their video for the Science and Memory project, *Will You Change?*, was shortlisted in the student competition.

Doctoral students **Sarah Hamid** and **Patrick Jones** were part of the winning panel, "South Asia: Cracking Open the Black Boxes of Law, Democracy, Infrastructure, and Governance," at the 2016 UO Graduate Forum in February. Doctoral students **Matthew Pittman** and **Derek Moscato** were part of a second winning panel, "Adapting to New Trends in Policy and Technology."

The **Cuba Creatives** team took first place in the Best Interactive—Large Team category in the Broadcast Education Association Festival of Media Arts Awards. More than 1,300 total entries were received in the nationwide competition. Also, the **NW Stories** team (**Garrett Guinn**, BA '15; **Sutton Raphael**, BA '16; **Dana Bredeweg**, BA '16; and **Amanda Butt**, BA '15) took third place in the long-form documentary category.

Brock Kirby, BS '08, made the One Club's list of 2016 Ones to Watch under 30 Years Old.

Doctoral student **Shehram Mukhtar** received a UO Center for the Study of Women in Society grant for his work, "Women's Dances and Men's Pleasures: The Politics of Gender, Sexuality, and Class in the Punjabi Theater of Lahore, Pakistan."

Paulina Liang, BA '16, and **Yolanda Saetern**, BS '16, were honored at the American Advertising Federation's Most Promising Multicultural Student conference.

The student-produced film *Numb in America* was nominated for a 2016 Collegiate Emmy Award. The team that produced the film includes **Greg Bruce**, BS '16; **Jose Contreras**, BS '16; **Sutton Raphael**, BA '16; **Tevin Tavares**, BS '16; and **Larryn Zeigler**.



Troy Elias



Nicole Dahmen



Seth Lewis



Ashley Cordes



Tevin Tavares



Esi Thompson

Doctoral student **Esi Eduwaa Thompson** was awarded the Oregon Sylff Fellowship for International Research from the UO Graduate School. Thompson was also selected as one of three winners of the 2016 Inez Kaiser Graduate Students of Color Awards by the Public Relations Division of the Association for Education in Journalism and Mass Communication. She also received the SOJC Doctoral Research Fellowship to help fund her dissertation research, which is concerned with communication and health, focusing on the case of the 2014–15 Ebola outbreak in West Africa.



Matthew Pittman

Doctoral student **Matthew Pittman** was accepted to the Oxford Internet Institute's Summer Doctoral Program, where he joined doctoral students from all over the world and from many different disciplines to study online theory.



Jeremiah Favara

Doctoral student **Jeremiah Favara** received a John Furr Fellowship to conduct research in Duke University's J. Walter Thompson collections for his dissertation. Duke funded eight applicants, and Favara was the only one to receive the Furr Fellowship, which allowed him to spend two weeks conducting research at the John Hartman Center for Sales, Advertising, and Marketing History. He was also accepted to the USC Summer Doctoral Institute on Diversity and Culture.

Media studies master's student **J. D. Swerzenski** received a Fulbright US Student Award to teach in Colombia. He will act as an English teaching assistant for the 2016–17 academic year.



Kyle Hentschel

Dawn E. Garcia, BS '81, was named director of the John S. Knight Journalism Fellowships Program at Stanford.

The SOJC had three teams of winners in this year's Society of Professional Journalists' Region 10 Mark of Excellence Awards:

- **Fahmo Mohammed**, BA '15, **Kyle Hentschel**, and the staff of **OR Magazine**—Best Digital-Only Student Publication for *OR Magazine*, Spring 2015 issue
- **Cuba Creatives staff**—Best Independent Online Student Publication for *Cuba Creatives*.
- **Garrett Guinn**, BA '15, **Dana Bredeweg**, BA '16, and **Andrew Spangler**, BA '16—Best Use of Multimedia for "Out of the Shadows: Cuban Improv Actor Carlos Borbon"



Thomas Schmidt

- **NW Stories—Artist and "Bug Guy" Christopher Marley** by **Nicolas Walcott**; **Garrett Guinn**, BA '15; **Chloe Huckins**, BA '16, and **Kyle Hentschel**, with support from **OR Media**, was designated the 2016 Society of Professional Journalists' Mark of Excellence National Winner in the Television Feature Reporting category. National Mark of Excellence award judges can select one national winner in each category. Walcott was the lead producer on the piece.

Four SOJC student projects received nominations in the 2016 National Academy of Television Arts and Sciences Northwest College Awards for Excellence:

- Short-Form Nonfiction—"Creatively Maladjusted" • **David Zupan**, director-editor
- Long-Form Nonfiction—"Fitting the Description in North Portland" • **Jarratt Taylor**, MS '15, director
- "We Followed the Water: The Story of the Oregon Science and Memory Project" • University of Oregon • **Ivan LaFollette**, class of 2015, director • **Christopher M. Piepgrass**, BS '16, coproducer • **Cody Schmidt**, BS '15, coproducer
- "A Higher Road" • **Michael McGovern**, BS '15, director • **Izzi Rassouli**, producer • **Casey Minter**, BS '15, cinematographer

OR Magazine won the Gold Crown Award presented by the Columbia Scholastic Press Association.

