



Graduate Student Handbook 2021-2022



School of Journalism and Communication

The UO School of Journalism and Communication is a community dedicated to excellence in learning, research, and creative projects. We study issues that champion freedom of expression, diversity and equity, and democracy in service to current and future generations.

By integrating theory and practice, we advance scholarship and prepare students to become professional communicators, critical thinkers, and responsible citizens in a global society.

Names, Addresses, and Other Information

Mailing Address:

School of Journalism and Communication
1275 University of Oregon
Eugene, OR 97403-1275

University of Oregon in Portland, Turnbull Center
70 NW Couch Street, Floor 3R
Portland, OR 97209

Important SOJC Contacts:

Juan-Carlos Molleda	Dean	541-346-3739	jmolleda@uoregon.edu
Leslie Steeves	Senior Associate Dean for Academic Affairs	541-346-3751	lsteeves@uoregon.edu
Julianne Newton	Director of Doctoral Program	541-346-2167	jhnewton@uoregon.edu
Regina Lawrence	Associate Dean, SOJC Portland	503-412-3659	rgl@uoregon.edu
Amy Boutell	Graduate Student Services Manager	541-346-6304	aboutell@uoregon.edu
Piper Menke	Graduate Recruitment Manager, Portland Student Services Rep.	503-412-3706	pmenke@uoregon.edu
Sam Kimelblot	Graduate Programs Assistant	541-346-2136	kimelblo@uoregon.edu
David Ewald	Director, Advertising and Brand Responsibility	503-926-2072	dewald2@uoregon.edu
Wes Pope	Co-Director, Multimedia Journalism Program	503-412-3759	wpope@uoregon.edu
Andrew DeVigal	Co-Director, Multimedia Journalism Program	503-412-3677	adevigal@uoregon.edu
Donna Davis	Director, Strategic Communication Program	503-412-3658	dzdavis@uoregon.edu
Todd Milbourn	Director, Journalism Professional Master's Program	541-346-3548	milbourn@uoregon.edu
Melody Olmsted	Curriculum Coordinator	541-346-2321	molmsted@uoregon.edu
Andrea McFarlane	Executive Assistant, Turnbull Center	503-412-3662	andrealm@uoregon.edu
Teresa Caprioglio	JCGSA* Co-President (Eugene)		tcaprio2@uoregon.edu
Keya Saxena	JCGSA* Co-President (Eugene)		ksaxena5@uoregon.edu
Ivy Fofie	JCGSA* Co-President (Eugene)		ifofie@uoregon.edu
Christena Dowsett	JCGSA* Portland Representative (MMJ)		ccd@uoregon.edu
Brinton Ingersoll	JCGSA* Portland Representative (Strat Comm)		brintoni@uoregon.edu
Ryan Spinks	CGSA* Portland Representative (Strat Comm)		rspinks@uoregon.edu

*JCGSA - Journalism and Communication Graduate Student Association

Graduate Employee (GE) offices:

312 Allen; 210 Allen; Franklin Building (1715 Franklin Blvd.), rooms 126, 144, 157

Email Lists:

All SOJC graduate students: sojc-grads@lists.uoregon.edu

SOJC graduate employees (GEs): sojc-ges@lists.uoregon.edu

SOJC Ph.D. students: sojc-phds@lists.uoregon.edu

Portland-based master's programs students: sojcportland-grads@lists.uoregon.edu

Journalism Master's students: sojc-JMA@lists.uoregon.edu

Advertising and Brand Responsibility Master's students: sojc-ABR@lists.uoregon.edu

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Academic Policies

SOJC graduate students are responsible for informing themselves regarding departmental, Graduate School, and University policies and procedures.

Academic Deadlines

The academic calendar can be found at <http://registrar.uoregon.edu/calendars/academic>.

Registration Deadlines

Please refer to the academic calendar (<http://registrar.uoregon.edu/calendars/academic>) for registration deadlines as well as deadlines for adding, dropping, and withdrawing from courses during fall, winter, and spring terms. Summer registration deadlines can be found on the summer class schedule at <http://classes.uoregon.edu>.

Once you have registered for a course, you are liable for the tuition whether you attend the course or not. Before each term's drop deadline, check your schedule in DuckWeb (<http://registrar.uoregon.edu/current-students/duckweb>) and verify that you are enrolled for all the courses you are attending and that all grading options are correct.

It is in your best interest to register for classes as soon as the registration period opens, as classes may fill up (particularly electives).

Graduate Courses

Graduate-only courses are 600-level; 500-level courses are graduate level but may also include advanced undergraduates. Do *not* register for 400-level classes, as you will *not* receive graduate credit for undergraduate classes. Doctoral students must receive their advisor's permission to enroll in 500-level classes, as these courses are geared toward master's students.

To view the class schedule, visit <http://classes.uoregon.edu>. To review a course syllabus, contact Faculty Services at Allen 219 or email Faculty Services office at: sojcfacultyservices@uoregon.edu.

Registration Procedures for Courses Requiring "Instructor Approval"

You will need to request permission to register for many SOJC graduate courses. When you review the class schedule, be sure to note if the course description specifies "Instructor Approval required."

J 560 Top Brnd Insght w/data 4.00 cr.							
Grading Options:		Graded for all students					
Instructor:		Markowitz D			Office: 153 Franklin Blvd. Phone: (541) 346-3623		
Instructor Approval required							
Only Open to Majors:				Jour: Advertising			
13272	4	16	0900-1150	f	162 FRNK	Markowitz D	A

After you have received approval from the instructor, you will need to fill out the SOJC Graduate Course Preauthorization Form at <http://sojcstudent.uoregon.edu/graduate/forms>. It is not necessary to forward the instructor's approval email to Graduate Programs staff.

Once the Graduate Programs Assistant clears your preauthorization (within two business days),

you will receive an email indicating that you are now able to register for the class in DuckWeb (registrar.uoregon.edu/current-students/duckweb). Be prepared to supply your student ID number and Personal Access Code when you register.

Independent Study/Open-ended Courses

Adjunct or visiting professors are not authorized to supervise independent study classes (Reading J605; Terminal Project J609; Research J601; Internship J604; Special Problems J606; Thesis J605; Dissertation J603). Before registering in an independent study/open-ended course, you must get permission from the instructor then fill out the SOJC Graduate Course Preauthorization Form at <http://sojcstudent.uoregon.edu/graduate/forms>.

Please note that most faculty members are not on contract during the summer and therefore may not be available to supervise independent study classes over the summer.

Degree Audits

SOJC graduate programs do *not* participate in the Registrar's "Degree Audits," which are listed in DuckWeb for undergraduate programs and some graduate programs. This has been a point of confusion for SOJC graduate students who attended UO as an undergraduate. As noted on DuckWeb, SOJC graduate degree requirements are listed in the graduate program handbook. If you have questions about your degree plan, please contact the Graduate Student Services Manager.

Continuous Enrollment

Unless on-leave status has been approved, a student enrolled in an advanced degree or graduate certificate program must attend the university continuously until all program requirements have been completed. The student must register for 3 graduate credits each term, excluding summer session, to be continuously enrolled.

All students must be enrolled for a minimum of 3 credit hours in the term they plan to graduate, including summer term.

On-Leave Status

A graduate student interrupting a study program for one or more terms, excluding summer session, must register for on-leave status to ensure a place in the program upon return. Only graduate students in good standing (see "Grade Requirements & Satisfactory Progress" below) are eligible.

Students must apply for on-leave status through the Graduate School:
<http://gradschool.uoregon.edu/academics/policies/general/on-leave-status>

The Graduate School must receive the application by the last registration day in that term, as noted in the schedule of classes. On-leave status is granted for a specified time period that may not exceed three academic terms, excluding summer session. Students with on-leave status do not pay fees. However, students must register and pay fees if they will be using university facilities or faculty or staff services during that term. Students are advised to work with their faculty advisor and the Graduate Student Services Manager when considering taking leave.

Grade Requirements & Satisfactory Progress

In order to maintain academic standing as a graduate student, all students must meet the requirements specified by the Graduate School and the SOJC:

- Graduate must maintain at least a 3.0 grade point average (GPA) in graduate courses.
- Grades of D+ or lower for graduate courses are not accepted for graduate credit but are computed in the GPA. A grade of N (no pass) is not accepted for graduate credit.
- A grade of pass (P) must represent work equal to or better than a B-.

- A GPA below 3.0 at any time during a graduate student's studies or the accumulation of more than five credits of N or F grades—regardless of the GPA—is considered unsatisfactory.
- If found to be making unsatisfactory progress, the student may be placed on academic warning or probation, or may be dismissed from the program. See the Graduate School's **Satisfactory Progress** policies for more information: <https://gradschool.uoregon.edu/academics/policies/general/satisfactory-progress>

Doctoral students should review program-specific requirements regarding maintaining satisfactory progress on pages 41-48 of this handbook.

Incompletes

Beginning in Fall 2020, an incomplete complete grade contract must be signed by the student and instructor. The incomplete grade contract form will be available on the Graduate Student Forms page: <https://sojcstudent.uoregon.edu/graduate/forms>.

Please note that the SOJC and the Graduate School both have policies regarding how many incompletes students can accrue and remain in good standing:

1. SOJC Policy: The accumulation of incompletes in more than two classes is considered unsatisfactory by the department.
2. Graduate School Policy: Accumulation of more than 7 credits of Incomplete is considered unsatisfactory.

Student Conduct Code

The Student Conduct Code establishes community standards and procedures necessary to maintain and protect an environment conducive to learning and in keeping with the educational objectives of the University of Oregon. All students enrolled at the University of Oregon are affected by the Student Conduct Code, which you can access at <http://policies.uoregon.edu/vol-3-administration-student-affairs/ch-1-conduct/student-conduct-code>

Master's Programs

Multimedia Journalism

The master's degree in Multimedia Journalism blends the best of journalism's past with the promise of its future. In today's fluid media landscape, successful journalists must be able to report and tell compelling non-fiction stories across multiple platforms while employing the ethics and integrity that have distinguished the industry. This program is based at the SOJC's George S. Turnbull Center at UO Portland at the White Stag Block.