Micky Lee, PhD '04, received the Top Poster Award in the Feminist Scholarship Division at the International Communication Association conference in Fukuoka, Japan, for her paper "Ada's Algorithm: Reimagining the Machine as Texts".

Doctoral candidate **Thomas Schmidt's** research paper, "Pioneer of Style: How the *Washington Post* Adopted Literary Journalism," was awarded the Norman Sims Best Graduate Paper prize by the International Association for Literary Journalism Studies. This is the second year in a row that Schmidt received this award. Schmidt was also awarded the Gary Smith Summer Professional Development Award and a Graduate Research Support Fellowship from the UO Graduate School.

Carolyn S. Chambers Professor in Journalism **Damian Radcliffe** was selected as a 2016 Fellow by the Tow Center for Digital Journalism at Columbia University. His project (with Dr. Christopher Ali), "Local News in a Digital World: Small Market Newspapers in an Era of Digital Disruption," examines how small-market newspapers in the US are responding to the shift to digital technology in everything from editorial content to distribution to advertising.

Public relations student **Keala Verigan** and the rest of the UO Net Impact team were finalists in the 2016 Toyota + Net Impact Next Generation Mobility Challenge.

Jarrat Taylor, MS '15, won the Long-Form Nonfiction award in the 2016 Northwest Regional College Student Awards for Excellence for his film, *Fitting the Description in North Portland*.

Doctoral student **Teri Del Rosso's** paper, "Intersectionality and LGBTQ Youth Advocacy: An Analysis of the Agenda-Building Strategies of the GSA Network and PFLAG," was selected by the Public Relations Division as a Top Student Paper for the National Communication Association 102nd Annual Convention.

Gordon Friedman, BS '15, was named the Society of Professional Journalists Oregon Territory Chapter 2015 Rookie of the Year. Friedman was a Snowden intern at the *Statesman Journal* in summer 2015 and was offered a full-time position at the end of his internship.

Hillary Lake, MA '02, PhD '08, received a 2015 Emmy Award for Crime Reporting from the Northwest Division of the National Academy of Television Arts and Sciences.

Prapat "Jojo" Nujoy, BA '13, received the 2015 New Professional Award of Excellence from the Portland Metro Public Relations Society of America.

2015–16 Hearst Journalism Awards

Kyle Hentschel took first place in the Hearst Multimedia Enterprise Reporting Competition for *Rise Again*, featured on nepal.uoregon.edu. **Julia Reihls**, BA '15, took fourth place in this competition for her *Journey of Jeopardy* piece.

Hannah Golden, BA '16, took fifth place in the Hearst Personality Profile Writing Competition.

Shirley Chan placed in the top 20 in the Hearst Journalism Awards competition in the Multimedia—Feature Writing category.

The Science and Memory team took first place in the Hearst Multimedia Team Reporting Competition. Team members include **Melanie Burke**, BA '15; **Emma Pindell**; **Kyra Bailey**; **Will Saunders**, BS '16; **Hayla Beck**; **Evan Norton**; **Paige De Paepe**; **Miro Merrill**; **Taylor Richmond**, BA '16; **Spencer Orofino**, BA '16; **Ben McBee**, BA '16; **Lili Bayarmagnai**, BA '15; **Julia Reihls**, BA '15; **Sierra Morgan**, BA '16; and **Andy Abeyta**, BA '15.

Sam Katzman, BA '15, and **Reuben Unrau**, BA '15, placed in the top 20 in the Hearst Journalism Awards Feature Writing competition.

Ryan Kang, BA '16, placed in the top 20 in the Hearst Journalism Awards competition in the photography division.

Justin Wise, BS '16, took fifth place in the Hearst College Sports Writing Awards. His winning piece is a beautiful and sad piece about being a sports fan and the death of his father.

Will Saunders, BS '16, and **Kyra Bailey** were in the top 20 winners in the Hearst Journalism Awards Photo Picture Story-Series competition.

Hearst Intercollegiate Competition

Often called "the Pulitzers of college journalism," the Hearst program holds yearlong competitions in writing, photojournalism, broadcast news, and multimedia for journalism undergraduates. Journalism schools accumulating the most points earned by their students in each category are designated the winners of the Intercollegiate Competitions. The Overall Intercollegiate winners are those schools with the highest combined student points from a record 1,261 entries submitted this year.

1. The SOJC placed in the top 10 in the Hearst Intercollegiate Writing Competition.
2. The SOJC placed seventh in the Hearst Intercollegiate Photojournalism Competition.
3. The SOJC placed fifth in the Hearst Intercollegiate Multimedia Competition.
4. The SOJC tied for eighth place (with the University of Missouri) in the Hearst Intercollegiate Overall Competition.



Damian Radcliffe



Gordon Friedman



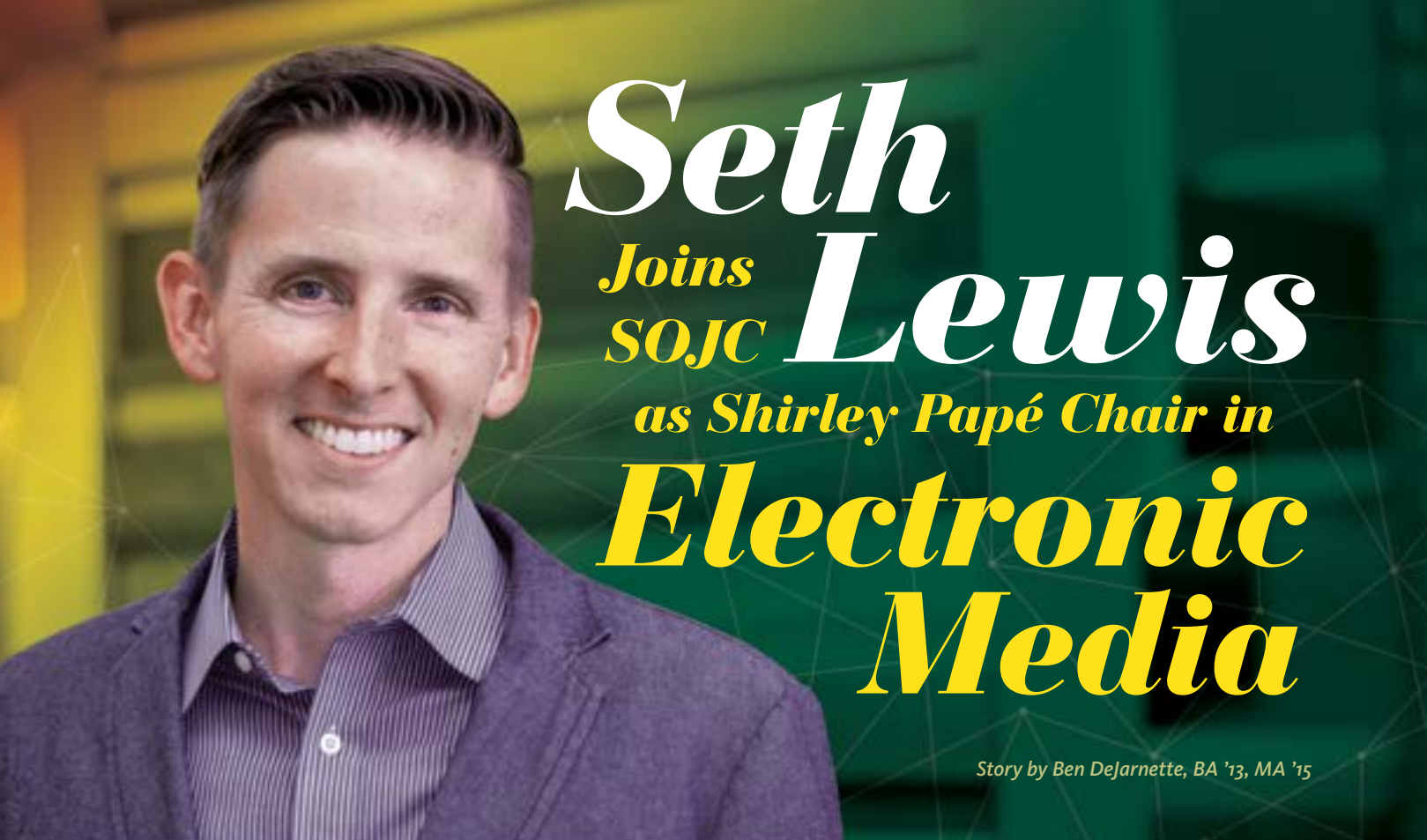
Julia Reihls



Hannah Golden



Lili Bayarmagnai



Seth Joins SOJC Lewis as Shirley Papé Chair in Electronic Media

Story by Ben DeJarnette, BA '13, MA '15

As a rising star in mass communication research, **Seth Lewis** grapples with many of the biggest issues facing the news media, from the future of artificial intelligence in journalism to the relationship between news organizations and audiences. So maybe it's a good thing that the SOJC's newest faculty member no longer has to lose sleep over another thorny conundrum: Go Ducks, or Go Beavers?

"Growing up in Gresham, I had a split allegiance between the Ducks and Beavers," he said. "I had no real dog in the fight, so I kind of liked them both."

Lewis settled that problem by joining the SOJC as its inaugural Shirley Papé Chair in Electronic Media. In the new role, he will bring his award-winning research on digital-era journalism to Eugene, where he'll also teach courses that help students think critically and creatively about the industry they're preparing to enter.

"A lot of students are being hired not only for their skills practicing journalism, but also for their ideas about how to make it better," he said. "Part of that is understanding the

challenges and opportunities that face journalism, as well as thinking about what the changing nature of technology means for the changing nature of journalism."