Our program focuses on journalistic storytelling in video, audio, photography, writing, data visualization, and virtual reality. Classes meet on Tuesdays, and Thursdays during the evening as well as on Saturdays and Sundays during the day. The program can be completed in five terms, but you have the option to negotiate a slower pace.

Degree Requirements

Cumulative GPA of 3.00 or higher

At least 9 credits at 600 level

Foreign language requirement met (only if completing an MA)

48 total credit including:

At least 10 credits of electives

At least 6 credits of required terminal project

(Note - The following is the typical course progression. With approval from your academic advisor, students may attend the program on a part-time basis and extend the total length of the program.)

Fall Term

J627 Foundations of Multimedia Journalism	(4 cr.)
J610 Thinking Story	(4)
One or more elective course(s)	(2 or 4)*

Winter Term

J654 Reporting within Communities	(4)
J628 Multimedia Practices	(4)
J610 Foundations of Explanatory Journalism	(4)
One or more elective course(s)	(2 or 4)*

Spring Term

J656 Producing the Story	(4)
J610 Digital Ethics	(4)
One or more elective course(s)	(2 or 4)*
J609 Terminal Project (if project work has begun)**	

Summer Term

J604 Internship	(1 - 4)**
J609 Terminal Project (if project work has begun)***	

Fall Term

J611 Mass Communication and Society	(4)
J609 Terminal Project***	

Cumulative

At least 48 graduate (500- or 600-level) credits (at least 24 graded)

* See next page for elective information

** Internships are optional, incumbent upon the student to make arrangements

*** At least 6 credits of J609 are required; they may be divided differently than shown if appropriate based on your situation

Elective Courses

A total of 10 elective credits, chosen in consultation with your advisor, are required. Students may take either 4-credit classes or 2-credit classes to fulfill elective requirements. 2-credit MMJ class topics vary from term to term and are generally taught by top professionals from the Portland area. Recent and upcoming topics include Audio Production, Podcasting, Story in Stills, 360 Video, Business Practices, Drone Cinematography, Visualizing Information. Additionally, you may arrange professional Internships, take 2- or 4-credit electives from the Strategic Communication program in Portland, take other SOJC courses at the UO Eugene campus, or take courses at Portland State University.

Terminal Project

You will produce a terminal project that incorporates some combination of video, audio, photography, writing or data visualization for web or other multimedia platform. The terminal project, which will be reviewed by a committee composed of two faculty members and an outside expert, allows you to bring together the skills and concepts, art and craft you have been studying to report and produce a professional-quality multimedia project under the guidance of an MMJ advisor. A work of journalism is preferred and students are encouraged to find subject matter within the immediate region.

Culminating projects can take many forms. We encourage you to choose a project that will push you to expand your skills and lead you toward a new path in your career. Some general guidelines:

- **Quality** - Your project should exhibit a level of craftsmanship that you could not have achieved prior to entering our program.
- **Scope** - Your project should be substantial - at a minimum, double what you would produce in a typical one-quarter class. We would not expect a full-length documentary film, for example, but a polished and substantial first chapter might make sense.
- **Media** - Multimedia means some combination of: video, audio, photography, writing, data visualization, web publication and/or community engagement. You should work closely with your committee to find the best combination for your project.
- **Approach** - We are still primarily a Journalism program. Storytelling that falls outside of journalism / documentary / fact-based storytelling should be negotiated with your committee.
- **Subject matter** - Local subject matter is preferred. Projects that require substantial travel must be approved in advance.
- **Impact** - Community engagement, audience building and distribution/publication of your work are strongly encouraged. Consider pursuing work that makes the world a better place.

Pro Tip

Successful students keep in regular communication with their committee and “manage up.” Group emails and group Skype calls can be an efficient way to receive feedback and keep everyone on the same page. Committee members should not see any work for the first time during the defense - therefore, send work samples to your committee early and often.

Several mandatory guidelines and information can also be found here

(Please make sure you thoroughly read this)

<http://journalism.uoregon.edu/students/grad/masters-program-thesis-and-terminal-project-information/>

Suggested Timeline

I. First year: Brainstorming and research: hopefully you have gotten well underway during your first three quarters in the program.

II. First year: It is never too soon to begin putting your committee together. You should begin early in the program thinking about who should be on your committee, and reaching out to get their commitment.

Your Committee should consist of these three members:

A. Committee Chair (an SOJC faculty member)

B. A second SOJC faculty member

C. One outside expert - an expert on your subject matter, or a professional storyteller able to give feedback on your work. Please consult with your committee chair.

III. Typically around the winter or spring term: Prior to the first time you enroll for any terminal project credits, you need to file your Proposal Approval form along with a 1-2 page written proposal. The form can be found here: <http://journalism.uoregon.edu/students/grad/graduate-student-forms/>

The written proposal should include three sections:

A. What is your story about and why it is important

B. Give us an overview of other coverage of your topic (local and/or national)

C. Explain what form your project will take (video, podcast, web page, magazine, article, etc.), and tell us about how you hope to distribute it.

IV. End of first year: Field production: 1-2 quarters (often summer + fall)

V. Final term(s): Post-production and defense (3-credit minimum enrollment)

A. Wrap up all reporting & production prior to start of your final quarter

B. File graduation paperwork by the first week of the quarter

C. Week 1-5: complete post-production work

D. Week 5: submit an excellent rough cut to your committee

E. Week 6: Receive feedback and make revisions

F. If everything is proceeding smoothly: schedule a thesis defense date with your committee, and reserve a room with Andrea McFarlane. Most defenses take place during week 10 and are scheduled to take 90 minutes.

G. Week 7-8: submit final cut to your committee

H. Week 8: make any final minor revisions and receive a final "thumbs up"

I. Week 9: prepare your presentation

During your defense, please address these questions: What did you learn? What obstacles did you overcome? What are your plans to distribute your project and make an impact with your work?

J. Week 10: project defense. The last possible defense date is always the final day of

classes (never during finals weeks).

PROGRAM CHECKLIST

Required Courses (4 credits each)

Date Completed

Year 1: Fall Term

Foundations of Multimedia Journalism
Thinking Story

Year 1: Winter Term

Multimedia Journalism Practices
Reporting within Communities
Foundations of Explanatory Journalism

Year 1: Spring Term

Producing Story
Digital Ethics

Year 2: Fall Term

Communication and Society

Elective Courses (Need to take at least 10 credits of electives*) Number of Credits and Date Completed

Offered every fall term

Audio Storytelling I (2 cr.)
Motion Graphics (2)
Writing for Grad School (1)

Offered on a rotating basis during fall term

Digital Portfolio (2)
Entrepreneurship (2)

Offered every winter term

Story in Stills I (2)
Writing for Professionals (1)

Offered on a rotating basis during winter term

Introduction to Social Virtual Reality (2)
Designing and Developing Immersive Media (2)

Offered on a rotating basis during spring term

Audio Storytelling II (Podcasting) (2)
Immersive Storytelling I (360 Video) (2)
Immersive Storytelling II (Photogrammetry) (2)
Storytelling with Data (2)
Drone Cinematography (2)

*Additionally, as electives, you may take courses from the Strategic Communication program in Portland, at the UO Eugene campus, or at Portland State University.

TERMINAL PROJECT - 6 credits (minimum)

To be taken after spring quarter of the first year

Graduation Checklist – should be completed in order

- _____ Advisor selected
- _____ Second advisor/editor selected
- _____ Project proposal approved and completed, and filed with SOJC
 - Available in the student handbook on page 62
 - Also available online [here](#)
- _____ Enrolled for at least 3 graduate credits during graduating term
- _____ Applied for graduation on GradWeb by 2nd week of term in which you plan to graduate
- _____ Oral defense completed
- _____ One copy of terminal project in appropriate format approved by advisor

Strategic Communication

The Professional Master's Degree in Strategic Communication is designed for working professionals in the Portland area. This program is based at the SOJC's George S. Turnbull Center at UO Portland, located at the White Stag Block.

The program consists of a core of required four-credit journalism and communication courses complemented by two-credit, shorter-term classes. The required coursework falls into the four categories listed below, which were established in consultation with the intended audiences and following an examination of the curricula of successful programs nationally. This focus also is consistent with a report from the Public Relations Society of America's Commission on Public Relations Education and with PRSA guidelines for accreditation.