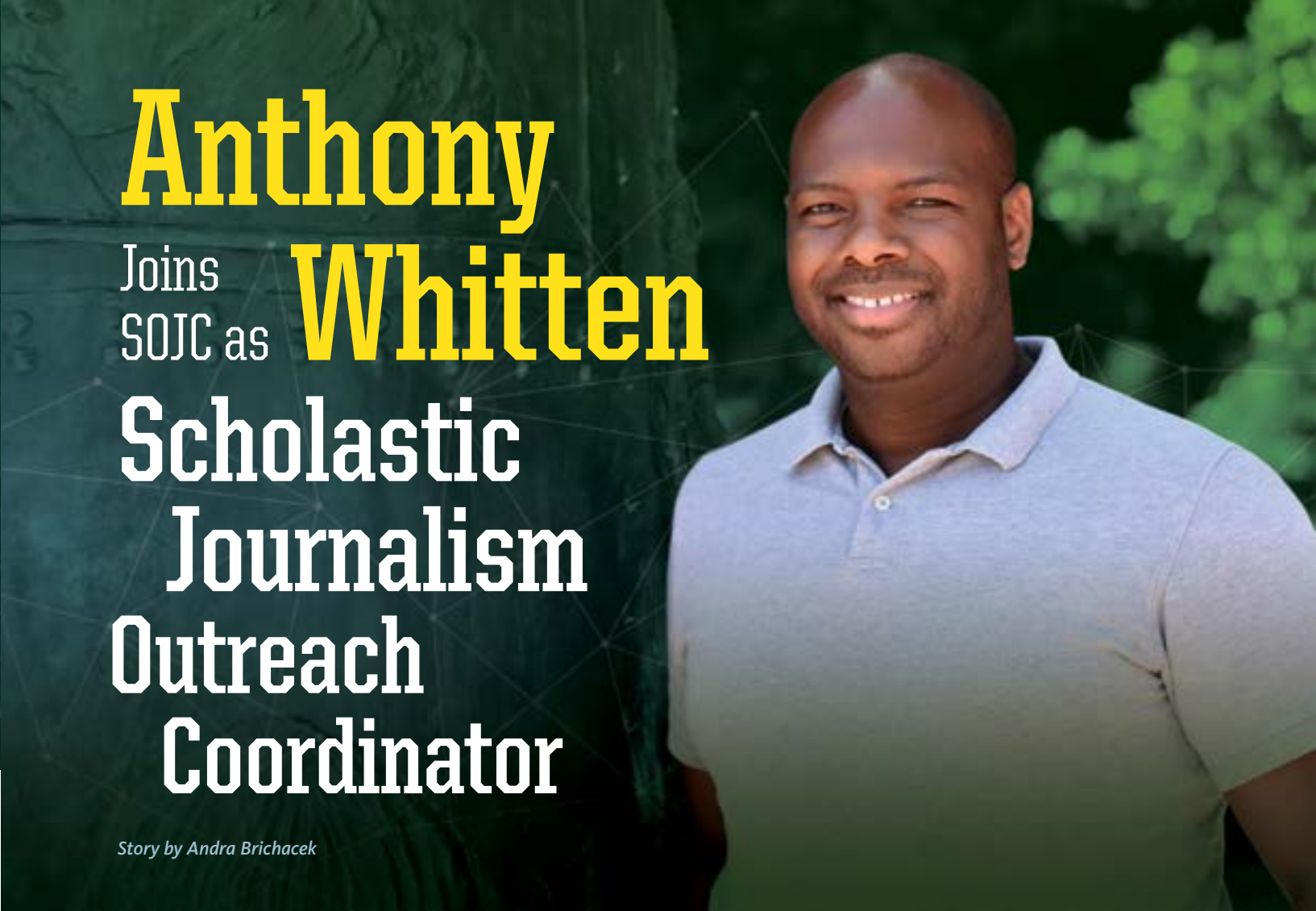
Lewis—a former journalist turned PhD who leaves a position as associate professor at the University of Minnesota—will begin teaching courses in the fall.

Lewis works at the intersection of digital technologies, media sociology, and journalism studies. His research explores the digital transformation of news and media work, with a focus on conceptualizing human-technology interactions and media innovation processes associated with data, code, analytics, social media, and related phenomena.

Drawing on a variety of disciplines, theories, and methods, Lewis has published nearly 40 peer-reviewed articles and book chapters since 2010, covering a range of sociotechnical development—from big data and open-source software, to social media and digital audience analytics. In 2016, he received the Best Article of the Year Award from the International

Communication Association's Journalism Studies Division for his paper "Actors, Actants, Audiences, and Activities in Cross-Media News Work." He edited a 2015 special issue of the international peer-reviewed journal *Digital Journalism* on the subject of "Journalism in an Era of Big Data," co-edited the 2015 book *Boundaries of Journalism: Professionalism, Practices, and Participation*, and won the 2013 Outstanding Journal Article of the Year in Journalism Studies for "The Tension Between Professional Control and Open Participation: Journalism and Its Boundaries" as well as an honorable mention distinction in 2014 for "Open Source and Journalism: Toward New Frameworks for Imagining News Innovation." His 2012 coauthored article on journalists' use of Twitter is the most-cited article in the 16-year history of *Journalism Studies*.

Lewis is on the editorial boards of *New Media @ Society*—the top-ranked journal in communication—as well as *Journalism @ Mass Communication Quarterly*, *Social Media + Society*, and *Digital Journalism*, among others. 📖



Anthony Joins SOJC as Whitten Scholastic Journalism Outreach Coordinator

Story by Andra Brichacek

When **Anthony Whitten** was 11, he moved from a majority black school in New Jersey to a primarily white school in Virginia. In high school, he struggled with feeling as if he belonged in a community where few of his fellow students looked like him.