Degree Requirements

Strategic Communication Core (14 credits total)

J610 Communication Ethics in the Digital Age	(4)
J623 Creativity in Business with Communications Technology	(4)
J621 Foundations of Strategic Communication	(4)
J624 Project Management and Planning	(2)

Business Core with emphasis on marketing and management (10 Credits Total)

J616 Intro to Strategic Communication Marketing	(4)
J618 Strategic Communication Management	(4)
J624 Finance for Strategic Communication	(2)

Mass Communication Core (14 credits total)

J641 Qualitative Research Methods	(4)
J642 Quantitative Research Methods	(4)
J611 Mass Communication and Society	(4)
J609 Terminal Project	(6)
(capstone course requiring applied research to develop a strategic communications plan)	

Professional Specialization Elective Core (6 credits total)

J610 Strategic Communication Topics	(4)
J624 Strategic Communication topics classes	(2)
Select at least one. Topics may include:	
Corporate Social Responsibility	
Advanced Issues in Advertising and Marketing	
Advanced Issues in Public Relations and Organizational Development	
Branding	
Crisis Communication	
Creativity in Business with Communications Technology	
Global Communication Operations	
Financial and Investor Relations	
Political Communication	
Managing Political Communication with User Experience and Design	
Marketing Communication in Health Care Industries	
Marketing for Technology Companies	
Media Relations	
Professional Presentations	
Online Communities and Consumer Generated Media (CGM)	

Sample Program Timeline

Course and Non-Course requirements

Year One

Fall Term

J611 Mass Communication and Society	(4)
J621 Foundations of Strategic Communication	(4)
J624 2-credit topics class	(2)**

Winter Term

J642 Quantitative Research Methods	(4)
J610 Communication Ethics in the Digital Age	(4)
J624 2-credit topics class	(2)**

Spring Term

<i>*Select and confirm committee members</i>	
J641 Qualitative Research Methods	(4)
J616 Intro to Strategic Communication Marketing	(4)
J624 Campaign Management and Planning	(2)*

Summer Term (optional)

J624 2-credit topics class	(2)**
and/or Strat Comm Elective	(4)

Year Two

Fall Term

<i>*Project proposal approved by committee and submitted to Graduate Programs Office</i>	
J623 Creativity in Strategic Communication	(4)
J610 Strat Comm Elective	(4)
J624 Finance for Strategic Communication	(2)*

Winter Term

<i>*Continue work on final project</i>	
J618 Management and Leadership	(4)
J624 2-credit topics class	(2)**
J609 Terminal Project	(3)***

Spring Term

<i>*Apply for graduation; complete final project; defend at least 2 weeks before end of term</i>	
J609 Terminal Project	(3)***
J624 2-credit topics class	(2)**

*Required 2-credit classes

**Students are required to take at least one 2-credit class in addition to the required 2-credit classes

***At least 6 credits of J609 are required; they may be divided differently than shown if appropriate based on your situation. More than 6 credits may be taken if work on the projects extends beyond the expected timeline. For example, if the project is not finished in time for Spring quarter completion, the student may extend completion into Summer quarter, requiring enrollment in an additional 3 credits of J609. No more than 6 credits of J609 may be taken in any one quarter and students must be registered for at least 3 credits the term they graduate. Students who need to be full time must enroll for additional classes and/or independent study credits.

Cumulative

At least 48 graduate (500- or 600-level) credits (at least 24 graded, at least 9 at 600 level)

Cumulative GPA of 3.00 or higher

Foreign language requirement (MA only; see page 34)

Checkpoints in the Strategic Communication Master's Program

The School of Journalism and Communication seeks to create a rigorous, yet supportive, setting for our graduate students, one that maximizes opportunity for learning and timely matriculation. To support this goal, we will conduct a series of checkpoints for all of our strategic communication master's students.

Each student will be assigned an advisor upon entering the program who is his/her primary contact regarding questions about the program during the first year. The advisor can also provide guidance in instances where a student is not able to complete the program in two years.

1. After completion of 24 credits, the student should start work with his or her advisor to shape the final project. The advisor will be the primary point of contact for the development of the project. The student should also select an individual to serve as the second reader for the project. The second reader receives the final draft of the project and gives input on it at the final project meeting.
2. Students may select a different advisor for their final project than their original advisor. Please note the policy is that any individual faculty member can serve as a primary advisor on no more than three projects and on no more than four projects in any capacity. Please contact Donna Davis if you desire to switch your advisor.
3. Once a student is nearing completion of required coursework and the student and advisor determine it is time to write the project proposal and the project itself, the student should register for J609 (Terminal Project) credits to reflect this work. It is recommended that the proposal be completed no later than the end of fall term of the second year. A total of at least 6 credits of J609 are required for graduation; students typically register for 3 credits the term before they graduate and another 3 credits the term they graduate, though students may take more than 6 credits or may divide the credits up differently if appropriate.
4. The final term is devoted to completing and defending the terminal project, which consists of an applied research project (see the next page for Guidelines for Applied Communication Plans). Students sign up for three J609 credits this term, for a total of six credits of terminal project.
5. As part of the process, students will also present their project to the public in a poster format at the Turnbull Center during spring term. More details will be provided during the start of the fall term of the second year.

Guidelines for Applied Communication Plans

1. The final project for the Strategic Communication master's degree consists of an Applied Communication Plan, in which the student will develop a complete communication plan to address a problem or issue in the field of strategic communication that is directly applicable to improving the marketing of a process, service, procedure, idea, or product.
2. The candidate will clearly define the problem or issue he or she wishes to address or solve through the applied project.
3. He or she will investigate and report past and current methods or practices used to solve the problem.
4. Since the Applied Communication Plan involves a systematic study, candidates will need to access and report adequate review of literature related to their inquiry.
5. If adequate research does not exist, the student will need to collect pertinent data that will lead to the plan development. Activities of the research performed by focus groups, long interviews, and/or other qualitative techniques involving human subjects will require the candidate to develop the question guides, collect the data, analyze the data, report the findings, and offer conclusions, limitations and recommendations.
6. The plan will include the actual materials to be used in either concept or final form, as well as a plan for tracking the results of the plan.

Steps to Completing the Applied Communication Plan

Step 1: Eligibility

Before beginning the Applied Communication Plan, the candidate must have:

- A 3.0 GPA or better
- Completed or be in the process of completing all required coursework.

Step 2: Establish a Committee and Select a Topic

A topic should be determined at the beginning of fall term of the second year. The candidate's advisor must approve the topic. The candidate should also invite a second instructor or another qualified individual (selected in consultation with the advisor) to serve as a consultant for the project. These two members make up the Applied Communication Plan committee.

Upon choosing a topic, a realistic scope of the project must be established in consultation with the advisor. The student should submit a proposal of no less than five and no more than ten pages of the applied communication plans to the advisor by the end of fall term (or two terms before the term the student plans to graduate).

The proposal will have the following identifying information:

- An introduction to the project, and a brief literature review on the topic.
- Main points that will be researched in the project.
- Scope of work to be developed (including a list of the possible communication elements that will be created).
- Expected outcomes of the work (i.e. the potential for implementation).

Past topics have included:

- Developing a social media policy for first-person shooter incidents for the FBI.
- Developing a rebranding schema for a healthcare company.
- Developing a brand and communication plan for a non-profit organization.

Candidates may choose to create the Applied Communication Plan as part of their responsibilities in their current place of employment. In this case, it is possible that elements of the plan will be developed in collaboration with coworkers. If this is the case, the candidate should identify elements under their supervision and which elements they will be directly responsible for on the Topic Approval Form. The candidate's advisor will review work allocation and advise on additions to the project that may be made because of the collaborative nature of the project. The work on the communications plan may begin before approval, but should not begin more than three months before the approval of the topic.

Step 3: Project Development

The student will develop a timetable of planned completion dates for all activities related to completing the Applied Communication Plans (see Prepare the Draft below for required elements).

Step 4: Prepare the Draft

An initial draft of the work should be developed as the candidate is pursuing work toward completing their project. Beyond the initial draft, the candidate's committee may require several more drafts of the paper. This step serves to ensure both a high quality paper and appropriate consultation with the members of the committee throughout the Applied Communication Plan process. Organization and content of the paper should be as follows:

- Title Page (required)
- Copyright page (optional)
- Acceptance/Approval page (originals required)
- Acknowledgements (optional)
- Table of Contents (required)
- List of Tables with page references (required if present)
- List of Figures with page references (required if present)
- Body of Report:
 - Section 1 Introduction
 - Section 2 Situation Analysis and Review of Relevant Literature
 - Section 3 Research (including target audience analysis)
 - Section 4 Goals and Objectives
 - Section 4 Strategy Recommendation
 - Section 5 Tactical Recommendations (including sample tactics such as press releases, storyboards, etc.)
 - Section 6 Recommended budget
 - Section 7 Recommended timeline for implementation
 - Section 8 Evaluation plan
 - Section 9 Summary and Conclusions
- References
- Appendices

Step 5: Process

A candidate should expect multiple drafts or revisions of their work submitted to the committee. Careful time management should be exercised to prepare the revised drafts and allow for the committee to review and respond with comments. The editing process should be included in the timetable and approved by the candidate's advisor. A suggested timeline will be provided to the students at the beginning of their second year. This timeline should be approved and in agreement with their advisor and second reader. It is the candidates' responsibility to ensure that the applied communication plan conforms to the style and format established.

Step 6: Presentation and Defense

The committee should, at a minimum, receive a near final draft of the Applied Communication Plan no later than two weeks prior to the project defense date. The student should plan to defend the plan at least two weeks before the end of finals week for that term; the date should be agreed upon by both committee members. Keep in mind faculty commitments during the last two weeks of the term. Once you and your committee have agreed on a date, complete the online scheduling form at [here](#)

The candidate will present his or her work in a short (15- 20 minute) presentation to the committee, followed by a question and answer session. The committee will then deliberate and provide feedback to the candidate regarding the project. At this time, the project may be approved in its entirety, or the committee will request specific revisions to the project.

Step 7: Completion

Upon receiving the final draft, the committee will evaluate the paper and, if approved, the committee chair will email the Graduate Programs Assistant to signal that the final version has been approved by the committee. The candidate should submit an electronic version of the completed Applied Communication Plan to the Graduate Programs Assistant no later than the last day of finals week of the term in which they intend to graduate.

Students who intend to complete the Applied Communication Plan in the summer should contact the committee members to discuss their summer schedules. It should not be assumed that faculty members are available during the summer.

Graduation Checklist

- Project Approval form: [Thesis/Project/Dissertation Proposal Approval Form](#)
- Project Defense Scheduling Form (to book defense): [Thesis/Project/Dissertation Defense Scheduling Form](#)
- Apply to Graduate: [Application for Graduation](#)
- Additional forms as needed can be found at: <http://gradschool.uoregon.edu/academics/forms>
- Be on the lookout for email information about “Evening with the Master’s” presentations and Eugene graduation dates

Journalism

The Journalism master's program is designed for students with little or no academic or professional media background who want to acquire professional skills within an intellectual context. The program begins with a summer of background and preparatory work and is followed by three quarters of course work, the final quarter of which is devoted to the creation of a professional project or completing an internship.

This program is offered on our main campus in Eugene.

Degree Requirements

Summer Preparatory Experience

J508 Reporting and Information Gathering	(4)
J508 Visual Journalism	(4)

Fall Term

J611 Mass Communication & Society	(4)
J562 Reporting II	(4)
Elective	(2-4)

Winter Term

J563 Story Development	(4)
J561 News Editing	(4)
Elective	(2-4)

Spring Term

J563 Advanced Story Development	(4)
J510 Media Entrepreneurship	(4)
J609 Terminal Project or J604 Internship (if project or internship has begun)	

Summer or Fall Term

J609 Terminal Project or J604 Internship (if project or internship not completed Spring term)

Cumulative

At least 46 graduate (500 or 600 level) credits (at least 24 graded)
At least 6 credits of J609 Terminal Project or J604 Internship
At least 9 credits at 600 level
Cumulative GPA of 3.00 or higher
Foreign language requirement met (only if completing an MA)

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while working on their project.

Students preparing a project or a thesis must write a proposal and gain approval from two committee members using the SOJC Proposal Approval Form, which is available online at <http://sojcstudent.uoregon.edu/graduate/forms/>. Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project.

All committee members must approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work.

A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Graduate School will approve graduation. Proposals for a project must be in writing and approved by advisor and program director.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project. Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Additional proposal and project information will be distributed to students during Fall term.

Internship

Students must be entrepreneurial and research their own internship opportunities. The internship must be approved by the student's advisor and program director and typically requires 20 hrs/week for at least eight weeks. Students register for J604 while working on their internship. Students typically begin their internships in Spring or Summer term, but it is possible to start them earlier if an appropriate opportunity is available. Once an internship site has been identified, students must submit an Internship Tracking Form signed by their faculty advisor. Completion requirements include a letter of evaluation from the internship supervisor, a student self-evaluation, and often a portfolio of work completed, if applicable.

Graduation Checklist

- _____ Terminal Project/Internship proposal approved by advisor
- _____ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- _____ Enrolled for at least 3 graduate credits during graduating term (J609/604)
- _____ Foreign language requirement completed (MA students only – See p. 30)
- _____ Oral defense completed (terminal projects only)
- _____ One electronic copy of terminal project/internship portfolio submitted to SOJC Graduate Office

Advertising and Brand Responsibility

This one-year, full time program is for recent graduates and young professionals interested in the idea that successful brands in the 21st century must be authentic, courageous, and committed to social good. Diverse brands such as Nike, Patagonia, Cheerios and Yoplait have successfully addressed social issues while building brand equity. These brands are recognizing the power that persuasive communication has to make the world a better place, one message at a time. Students in the program generally have a bachelor's degree in a related area (e.g. communication, advertising, public relations, marketing).

Coursework examines the theory and practice of persuasive communication and brand responsibility; students will also participate in a three-term Brand Responsibility Seminar that showcases and trains students in best practices in brand management, creative, and planning. The course of study concludes with a professional project that allows the student to develop a project about brand responsibility—a campaign, a research paper, a case study, or some other effort—under the guidance of an advisor.

This program is offered in Eugene and leads to a master of arts or master of science degree in advertising and brand responsibility.

Degree Requirements

Fall Term

J611 Mass Communication and Society	(4)
J607 Brand Responsibility Seminar	(4)
J560 Design, Technology and Culture	(4)
J557 Curiosity for Strategists	(4)

Winter Term

J607 Brand Responsibility Seminar	(4)
J594 Strategic Communication Research	(4)
Electives	(4-8)

Spring Term

Electives	(4-8)
J607 Brand Responsibility Seminar	(4)
J609 Terminal Project	(2-6)

Summer or Fall Term

J609 Terminal Project	(credits TBD)
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Cumulative

- At least 46 graduate credits (500 or 600 level) with at least 6 credits of J609 Terminal Project
- Cumulative GPA of 3.0 or better. Courses that do not carry graduate credit are not included in the GPA.
- A master of arts degree requires second-year foreign language proficiency.
- Foreign language requirement met (only if completing an MA)

Terminal Project

Students typically complete this step during the quarter in which they plan to graduate, though it may be spread out over multiple quarters if necessary. Students register for J609 while working on the project. A final electronic copy of the project must be submitted to the SOJC Graduate Office before the Graduate School will approve graduation (see the following pages for detailed information about project requirements). Proposals for a project must be submitted in writing and approved by the advisor and the MABR director. Students may undertake an internship (20 hours per week for 8 weeks) that includes a brand responsibility component if that component can be submitted as a project.

Brand Responsibility projects could include a complete strategic campaign for a brand to start a brand responsibility advertising campaign, a case study of how a brand successfully implemented a brand responsibility campaign, or a comparative analysis of how a product category manifests brand responsibility or how a specific responsible aspect (such as diversity) is expressed by different brands.

Graduation checklist

- _____ Terminal project proposal approved by advisor
- _____ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- _____ Enrolled for at least 3 graduate credits during graduating term (J609)
- _____ Foreign language requirement completed (MA Students only)
- _____ Oral presentation completed
- _____ One electronic copy of terminal project submitted to SOJC graduate office

Communication and Media Studies

While our professional master's programs aim primarily to teach advanced skills in preparation for employment and leadership in the media and communication industries, the Communication and Media Studies M.A./M.S. program is aligned with our doctoral program in exposing students to a wide range of ideas concerning the structure, function and role of media in society. Areas of overlapping faculty and program strength that students may study include: media institutions; ethics, law and policy; and international and multicultural diversity. Goals for individual students vary. Some seek preparation for doctoral work either in the SOJC Communication and Media Studies program or elsewhere; others may seek to return to the professions as leaders and innovators who actively contribute to improving the quality of media and communications.

Overview of Requirements for the Communication and Media Studies Program

Candidates for the Communication and Media Studies Master's degree must earn at least 46 graduate credits with a cumulative GPA of 3.00 or higher. The Graduate School requires all master's candidates complete a minimum of 30 credits (24 of which must be graded) at the University of Oregon and all work for the master's degree be completed within seven years. Courses that do not carry graduate credit (400-level and lower) are not considered in determining the graduate GPA. The program concludes with either a thesis or a project. Students typically take five or six terms to complete the program. Specific requirements follow:

- Required graduate-level courses taken in the first year of graduate studies: J611 Mass Communication & Society, J612 Media Theory I, J613 Media Theory II, and either J641 Qualitative Research Methods or J642 Quantitative Research Methods.
- Additional conceptual courses in the School of Journalism and Communication. Graduate seminars (J607) count toward this requirement. Courses numbered J601- J609 do not count toward this requirement, except by petition to the student's advisor and chair of the Graduate Affairs Committee. Certain 500-level courses may be considered for this requirement.
 - Skills courses do not fulfill this requirement
 - Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement and must be reviewed by the Graduate Affairs Committee.
 - The additional methods course (see below) may count toward this requirement if taken within the School.
- One additional methods course. This course may be taken within or outside of the SOJC. If taken within the School, it may count toward the additional conceptual course requirement (see above). If taken outside of the School, it may count toward the outside credit (see below).
- At least eight, but no more than sixteen graduate credits (500- or 600- level) outside the SOJC. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment in the courses.
- A graduate thesis (nine credits in J503) or terminal project (six credits in J609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and writing of the thesis or project. A written proposal must be approved by the committee before work begins. Proposal Approval Forms are available online; see Appendix for samples. A student should register for Thesis (J503) or Terminal Project (J609) during the terms in which he or she is researching and writing the thesis or project.

Conditional Master's Students

Some Communication and Media Studies students are initially admitted with “conditional master’s” status (for example, if undergraduate GPA was below 3.00). Students are evaluated at the end of their second term of coursework. If they have maintained a 3.25 GPA or better for their first two terms of graduate coursework and are otherwise making satisfactory progress toward the degree, they will be upgraded to full major status. A change of graduate major/classification form must be filled out by the student and approved by the department. The form is available online in PDF format at: <http://gradschool.uoregon.edu/current-students/academic-forms>.

Thesis or Terminal Project Options (see also Thesis and Project information on page 30)

Master’s students may complete either a thesis or a project as the culminating experience in the master’s program.

You should choose a thesis if you plan to pursue doctoral study. This is also a viable option if you plan to work as a media consultant or manager.

A project is an option if you plan to be a working journalist or media professional. Remember, a project is much more than a class assignment and requires as much research as a thesis. Final projects have included magazine or newspaper article series, video productions, practical guides for working journalists or media professionals and applied research projects.

A written proposal is required for both a thesis and a project, and must be approved in writing by your committee before you begin work/research. Proposal Approval forms are available online (also see appendix).

Admission to Doctoral Program

Please contact the graduate programs office if you are interested in applying to the doctoral program.

Communication and Media Studies M.A./M.S. Checklist

Required Core (18 credits)

- J611 Mass Communication & Society (4)
- J612 Media Theory I (5)
- J613 Media Theory II (5)
- J641 Qualitative Research Methods (4)
- OR
- J642 Quantitative Research Methods (4)

Additional methods course, either inside or outside SOJC (4 credits)

Additional 600-level, or approved 500-level, SOJC conceptual course(s) (4 credits)

J_____

J_____

At least 8, but no more than 16 graduate level credits outside the SOJC (2 courses minimum)

Other graduate level credits:

Thesis/Terminal Project Credits

- J503 Thesis (at least 9 credits total)
- OR
- J609 Terminal Project (at least 6 credits total)

Cumulative

- At least 46 graduate (500- or 600-level) credits (at least 24 graded, at least 9 at 600 level)
- Cumulative GPA of 3.00 or higher
- Foreign language requirement met (only if completing an MA)

Thesis or Project Checklist – Should be completed in order:

- _____ Advisor selected
- _____ Committee and chair selected
- _____ Thesis or project proposal approved and completed, and filed with SOJC
- _____ Human Subjects Research Compliance Approval (if needed)
- _____ Applied for graduation on GradWeb by second week of term in which you plan to graduate
- _____ Enrolled for at least 3 graduate credits during graduating term (at least 1 of J503 or J609)
- _____ Foreign language requirement completed (MA students only)
- _____ Oral defense completed
- _____ Electronic copy of terminal project submitted to SOJC OR electronic copy of thesis to Grad School

Thesis and Project Information for Communication and Media Studies Master's Program

Thesis vs. Project

Students in the Communication and Media Studies master's program typically complete master's theses (9 credits of J503), though some choose to do projects. A thesis requires original research to address questions about media and society. A review of relevant literature, mastery and use of an appropriate research method, and analysis of findings typically are involved.