That all changed when he found journalism. "It was the one place I felt really connected to school and myself," he said.

After joining the yearbook staff his junior year, Whitten realized two things: the world is full of possibilities—and stories—just waiting to be discovered. And he wanted to be a teacher who could support other minority students through the types of challenges he had faced.

Whitten, who has been a high school instructor in northern Virginia for the last 12 years, has made it his life's mission to support young people and show them

paths they might never have considered. In his role as advisor for Westfield High School's yearbook and newspaper, he has guided student journalists to several honors, including this year's elite Pacemaker Award. For the past two years, he has also served as a facilitator for the Journalism Education Association's Outreach Academy, where he trains other journalism advisors how to teach their subject to diverse populations. The JEA awarded Whitten its Rising Star Award in 2013.

Whitten's latest adventure as the SOJC's scholastic journalism outreach coordinator will allow him to match even more high school students with life-changing opportunities. In the new role, Whitten will visit Oregon high schools to recruit students to the SOJC and teach other educators what he has learned about keeping journalism engaging and relevant to

digital natives. He will also act as executive director of the Northwest Scholastic Press, a regional organization based in the SOJC that organizes the annual Fall Press Day and the Student Media Olympics.

"Scholastic journalism serves an essential role for the SOJC as the leading school of journalism on the West Coast," said **Regina Lawrence**, executive director of the SOJC's Agora Journalism Center and George S. Turnbull Portland Center, where Whitten's position is based. "It's part of our mission to show young people the importance of journalism to communities and to democracy. And it's a crucial pipeline to excite young people—especially those in underrepresented communities—about journalism, pursuing college, and attending the University of Oregon." 📖

Journalism Advancement Council



The Journalism Advancement Council provides advice and support to 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 to provide counsel regarding mission, goals, and strategic planning, and it assists with efforts to obtain financial support to enrich the student experience. Central to the role of the council members are advocating for the school and helping to strengthen its relationships with its various constituencies.

Jon Anderson
President/Publisher
Random Length Publications

Steve Bass
President and CEO
Oregon Public Broadcasting

Scott Bedbury, BS '80
Founder/CEO
Brandstream

Barbara Blangiardi, BS '79
SVP Strategies & Creative Partnerships
FOX Sports

Kari Boiler BA, '93
CEO
Boiler Inc.

Therese Bottomly, BA '83
Managing Editor
The Oregonian

Tim Clevenger, class of 1986
Vice President—Brand, Creative, and
B2C Strategy & Integrated Marketing
Cambia Health Solutions

John Costa
Editor in Chief
The Bulletin

Julie Dixon
Cofounder (Retired)
Sports Incorporated

Ken Doctor, MA '79
News Industry Analyst
Newsonomics

Corey duBrowa, BA '88
SVP Global Public Affairs
Starbucks Coffee Company

Brian Erb, BS '85
Partner (Retired)
Ropes & Gray, LLC

Shirley Hancock, BS '80
JennaCooperPR
Contributing Writer for *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

Jim Pensiero, BA '75
Deputy Managing Editor (Retired)
The Wall Street Journal

Scott Reames, BA '89
Corporate Historian
Nike

Neal Rosen, BS '74
Owner
Rosen Communications

Betty Staniak, BS '80
Sr. Writer/Producer
State Farm Creative

Gayle Timmerman, BA '69
Classified Advertising Manager (Retired)
The Oregonian

Tracy Wong, BA '81
Chairman, Creative Director
WONGDOODY

Mark Zusman, MA '78 (Chair)
Publisher/Editor
Willamette Week

Welcome new JAC Members



Jon Anderson

Jon is a former member and past chair of the UO Foundation Board of Trustees. He is the president, publisher, and sole owner of Random Lengths Publications, a privately held wood products industry newsletter and information service. Jon was a competitive long distance runner from 1966 to 1984 and a member of the US Olympic Team in 1972. He won the Boston Marathon in 1973. Jon began his running career in Eugene as a senior at Sheldon High School with legendary coach Bill Bowerman. Jon was immortalized as the first athlete to win an international event in Nike shoes.



Barbara Blangiardi, BS '79

Barbara is the senior vice president of strategies and creative partnerships for FOX Sports. She previously worked for NBC Universal, where she oversaw creative teams that produced branded content for all NBCU platforms and the consumer marketing campaigns for NBC Olympics. Barbara is a former member of the UOAA Board of Directors, mentors UO student athletes, and provides support for student athletic scholarships and experiential learning in the SOJC.



Kari Boiler, BA '93

Kari is the former president of Bugaboo Americas. Prior to working for Bugaboo, she worked at Wieden + Kennedy in Portland and Amsterdam, where she worked for such global brands as Nike, Coca-Cola, Audi, and Lego. After the birth of her first child, Kari found that her Bugaboo stroller was the center of attention stateside. She approached the small Dutch company with her ideas for launching and growing the Bugaboo Americas business. Bugaboo armed her with 15 strollers to execute an exciting marketing and business plan, and she moved back to Los Angeles in 2002.