A project differs from a thesis in one major way: A thesis presents original research that contributes to the scholarly literature of journalism and communication studies. A project, in contrast, contributes to the communications professions via applied research and/or creative accomplishment. The project is the culmination of your studies here and should reflect what you have learned in the program.

A project may take many forms, though all projects must be noteworthy for substance and artistic or professional quality. Past projects have included: documentary films and videos, photo essays, feature or investigative article series, handbooks for professionals (e.g., the result of synthesizing and translating scholarly research), or magazine design and layout projects, either print or digital, or works of multimedia journalism.

The project could be a well-conceptualized feature article series (for example, three 2,500-word stories) targeted to a specific publication. Such projects must show both greater depth and breadth (conceptually, stylistically and in terms of quality of research) than any single assignment completed in a single course.

While a project does not necessarily constitute original research, it nonetheless requires research that contributes to content substance and delineates the project's unique contribution to the professions. This research, as well as the project work itself, certainly involves methodologies — e.g., of interviewing, of library research, of examining similar projects, and of carrying out the project. Therefore, each project must be accompanied by a paper that describes

or documents the research involved, the methodological procedures used, and lessons learned in the process.

Reminder: Project students sign up for a minimum of six credits in J609. Thesis students sign up for a minimum of nine credits in J503. Students usually sign up with their advisors for project or thesis credits.

The Proposal

Students preparing a project or a thesis must write a proposal and gain approval from three committee members using the SOJC Proposal Approval Form, which is available online at [here](#). Your proposal and committee must be approved before work on your project or thesis begins and before you can earn credits for the thesis or project. Most students have approval by the start of spring term of their first year.

All committee members (see also Thesis and Project Committee below) receive and approve your written proposal, using the Proposal Approval Form. This protects you from having a person on your committee who does not fully understand or support your work. Don't forget to obtain human subjects compliance approval if you are planning a thesis or project involving human subjects. See <http://rcs.uoregon.edu/content/human-subjects-applications-forms> for details.

Proposal Guidelines

Generally, you will include what you want to study or the problem to be addressed, how you plan to approach it, and why it should be studied. State your hypothesis, questions, and/or goals, review relevant literature and contextual information, explain methodologies or procedures to be followed, and describe what the final product will look like. Proposals vary in length and can contribute to the content of your finished thesis or project. Reminder: your written proposal must be approved by your committee, using the Proposal Approval Form.

Guidelines for Theses

The Graduate School has guidelines pertaining to style, margins, footnotes, etc. You may find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Graduate School website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Graduate School and you will not graduate on time.

Thesis Proposal Structure

Typically, a thesis proposal includes a number of sections, described below. Of course, the content and subheads under each section will vary depending on the problem you are researching, your theoretical framework and the methodology you envision.

I. Introduction. This should consist of a brief summary of the problem you are proposing to investigate, what question(s)/hypothesis(es) you intend to address, and how you envision doing it. While this section is the first presented, it is advisable to write this after you have completed the rest of the proposal.

II. Review of Literature. Here you review relevant theory and literature that will enable you to make a case for the significance of your research. This is an interdisciplinary field. It is likely you will review more than one area of literature. If so, you will probably begin with a statement similar to this: "This research draws on four areas of literature: feminist media theory; scholarship on gender roles in India; prior studies of gender and media in India and South Asia; and global studies examining gender representations in news." You should then proceed to summarize pertinent scholarship in each category (and their interconnections). You may use subtitles to organize this review. Following this review, you should summarize the rationale for your research question(s) or hypothesis(es) drawn from all the area(s) of literature you have reviewed. Finally, you should clearly state your main research question(s) or hypothesis(es).

III. Methodology. Here you describe your methodological plans as specifically as you can. Of course, the considerations you discuss here will vary depending on the nature of your research, e.g., whether

quantitative or qualitative. The following are considerations you may need to discuss in a quantitative thesis: unit of analysis; population; sampling procedures; research instruments (questionnaire, coding categories); and reliability and validity. Everyone — regardless of method — will need to discuss the resources to be drawn upon and how they will be analyzed or interpreted. Some discussion of the limitations of your chosen approach(es) also may be appropriate.

IV. Outline of completed thesis. Outline the chapters you anticipate will comprise your completed thesis with a sentence or two describing each chapter. Typical chapters in a quantitative thesis are: Introduction; Review of Literature; Methodology; Results; Discussion; Conclusions. Often a chapter on Historical (or other) Context of the Problem also is included and precedes (or sometimes follows) the Review of the Literature. In a qualitative thesis the organization is often similar up through the methods chapter. Presentation and discussion of results should be organized in consultation with the committee.

Project Proposal Structure

The organization of a project proposal typically parallels that of a thesis proposal, including the following:

I. Introduction. A brief summary of what problem, topic(s) or issues you intend to address, and how you envision doing it. A couple paragraphs to a page should be sufficient. Even though this section is the first presented, it is best to write this after you have completed the rest of the proposal.

II. Background research. Report any research that helps make a case for the significance of your project and provides professional context. At least two types of background research are relevant here: research that contributes to content substance, and research to delineate the project's unique contribution to the professions.

III. Methodology or Procedures. Describe

the procedural decisions and plans that will enable you to carry out the project. Obviously, different types of projects will require very different kinds of procedures. A student doing applied research (e.g., for an advertising or public relations campaign) may use essentially the same methods as a student carrying out a social scientific thesis. Creative projects will involve completely different types of procedures and methodologies, depending on the project. The methodological decisions involved in planning and writing a work of literary nonfiction, for instance, will usually be very different than for making a video documentary.

IV. Description of completed project.

Describe what you anticipate your completed project will look like.

Your Advisor

For both doctoral and masters students, when you arrive at the SOJC, you will be assigned an advisor by the Director of Doctoral Programs based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with him or her soon after beginning the program, and he or she will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors: Within two terms (or three at the most), you should decide whether to stick with your original advisor through completion of your thesis or project, or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the original advisor is notified of any changes.

Your advisor is the chair of your thesis/project committee and will help guide your proposal

and see you through completion of your work. Select someone with whom you have a mutually respectful relationship, someone who is interested in your area of study and can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute experience in some areas.

Thesis or Project Committee

For Communication and Media Studies students, the master's committee is made up of a minimum of three members, including the advisor/chair. At least two members must be regular SOJC faculty. Your chair is a tenure-track faculty member; other SOJC faculty on your committee may or may not be tenure-track. Aside from the minimum of two SOJC faculty, the third member may be someone from outside the SOJC — faculty from another department, or a professional, an expert, etc.

The thesis/project committee is student-chosen and based on faculty expertise. Members should be selected for their ability to contribute to your work. You should also make sure committee members will be available to serve on your committee during the terms you intend to do your work; be sure to ask potential committee members about future plans (fellowships, sabbaticals, Fulbrights, etc.). This is especially important if you plan to graduate during the summer quarter, as many faculty hold a nine-month appointment and are not available summer term. Because of this, the Graduate School does not guarantee graduation summer term.

Students generally choose committee members after the advisor is chosen but before the proposal is written. Your advisor — the committee chair — can be involved in selecting other committee members. Beyond approving your project proposal, the role of members varies from committee to committee. You may have one who was selected for his or her expertise in your method or another outside area; you can then rely on that person for help in that area. Others may be general readers who read your chapters as you complete them. Based on discussions with your committee, you may submit draft chapters to all members, or

you may submit them only to your chair and have other members read only your revised chapters.

In any case, the role of your committee members should be discussed early in the process between the student and advisor; your advisor should help you determine a way to make the committee function smoothly. Additionally, committee members should be told up front what you expect from them. Your entire committee reads your finished work and gathers for your oral defense to approve your thesis or project.

How to begin your Thesis or Project

The topic is your choice. You may come up with it through courses, conversations with faculty, your own interests, etc. Talk with faculty and other students to determine whether your idea is feasible. You should have a working idea by the start of your second year of graduate school (or at least by the term preceding the term you intend to write your project). Then, working with your advisor, write the proposal; see above.

Oral Defense

All students must hold a public oral defense. The oral defense takes place after you've completed your thesis or project. If you've completed all appropriate steps, a defense is a lively conversation between you and your committee about your work. The key is to make sure your committee supports your work prior to your oral defense. Your committee members must not agree to the defense if major revisions will be necessary. Expect your committee to find minor problems and make suggestions at the oral defense. At the end of the defense, your committee must either approve or disapprove your work; approval is necessary before you can graduate. It is common for committees to approve with changes and list changes that need to be made.

Consistent with School of Journalism and Communication policy, the oral defense is intended to be a public discourse and, as such, will be announced prior to the event.

Important: As soon as you have agreed upon a date and time with your committee, you must schedule the defense with the Graduate Programs Office using the online scheduling form: <http://sojcstudent.uoregon.edu/graduate/forms/>

Thesis or Project Approval; Graduation

An Application for Advanced Degree form must be filed online with the Graduate School by the second week of the term you plan to graduate. You can locate the application on the Graduate School web site. Specific dates and deadlines are listed on the Graduate School web page.

Projects are not subject to Graduate School approval; theses are. Therefore, theses require more paperwork. Overall, the SOJC Graduate Office staff tries to work with you to ensure all appropriate forms are submitted on time, but it is advisable to keep in close contact with them to make sure your file is kept up to date.