Jim Pensiero, BA '75

Jim retired as deputy managing editor and talent editor for the *Wall Street Journal* in November 2015, capping a 31-year career at *WSJ*/Dow Jones. He's now working as a consultant to the chief content officer of Gannett Co., advising on technology and management issues. The *WSJ* has created a summer internship in Jim's honor—the F. James Pensiero Summer Reporting Internship. The first winner of the internship is SOJC graduate Dahlia Bazzaz, BA '16, who worked for the *WSJ*'s New York bureau in summer 2016.



Neal Rosen, BS '74

Neal is a UO ambassador, former board chair, and member of the Journalism Advancement Council. He is also the owner of Rosen Communications, which provides public relations and strategic communications to public and pre-IPO companies.

Fred Crafts Comes Full Circle

Story by Andra Brichacek Photo courtesy of Fred Crafts

Some people are born knowing what they want to do with their lives. Fred Crafts, BS '63, is one of them. He just didn't realize it until he got to the University of Oregon.

"When I was floating from major (music) to major (geology) to major (political science), Dean John Hulteng encouraged me to stay with journalism," Crafts said. "One day he informed me that my eclectic life journey was precisely the kind of liberal arts background a journalist needs."

Crafts was way ahead of the dean. He landed a job as a radio announcer at 16, and by the time he enrolled at UO, he was working full-time as station news director for KERG-AM, now KRVM, in Eugene.

"Being a child of the 1940s, I grew up with radio," Crafts says. "The only job I ever wanted was to be on the air."

More than 50 years after Hulteng confirmed Crafts' life path, he has yet to stray from it. He's won a number of journalism awards throughout his career, including a National Newspaper Association award, the Birdland West Humanitarian Award, and an American Political Science Association award. He's a well-known national commentator and advocate for the arts. And he has remained active in radio throughout his life.



From Storyteller to Journalist

Crafts has always been a storyteller, but he credits the J-School with turning his aptitude into a livelihood. "The SOJC gave me the mechanism for telling stories effectively," he said. "I learned how to craft a lead, tell a story, check my facts, meet a deadline, follow a style, give it my all. All the stuff I thought boring at the time has turned out to be incredibly important and useful."

After graduation, Crafts wasted no time putting his skills to use. He became a reporter at the *Register-Guard*, where another piece of his life puzzle fell into place. "I did a lot of arts coverage," he says. "Recognizing that the arts were my true calling, I soon made it my sole area of coverage for the rest of my career."

Much like his love of radio, Crafts' passion for the arts has been with him since childhood. "I have always been interested in the arts," he said. "I was lucky. My parents took me to a lot of performances as a child. As a result, the arts are in my blood."

While still reporting for the *Register-Guard*, Crafts began doing broadcast news stories on the side for CBS Radio. "My first national story was a piece for CBS Radio Sports—an interview with Terry Baker, Oregon State's quarterback who had just won the 1962 Heisman Award," Crafts said. "I was hooked. I covered everything—sports, politics, crime, natural disasters, you name it."

By the late 1960s, Crafts' star was rising fast. He continued to do radio stories for the major networks and published articles in some of the biggest print outlets in the nation, including the *Associated Press*, *United Press International*, the *New York Times*, *Seattle Times*, *Los Angeles Times*, and *San Francisco Chronicle*. In 1967, he landed a job as an anchorman and reporter for a CBS Radio station in Los Angeles, and he hosted and produced a national radio program called *Youth Scene* that chronicled the social revolution of the 1960s.

"Having close contact with leading figures of the '60s movement—especially the rock music innovators—gave me an entirely new way at looking at art," Crafts said.

The Road Back Home

Crafts continued building his portfolio until he received a mysterious phone call in 1983. "One day I got a call asking if I wanted to work for the *LA Times*," Crafts said. "Thinking it was a friend playing a joke on me, I came

close to hanging up on the man who turned out to be my future boss. Talk about nearly missing an opportunity."

The position turned out to be a dream job for Crafts: fine arts editor. He spent the next five years covering the bustling LA arts scene and meeting his heroes from every creative field, including Dave Brubeck, Little Richard, Ricky Nelson, Roy Orbison, Gregory Peck, Ansel Adams, and Ken Kesey.

Eventually, Crafts realized he felt most fulfilled in Eugene. "Eugene nourishes me in a way no other place can," he said.

The city has benefited just as much from his homecoming. He is a sought-after commentator and arts judge, a former Lane Arts Council's president, and winner of the Eugene Arts and Letters Award. While covering arts for the *Register-Guard*, he started a novel, taught Reporting 101 in the SOJC, and launched the Friday Art Walk.

Recognizing Crafts's unique ability to drum up excitement for the city's burgeoning arts scene, Eugene Mayor Kitty Piercy named him its first ambassador for the arts in 2008. "I'm not a performer in the usual sense," he said. "I don't crave being onstage. But I champion all art forms."

Radio Redux

At 76, Crafts is retired from journalism, but not from the passions that have shaped his life. In 2009, he founded Radio Redux, a repertory acting company that re-enacts the historic radio programs broadcast between 1935 and 1960, such as "War of the Worlds" and *The Maltese Falcon*. Crafts writes for, produces, acts in, and directs Radio Redux's 30-person cast, which performs regular seasons celebrating radio's heyday.