Remember that students completing theses do not have the entire term they intend to graduate to complete their work. In order to meet deadlines for scheduling oral defenses and obtaining Graduate School approval, students should plan to dedicate only one-half to two-thirds of the term they intend to graduate to completing their thesis. The student must also allow time for the committee to review the thesis before the oral defense (a minimum of 10 working days recommended) and time for corrections to be made after the oral defense (a minimum of five days recommended).

Projects: Submit one electronic copy of your final project, in PDF format, to the SOJC Graduate Office. You do not need to submit a copy to the Graduate School.

Theses and Dissertations: Upload an electronic copy of your thesis to the Graduate School by the stated deadline. A copy of your final thesis must be received by the stated deadline (check Graduate School website for dates and submission instructions in order for you to graduate).

Foreign Language Requirement for Master's Programs

Students may earn either a Master of Arts (MA) or a Master of Science (MS). Only students pursuing an MA degree must demonstrate competence in a foreign language, which must be demonstrated within the overall seven-year limitation for completion of a master's degree. Foreign language proficiency can be demonstrated by: 1) completion of at least the third term, second year of a foreign language course with a grade of "C-" or "P" or better taken within seven years prior to the awarding of the master's degree, or 2) satisfactory completion of an examination administered by the University Testing Center, showing language proficiency equivalent to that attained at the end of two years of college study. Typically if students do not already have a foreign language upon entry to the program, they simply take the MS option, as there is no language requirement for the MS degree.

Regarding completing an examination administered by the University Testing Center, the Testing Center offers the following information. Visit the [website](#) for the most current information.

French, German, & Spanish

The French, German, and Spanish placement tests are un-timed computer adaptive tests that are designed to help a student to determine readiness for 1st or 2nd year language study. These tests on average take 30 min. or less. Students who studied French, German, or Spanish in high school, and who wish to continue with the same language should be advised that they should not register for 101. Results from the placement test will provide guidance and options for their registration.

Japanese

Students with previous background in Japanese, as well as those wishing to register above JPN 101, are required to take the Japanese placement test. The test is un-timed and consists of a listening section and reading, grammar, vocabulary and writing section. In addition to the listening and written test, an oral interview with the Japanese program faculty is required. Students will need to contact the Dept. of East Asian Lang. & Lit., 541-346-4041 to set up an appointment for an oral interview.

Chinese

Students with prior background in Mandarin Chinese, either as native speakers or through prior course work, are required to take a placement exam before enrolling for any Chinese classes. The Chinese placement test is a 3-part 55 min. multiple choice test consisting of a listening, grammar, and reading comprehension section. In addition to the listening and written test, an oral interview with the Chinese program faculty is required. Students will need to contact the Dept. of East Asian Lang. & Lit., 541-346-4041 to set up an appointment for an oral interview.

Students with questions about placement into other languages should contact the appropriate department.



Concurrent JD and Master's Degree Program

Concurrent JD and Master's Degree Program

Description:

This degree program offers concurrent Juris Doctorate (JD) and Master of Arts or Master of Science (MA/MS) in Communication and Media Studies degrees, allowing students to condense the time frame for achieving both degrees and enjoy the advantage of an interdisciplinary focus in the journalism and communication field. The School of Journalism and Communication (SOJC) draws upon the strengths of the campus community and our connections to the professional area of the Pacific Northwest. Students have the opportunity to take SOJC coursework in the social sciences and humanities, in addition to the professional coursework of the School of Law. The MA/MS in Communication and Media Studies introduces students to the social, cultural, international, and ethical aspects of journalism and communication issues through completion of two areas of concentration, completion of a thesis or terminal project, and the possible opportunity to complete a communication internship.

This concurrent degree program provides students who have the time, qualifications, and commitment:

- a broad base of legal and communication skills supporting an expanded range of career paths;
- exposure to an array of professionals in the legal and communication communities;
- a wide range of complementary course work and skills development not otherwise available;
- opportunities for both legal and communication internships (communication internship is not guaranteed, but is possible, contingent on resources, time, and the needs and interests of the individual student); and
- opportunity to complete a master's thesis, demonstrating an ability to complete an original research project combining knowledge of the fields of both law and communication studies. A terminal project option may be appropriate in some cases.

The program allows students to receive 2 degrees in 4 years rather than the standard 5. To obtain the JD, a concurrent student need complete only 75 semester hours in law courses (a reduction from the requirement of 85). To obtain the MA/MS degree in Communication and Media Studies,

a concurrent degree student will need to complete the full 46 quarter hours of SOJC coursework, which can include up to 16 quarter hours (up to 12 semester hours) of credit from other schools or departments in relevant coursework.

The two degrees are separate, with each school maintaining the academic probation, course, and grade requirements for its own degree program. Note that for the Communication and Media Studies MA/MS degree, students in the concurrent program must take at least one of the three required SOJC conceptual seminars in a graduate level media law or media ethics course approved by the student's advisor.

The order in which concurrent degree students complete their coursework may vary. Although in all cases the first two years of the concurrent degrees program comprise core coursework for both the JD and the MA/MS, some students will complete one year of Law School coursework and then begin their core master's coursework in their second year. Others will start with core master's coursework and then enter Law School in their second year.

After the first two years, students ideally should arrange their remaining coursework such that SOJC and Law School coursework are not taken at the same time. The School of Law and the SOJC operate on different academic calendars, the former being on a semester system, and the latter on a quarter system. In addition, tuition rates may differ between the two units, although University policy will determine applicable tuition and fee charges.

After the first two years a student will still need to complete a master's thesis or terminal project. Those credits should be taken during the spring and summer, immediately following required SOJC coursework or during a subsequent summer. Note that it is possible for a student in the joint program to complete all SOJC coursework, including the thesis, during one full academic year and summer. The outside Law coursework required for the MA/MS ideally should be done while the student is taking other Law coursework.

Specific Course Requirements

Concurrent degree students in the Communication and Media Studies MA/MS program must complete the following:

- 18 credits of required core coursework (see page 22)
- At least one SOJC 600-level conceptual course in law or ethics, as approved by the student's advisor. Graduate seminars (J610) may count toward this requirement; other courses numbered J601-J609 and J600-level skills courses do not count toward this requirement.
- Certain 500 level courses may be considered for this requirement, but the student must petition his or her advisor and the chair of the Graduate Affairs Committee for permission.
- Media/Communications courses offered at the 600-level in other schools or departments may count toward this requirement with advisor and GAC approval.
- One additional methods course. This course may be taken within or outside of the SOJC. If taken outside of the School, it may count toward the outside credit (see below).
- At least 8, but no more than 16 quarter (or up to 12 semester) graduate (500- or 600- level) credits in the Law School or other units. The courses chosen must be part of a consistent, related, educationally enhancing plan that has been approved by the student's advisor prior to enrollment.
- A graduate thesis (nine credits in J503) or terminal project (six credits in J609) approved and supervised by a faculty committee. Your advisor and two other committee members supervise the research and writing of the thesis or project. The committee must approve a written proposal before work begins. Proposal Approval Forms are available on-line. Students should register for Thesis (J503) or Project (J609) during the terms in which they are researching and writing their thesis or project

If a student fails to complete the MA/MS degree, only 5 semester hours of non-law course work can be applied toward the JD degree. If a student fails to complete the JD degree, the entire program in the Communication and Media Studies must be completed before the MA/MS degree can be awarded.

As the academic year for the SOJC runs into June

and the Law students finish earlier, students intending to graduate with the concurrent degree must plan to complete requirements for the Communication and Media Studies MA/MS by winter term of the graduation year.

Admission to the Program

Students must apply separately to, and be admitted by, both the School of Law and the Communication and Media Studies Master's program of the School of Journalism and Communication.

For the law school, applications are accepted beginning in September with the priority deadline being March 1. Applicants will be notified in writing of the committee's decision between February 7 and April 15 depending on application volume. Applicants must submit the following items to the School of Law before being considered for admission:

- application form
- application fee
- Law School Admission Test (LSAT)
- LSDAS report
- Recommendations
- TOEFL (international students only)

For the MA/MS in Communication and Media Studies Program of the SOJC, applications will be accepted until March 1, consistent with the Law School deadline. However, applicants wishing to apply for a Graduate Teaching Fellowship or scholarship should apply by February 1.

SOJC admits students for fall term only. Applicants must submit the following items to the MA/MS in Communication and Media Studies Program before being considered for admission:

- online application form (we receive this automatically when you apply online)
- résumé
- statement of purpose
- 3 letters of recommendation
- official transcripts from all universities/colleges you have attended
- official GRE scores sent to SOJC directly from ETS. The LSAT may substitute for the GRE Because GRE scores demonstrate quantitative aptitude (in addition to the verbal and analytic aptitude demonstrated on the LSAT), those who do not submit

GRE scores are encouraged to demonstrate their quantitative aptitude to the SOJC Graduate Affairs Committee in other ways. This can include specifically identifying relevant courses from transcripts, providing other standardized test scores in addition to the LSAT, documenting relevant research or work experience, or by having letters of recommendation writers address the issue. You are required to submit a copy of your law school application, which must include LSAT scores.

- TOEFL or IELTS (non-native English speakers only)
- UO Admissions Office must receive a \$70 application fee (submitted with your online application) and an official transcript from any university/college where you received a degree.

For further information on application requirements and procedures:

- Communication and Media Studies Master's Program web page at <http://journalism.uoregon.edu/academics/grad/ms/> or contact Amy Boutell, Graduate Student Services Manager, 541-346-6304, aboutell@uoregon.edu.
- School of Law web page at <http://law.uoregon.edu/> or contact the School of Law Office of Admissions, 541-346-3846 or toll free at (800) 825-6687.

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Communication and Media Studies Doctoral Program

Ph.D. Program in Communication and Media Studies

Description

The doctoral program trains candidates to do research on a broad array of interdisciplinary questions related to communication and media studies. The school features faculty and coursework that explore the cultural, economic, ethical, and political analysis of media and society. The Ph.D. program emphasizes an appreciation of both quantitative and qualitative methodologies. We also place a strong emphasis on preparation for teaching in the context of higher education. Faculty in departments and schools outside Journalism and Communication have complementary areas of conceptual and methodological expertise to assist in guiding doctoral research.