"We are not only an entertainment vehicle but a historical preservation project as well," Crafts said. "We're helping to save the wonderful storytelling medium of the 'theater of the imagination.'"

Radio Redux lets Crafts pursue his interest in historical radio while keeping his journalistic skills sharp. "Radio Redux is like coming full circle," he says. "My journalism background comes to the fore in editing scripts and writing press releases."

It all comes down to powerful storytelling. "My passion in Radio Redux is telling great stories as effectively as possible," Crafts said. "A good radio story is just like a good news story: it has a catchy lead, a powerful forward motion sparked by curiosity, and a triumphant ending. That's Journalism 101."

100

Corey duBrowa

Opening Doors for First-Generation College Students

Story by Andra Brichacek

Corey duBrowa's, BA '88, father did not have it easy growing up. Orphaned at a young age, Michael DuBrowa was raised by a distant relative in an impoverished part of Los Angeles. And yet, despite these challenges, he became the first in his family to attend college, which he funded through an athletics scholarship for swimming and diving. After graduation, the elder DuBrowa became a lifelong educator and coach who, among many other achievements, trained Olympic diver Greg Louganis in his youth and established Junction City High School's state-champion soccer team.

"The fact that he was able to accomplish so much, coming from so little, is humbling to think about and a great testimony to his perseverance, smarts, and guts," said Corey duBrowa, senior vice president of global communications and international public affairs for Starbucks.

To honor his late father, Corey and his wife, fellow SOJC alumna **Courteneay duBrowa**, BA '88, recently established the Michael T. DuBrowa Memorial Scholarship. The scholarship gives preference to SOJC students majoring in advertising or public relations who, like Corey's father, are first-generation college attendees with a demonstrated financial need.

The new scholarship is the latest in a long history of gifts, in both time and money, the duBrowas have contributed to the SOJC and the UO. Corey served on the UO Alumni Association Board of Directors for seven years, including a two-year term as chair, and has been a member of the Journalism Advancement Council since 2013 as well as its chair in 2014-15. He has also visited campus often to offer support and guidance to the SOJC's public relations and advertising students.

Corey emphasizes teamwork and giving back—values he credits his father with instilling—in his professional life as well as his personal life. "His approach deeply influenced who I am as a person: working hard, together, and leaving everything out on the field is the greatest way to honor your teammates and the 'sport' you are playing," he said. "I've seen for decades how this mindset also applies to the business world.

To me, it's less important to be recognized for some particular achievement than it is to 'grow the pie' and make our profession interesting for future generations. Growing the next generation of leaders will help carry our work forward and keep it alive." 100



Top Students Awarded Prestigious Hall of Achievement Scholarships

The Hall of Achievement Student Fund was established in 2002 to celebrate—and better acquaint students with—the SOJC’s history and 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 supported by annual gifts and proceeds of the annual HOA dinner.

Recognizing Excellence

The following awards were presented at the SOJC Honors and Awards Ceremony on Sunday, June 12, 2016.



Francesca Marie Fontana



Kaylee Euh Na Domzalski



Noah Stephan McGraw



Samuel Key Higdon

CONGRATULATIONS TO THE 2016–17 WINNERS

CIVIC AND WATCHDOG JOURNALISM SCHOLARSHIP

Francesca Marie Fontana

ANN CURRY SCHOLARSHIP

Shirley L. Chan

ROBERT B. FRAZIER MEMORIAL SCHOLARSHIP

Kaylee Euh Na Domzalski

JOHN L. AND ELIZABETH R. HULTENG SCHOLARSHIP

Francesca Marie Fontana

KEN METZLER MEMORIAL SCHOLARSHIP

Angelina Marie Hess

LYLE M. NELSON SCHOLARSHIP

Noah Stephan McGraw

GEORGE PASERO MEMORIAL SCHOLARSHIP IN SPORTS JOURNALISM

Joseph Maxwell Thornberry, class of 2016

WARREN C. PRICE MEMORIAL SCHOLARSHIP

Rachel LaChapelle

RANDY M. SHILTS MEMORIAL SCHOLARSHIP

Mia Lee Vicino

JACK AND MARCI WILLIAMS SCHOLARSHIP

Zoe Haakenstad

BILL WINTER ADVERTISING SCHOLARSHIP

Samuel Key Higdon

DEAN REA SCHOLARSHIP

Christopher Huntley Bower

HALL OF ACHIEVEMENT SCHOLARSHIPS

Jack Whitman Butler
Emma Marie Decker
Kaylee Euh Na Domzalski
Grace Virginia Hashiguchi
Angelina Marie Hess
Samuel Key Higdon
Jessie Rae Price
Robert Michael Schenk

Scholarships enable us to recruit top students and keep Oregonians in state. They also help us ensure no deserving student is denied the opportunity to earn an SOJC degree because of financial circumstances. Scholarships also make it possible for students to participate in life-changing experiences, such as travel, internships, research, and special projects. Scholarship resources help improve our award-winning programs, recruit great faculty members, and improve the experience of all students. For information about giving to the SOJC, go to page 60.