Doctoral Program Strengths

The doctoral program in Communication and Media Studies requires a broad overview of theory and research in the field of communication and media studies and exposure to both qualitative and quantitative methods. Our program requires each student to develop an inside and outside area of specialization. Each student's program is closely monitored to assure adequate preparation for comprehensive exams and dissertation research, and students work with advisors and other faculty in small seminar settings and via independent study.

To prepare students for teaching in higher education, all CMS students are required to take a course on Teaching and Professional Life. In addition, doctoral students have opportunities to serve as primary instructors in undergraduate courses, according to their areas of professional and conceptual expertise. The University of Oregon's Teaching Effectiveness Program (TEP) offers numerous workshops as well as a Teaching Certificate that supplement this emphasis in our doctoral program.

Alongside an emphasis on theoretical and methodological breadth, and a teaching focus, the doctoral program in Communication and Media Studies provides resources for research in three primary areas of strength: communication institutions; ethics, law and policy; and international and multicultural communication.

We note that these areas are neither mutually exclusive nor exhaustive. For instance, dissertation topics have examined issues of policy within institutions, and diversity in the context of international communication. Additionally, it is possible to complete a dissertation on topics not considered areas of program strength. For instance, past doctoral students have successfully pursued dissertations that examine audiences and media effects.

Media institutions. A number of our faculty have expertise in the following: political economy of communication; media history; newsroom sociology; community media; new technologies and management of technological change; media management; government/media relations; organizational-public relations; consumer behavior; social effects of media; and media literacy, journalism studies, science and communication, game studies, visual communication, advertising, and public relations. The interdisciplinary New Media and Culture Certificate supports these areas. Resources outside of the SOJC include many departments but especially Cinema Studies, Political Science, Sociology, Psychology, History, the Lundquist College of Business, the School of Law, and the College of Education.

Ethics, law and policy. Some of our faculty have expertise in the areas of communication ethics, visual ethics, philosophy of communication, media law, media regulation, online privacy, public policy, and communication and democracy. Our graduate certificate in Communication Ethics complements this area of strength. Resources outside of the SOJC include many departments but especially Philosophy, Psychology, Political Science, Religious Studies, Sociology, Planning, Public Policy & Management, and the School of Law.

International and multicultural communication. We view international and multicultural communication as intertwined and inseparable. Areas of international expertise include development communication, international political economy, globalization, international advertising, international public relations and compara-

tive law, policy and ethics. Areas of expertise on multicultural diversity include feminist media studies; gender, race, ethnicity and media; and alternative media. Resources outside of the SOJC include many departments and programs but especially International Studies, Comparative Literature, Peace Studies, Latin American Studies, Asian Studies, European Studies, Scandinavian Studies, and Russian and East European Studies. Additionally, the Center for Asian and Pacific Studies, the Canadian Studies Committee and the African Studies Committee encourage research and may provide financial support. Resources on multiculturalism include many departments but particularly English, Philosophy, Sociology, and Anthropology, and programs in Ethnic Studies, Women's and Gender Studies, and Cinema Studies. Women's and Gender Studies offers a graduate certificate program that several of our doctoral students have found valuable. The History Department has provided expertise and assistance to our students pursuing historical analyses related to media and diversity. The Center for the Study of Women in Society may provide opportunities for dialogue as well as financial support. The Center on Diversity and Community also may offer financial support.

Degree Requirements

Candidates for the Ph.D. degree typically take about 80 graduate-level credits of course work beyond the master's degree; the exact number of credits depends on the student's prior graduate study experience. The program concludes with a dissertation. The Graduate School requires that doctoral students spend at least one academic year (three consecutive terms of full-time study with a minimum of 9 completed graduate credits per term) in residence on the Eugene campus after being accepted into a doctoral program. All coursework leading to the doctoral degree must be completed within seven years. Specific requirements are:

Core sequence. Within the first three terms of study, students complete the core sequence of courses: Teaching and Professional Life (J619), Media Theory I (J612), Media Theory II (J613), Qualitative Research Methods (J641), and Quantitative Research Methods (J642). Advanced Doctoral Seminar (J643) is taken during the

Spring term of the second year of study.

Methodology Courses. At least one additional methodology course must be taken. These courses may be taken outside the School.

Communication/Media Studies Specialty. Each student must specify an area of expertise within the SOJC. An area of specialization may coincide with the current areas of faculty expertise or may represent another area within the field of communication/media studies. The area of specialization must be supported with relevant course work, which typically includes 3-4 courses (12 credits minimum) in the SOJC, although courses outside the school may also be appropriate.

Outside Field. In close consultation with their advisor, each student designs an integrated outside-related field component consisting of 3-4 courses (12 credits minimum) for his or her course of study. The Ph.D. program stresses the interconnectedness of communication/media studies with other disciplines; therefore, the outside field may involve more than one outside department.

Methodological Tool Requirement. A student may be required to take additional methods courses depending on the student's specific research aims within and/or outside the SOJC.

University Teaching. All students are required to take J619 Teaching and Professional Life during their first term in the program. After completing this course, appropriate teaching experience in the SOJC will be arranged and coordinated by the Doctoral Program Director in coordination with other SOJC leadership.

Comprehensive Examination. After course work is complete, the student, the advisor, and the student's comprehensive examination committee will schedule an examination that synthesizes what the student has learned. Student will register for 9 credits of 601 Research and 605 Readings credits while they study for the comprehensive exam.

Proposal Approval. Within one or two terms of the comprehensive exam, the student must complete a dissertation proposal in consultation

with his or her chair and committee members. Once the proposal is complete, the student must arrange a meeting with the committee to discuss the proposal and agree on any changes. The student should notify the Graduate Programs Assistant with the date and time of the meeting. The student should bring proposal approval forms to the meeting. Once the proposal has been approved by all committee members, the student may advance to candidacy and begin work on the dissertation. It is expected that doctoral students will advance to candidacy within two terms of passing the comprehensive exam.

Dissertation. The dissertation is a substantial document presenting independent research that makes a contribution to the current body of knowledge in a scholarly field. Students must enroll for at least 18 credits of J603 after passing the comprehensive exams.

Advisors

When you arrive at the SOJC, you will be assigned an advisor by the Director of Doctoral Programs based on your expressed research, professional, or academic interests. Your advisor is a tenure-line faculty member. You should meet with him or her soon after beginning the program, and he or she will help you get started. Throughout your studies, your advisor helps develop your academic schedule, gives advice about when you should take certain classes and about classes outside the SOJC that might be relevant to your program, and provides support for your decisions concerning course choices. See your advisor at least once per term.

Changing advisors: Within two terms (or three at the most), you should decide whether to stick with your original advisor through completion of your dissertation, or to change advisors. You might have found someone more compatible, or whose research interests more closely parallel your own, or perhaps your own research interests may have evolved. You are free to change your advisor at any time. Be sure that the faculty member you choose to work with agrees to be your new advisor, and that the original advisor is notified of any changes.

Your advisor is the chair of your dissertation committee and will help guide your proposal

and see you through completion of your work. Select someone with whom you have a mutually respectful relationship, someone who is interested in your area of study and can contribute to your work. Your advisor does not have to be experienced in every aspect of your work; other committee members can contribute experience in some areas.

Graduate Certificates

The University offers several graduate certificates that may be of interest to SOJC graduate students. For example, our students have taken certificates in Communication Ethics, New Media and Culture, and Nonprofit Management. The full list of certificates is available at <http://gradschool.uoregon.edu/academic-programs>.

Program Statement

At the end of the first year, each student submits a Program Statement to the Doctoral Program Director. The program statement tells what courses the student has taken or intends to take, how they fit together and where they lead. The statement should specify the student's inside specialty and outside field. Program Statement guidelines and deadline for submission (typically the first week of May) will be distributed to each student early in Spring quarter of the first year (see appendix).

Satisfactory Progress

In order to retain GE funding and continue in the PhD program, students must be making satisfactory progress toward the degree. This is defined as: no more than two incompletes; comprehensive exams passed by end of 3rd year; approved dissertation proposal by Fall term of 4th year.

Comprehensive Exams

The comprehensive exams are undertaken by the doctoral student after completing all Ph.D. coursework. Most students complete their exams by Fall term of their 3rd year. The student and his or her advisor confer and agree that the student is ready to take the exams. Students also must be enrolled for at least nine graduate credits a quarter to be considered a full time students; typically these credits are split between J601 Research and J605 Reading when studying for comprehensive exams.

Students may choose one of two ways for taking the exams: four hours for native English speakers and six hours for non-native speakers, taken in a designated space; or eight hours for English speakers and ten hours for non-native speakers, taken in location of student's choice. Some students prefer the shorter, closed-book exams for their synthesistic efficiency. A student may come to the shorter exam with a two-page bibliography, but otherwise no notes, books, journals, disks, or other ancillary materials. Other students prefer the longer exams in order to be in a chosen setting where they can draw on reference materials. Students are encouraged to discuss the options with their advisors, committee members and students who have completed their exams before confirming with the advisor and committee and notifying the Graduate Office of their preferred process for taking exams.

Exams may be scheduled in any order by the student but must all be administered within a two-week period. The exams cover four knowledge areas: overview of communication, media theory & research; media studies research methods; a designated in-SOJC specialty (e.g., international communication); and an approved outside-the-School area of study.

The student, in consultation with the advisor, chooses an exam committee. The committee will be composed of three SOJC faculty (including the advisor as chair) representing theory, methods, and inside specialty, and one member from outside the School representing the outside area. To prepare for the exams, students develop reading lists in consultation with each committee member. and the advisor. Each committee member is responsible for creating one exam. The student's Program Statement should help guide the exam committee in devising the comprehensive exam. The advisor is responsible for overseeing the creation of the exams, arranging for their administration, discussing results with the exam committee and calling for the oral exam.