Commencement Standard Bearer

Tevin Tavares, BS '16

Phyllis Van Kimmell Bell Leadership Award

Courtney Mains, BA '16

Janice E. Rianda Outstanding Student Award

Molly Hover, BA '16

William Gurney Memorial Outstanding Student Award

Andrew Rogers, BA '16

Outstanding Journalism Graduate—Academic Excellence

Jonathan Bach, BA '16

Outstanding Journalism Graduate—Leadership

Samantha Edge, BA '16

Outstanding Journalism Graduate—Journalism

Dahlia Bazzaz, BA '16

Willis Winter Award for Outstanding Scholastic and Professional Service in the Field of Advertising

Christopher Puma, BS '16

Roy Paul Nelson Award for Outstanding Achievement in Advertising Design

Lisa Donato, BS '16

W. L. Thompson Award for Outstanding Achievement in Advertising Copywriting

Katharine Rohrich, BA '16, and Guy Olson, BA '16

Maxwell Award for Creative Strategy

Madison Cameron

Liz Cawood Public Service Award

Maritza Rendon

Jack Ewan Award for Outstanding Public Relations Graduate

Sophie Lair, BA '16

Public Relations Duck Award

Andrew Rogers, BA '16

Media Studies Best Essay Award

James Cross

Price Award for Outstanding Journalistic History Paper

Elizabeth Seelinger, BS '16

Outstanding Doctoral Student Teaching Award

Jeremy Swartz, BA '00, MS '10, PhD '16

Outstanding Master's Student Teaching Award

J. D. Swerzenski

T. Neil Taylor Award for Outstanding Master's Thesis

Aleah Kiley, MS '16

Outstanding Strategic Communication Project

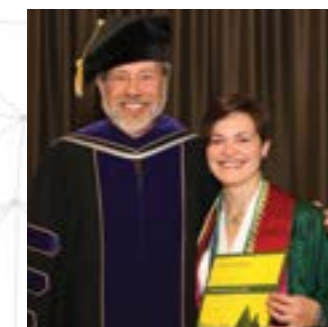
Ellen Payne, MS '16



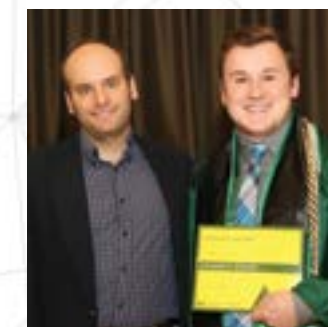
Julianne Newton and Molly Hover



Brent Walth and Jonathan Bach



Peter Laufer and Samantha Edge



Dean Mundy and Andrew Rogers

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 in the midst of disruption, 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 you can support the SOJC. The flexibility of this fund is invaluable. Each year, the dean allocates gifts from this fund to support top priorities in the school, including scholarships, innovative academic programs, faculty research, and student organizations. Last year, your gifts helped fund additional student scholarships and allowed students and faculty to travel to places such as Cordova, Alaska, for the Science and Memory program and Chicago for the PR Duck experience. Your investments enable us to respond quickly to new opportunities, support innovative projects, and 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, our ambitious student-support goal involves doubling investment from nearly half a million dollars to one million dollars a year, all for SOJC students.

Scholarships help us recruit and retain top students. 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.

Second Century Fund

Give the School of Journalism and Communication a 100th birthday present. Your contribution to the Second Century Fund helps us provide students with an education based on ethics, social responsibility, and public interest combined with experiential learning, thereby producing graduates who will go on to thrive in an ever-changing media landscape.

Help us continue our legacy of funding access and excellence.

For more information and details about how you can support the SOJC, please contact Katie Underwood, assistant director of development, donor relations, and stewardship, at 541-346-3819 or by e-mail at krc@uoregon.edu.

University of Oregon School of Journalism and Communication

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2016 Yearbook Staff

Publisher: Amy Pinkston
Editor: Andra Brichacek
Art Director: Keith Van Norman
Contributing Writers: Andra Brichacek, Rosemary Camozzi, Amy Pinkston
Photographers: Charlie Litchfield, Jack Liu, Daniel D. Morrison, Emma Oravec, Amanda Smith, Dustin Whitaker
Proofreader: Scott Skelton
Interns: Karly DeWees, Johnny Hammond, Nikki Kesaris, Jacob Mehringer, Nicole Rideout
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The SOJC
proudly
presents

Ta-Nehisi Coates

as
the
2017

Ruhl lecturer

Ta-Nehisi Coates—one of the most original and perceptive Black voices today and “the single best writer on the subject of race in the United States,” according to the *New York Observer*—is the author of *Between the World and Me*, the #1 *New York Times* bestseller that *Publishers Weekly* calls “a classic of our time” and Toni Morrison calls “required reading.”

February 3, 2017
6 p.m. University of Oregon, Eugene

photo by Nina Subin

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**School of Journalism
and Communication**

“As a
***first-generation,
financially
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student,***

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the school's recognition and support.

The SOJC scholarships

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three years have helped me
take internship opportunities
while achieving my dream of
getting a college degree.”

Francesca
Fontana

Francesca Fontana is the 2016 recipient of the Civic and Watchdog
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