Each student, regardless of performance on the written exam, will participate in an oral exam, which should be scheduled 1 to 2 weeks after the last written exam. A student

whose performance on any part of the written exam falls short of expectations will have the opportunity to better his or her performance at the oral exam. However, the oral cannot in every case make up for poor written response. If a student does not perform satisfactorily on the oral exam and/or written exams, the student will be permitted to retake any portion of the exam no more than once.

Dissertation Proposal

The dissertation topic is the student's choice. You discover your topic through courses, conversations with faculty, your own interests, etc. Talk to faculty and other students to determine whether your idea is feasible.

You should work with your advisor and committee members to write a proposal. Typically, but not always, the dissertation committee is composed of the same faculty as the comprehensive exam committee. Students should confirm committee composition with advisors. This is a required step and should include what you want to study, what theory and research grounds it, how you plan to study it, and why it should be studied.

Proposals vary in length (though are usually no longer than 30-40 pages) and can contribute to the content of your finished dissertation. Your proposal must be approved in writing at a meeting of your dissertation committee, using the Proposal Approval Form available from the SOJC website <http://sojcstudent.uoregon.edu/graduate/forms/> (also see Appendix). The student should notify the Graduate Programs Assistant with the date and time of the meeting. Upon approval of the proposal, you may advance to candidacy. Note that dissertation credits may not be earned until you have advanced to candidacy. Therefore it is advisable to complete your proposal and hold a proposal meeting within a term of completing the comprehensive exam.

If the written portion of the comprehensive exams is very strong, it is possible that there will be time during the oral exam to discuss the dissertation proposal. It is a good idea for students to submit a 1-3 page topic idea

prior to the oral exam, so that the committee members are prepared to discuss the tentative dissertation topic if time allows.

Some advisors recommend that students circulate a 1-3 page topic idea even earlier, at the time that they are discussing comprehensive exam questions with committee members. This allows committee members to include question components related to the student's research interests. It is important to realize, however, that the comprehensive exams and the dissertation are two separate exercises. The comprehensive exams cover broad areas of literature in the four areas described above, and also addressed in the program statement. Students should not expect that questions will focus narrowly on their dissertation interests.

Advancement to Candidacy

Once the student passes the written and oral exams and has an approved dissertation proposal, a "Report on Examinations for Advancement to Candidacy for the Doctoral Degree" form must be filed online with the Graduate School via GradWeb. Part of this form is completed by the SOJC, and part of it is completed by the student. Both parts of the form must be properly filed for the student to be officially advanced to candidacy and allowed to register for additional terms. All exams must be completed and a recommendation to advance the candidate must be submitted by the chair no later than the last day of the term (usually Friday of finals week) to be considered advanced in that term. Only after the student has been advanced by the department will they be allowed to register for dissertation credits.

Dissertation Committee

Your advisor serves as your dissertation advisor, and your exam committee typically serves as your dissertation committee, although there are exceptions. Dissertation committees are made up of at least four people: three faculty members from the SOJC and one tenure-track faculty member from outside the SOJC. The UO Graduate School has specific rules regarding dissertation committees. Consult their website to ensure that your committee members are eligible to serve on your committee. Dissertation committees should be chosen and the names of committee members submitted to the SOJC

Graduate Programs Office, who will then file the committee with the Graduate School. The committee should ideally be formed within one month after completing comprehensive exams; the absolute deadline is six months before the oral defense of the dissertation. You will not be allowed to hold an oral defense or graduate unless this six-month requirement is met.

Writing the Dissertation

Each student's experience in researching and writing a dissertation is different depending on many factors, including: the nature of the research; the student's relationship with advisor and committee; and individual styles and preferences.

As noted above, it is required that each student arrange a meeting with the dissertation committee after the proposal has been circulated. Such a meeting can be extremely valuable in: making sure all committee members agree on the research plans; identifying areas of reservation and concern; discussing a tentative timetable for completion; and agreeing on procedures for feedback (e.g., whether all committee members want to see chapters as they are written or whether the advisor will provide feedback prior to broader distribution). Once the proposal has been approved, it is generally preferable that the advisor provides feedback on chapters prior to circulation among all committee members. This usually helps minimize confusion that can result from conflicting suggestions. Certainly there are exceptions, however, e.g., when a committee member has greater expertise in a particular area than the advisor does.

Getting timely feedback from advisors and other committee members sometimes be a challenge, given faculty members' many responsibilities. Issues often can be prevented or addressed via frank and early discussions to agree on how much time committee members need for reading and responding and what times of the year members may be unavailable. If

Guidelines for Dissertation

The Graduate School has guidelines pertaining to style, margins, footnotes, etc. You may find a copy of these guidelines, called the Thesis and

the problem becomes extreme or seems unresolvable, you should talk to the Doctoral Program Director.

Guidelines for Dissertation

The Graduate School has guidelines pertaining to style, margins, footnotes, etc. You can find a copy of these guidelines, called the Thesis and Dissertation Style and Policy Manual, on the Graduate School website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Graduate School and you will not graduate on time.

Applying for Graduation

An application for advanced degree form must be submitted online via the Grad School website by the second week of the term you plan to graduate. This signals to the Graduate School and the Registrar's Office that you intend to complete your degree that term. If your plans change, contact the Graduate School to withdraw your application.

Oral Defense

An oral defense takes place after you've completed your dissertation. You must apply for your oral defense in GradWeb at least 2 weeks prior to the defense date and fill out the Thesis/Project/Dissertation Defense scheduling form at <https://sojcstudent.uoregon.edu/graduate/forms>; see the Graduate School website for application procedures. If you've completed all the appropriate steps and given your committee members adequate opportunity to review the dissertation and give you feedback, an oral defense is basically a conversation between you and your dissertation committee about your work. The key is to make sure your committee supports your work prior to your oral defense. In fact, when your committee members agree to the oral defense, they are indicating approval of your work except for very minor revisions. A committee member should never agree to attend an oral defense if he or she believes that major revisions will be needed and require more than two weeks to complete. Following the defense, the committee must either approve or disapprove your ability to orally discuss your dissertation. The committee will also likely require minor revisions before you may submit the dissertation to the

Graduate School.

Consistent with University of Oregon policy, the oral defense of the dissertation is intended to be a public discourse and, as such, will be announced one week prior to the event.

Dissertation Approval & Submission

Upon successful completion of your oral defense, your committee members must log into GradWeb to indicate that your defense was successful and that only minor revisions remain on the dissertation itself. The Graduate Student Services Manager will process your Statement of Completion. Once you have made all the revisions requested by the committee, you must upload a PDF copy of your dissertation, along with final approval forms, to the Graduate School no later than Monday of week 10 of the term of graduation. Procedures, forms, and exact deadlines are available on the Graduate School website. That office will review the dissertation to ensure compliance with formatting requirements; nearly all dissertations require at least minor formatting corrections after initial submission.

Teaching Opportunities

Most doctoral students and some master's students serve as Graduate Employees (GEs) during their studies because this program places a strong emphasis on training candidates to be effective teachers. There are several types of fellowships available, including research and editorial assistance and for combined responsibilities; however, most GEs involve teaching assistance. Initial GE assignments for teaching are made by matching students' intellectual and professional backgrounds with needs in the SOJC's schedule. As GEs become more familiar with the curriculum and also enhance their areas of knowledge, they are strongly encouraged to consult with their advisors and the Doctoral Program Director about new assignments that will diversify their teaching portfolios. Every effort will be made to accommodate reasonable requests and to provide varied GE experiences. However, not all requests can be granted because of scheduling difficulties or multiple requests for the same course. Note that doctoral students' GE requests generally have priority over master's students'

requests.

Regardless of course assignment, GEs are encouraged to work closely with faculty supervisors to identify what the GE will assist with, including expanding the curriculum and/or in giving guest lectures. Of course, these initiatives should be taken within the hours agreed to in the GE contract. The SOJC makes an effort to provide interested candidates with an opportunity to be the primary instructor for a course during his or her residency in the program. This is not a guarantee, however, and is based in large part on the doctoral candidate's performance in assisting classes and in his or her program of study. The faculty must have ample evidence that the candidate is ready to be a primary course instructor. Additionally, all undergraduate teaching assignments are based on an evaluation of the overall needs of the undergraduates in the program. A qualified doctoral student will be assigned a class when there is a need for the class and the doctoral student's services are not otherwise needed for teaching assistance.

All doctoral students assigned to teach classes are also assigned faculty mentors who can help with course preparation and with questions and problems that may arise. Doctoral students are asked to delineate their teaching goals when they develop their program statements in spring of their first year. Candidates should work closely with advisors to evaluate their teaching experience thus far and establish realistic goals for obtaining additional experience in preparation for faculty positions. Following the approval of the program statement, candidates are urged to communicate frequently with their advisors and the graduate director, to assure that teaching goals are honored, as feasible in the schedule. It is important to emphasize that doctoral candidates vary greatly in their preparation to teach undergraduate courses offered in our program as well as in their desire to teach. Some come to the program with substantial teaching and/or professional experience, whereas others have had very little. Some have had substantial experience, but not in areas of need in our program. Some with substantial teaching experience choose to focus their attention primarily on research, as they do not need to enhance their teaching portfolios.

Hence, GE assignments and decisions about becoming primary course instructors are necessarily individualistic. The doctoral director and SOJC staff and other leadership make every effort to be fair and to maximize doctoral students' opportunities to grow as teachers, while also making appropriate assignments and considering resource constraints.

Summer Teaching

While faculty members have first priority for summer teaching, there are typically limited opportunities for doctoral student teaching in the summer.

GE Terms

SOJC Graduate Employees (Master's and Ph.D. students) generally receive two or four *consecutive* years of funding. If a graduate student accepts outside funding, that substitutes their teaching/research in the SOJC in a given term, that term cannot be reclaimed in SOJC at a later date.

GE Duties, Expectations, and Evaluation

A successful GE experience requires clear and open communication between the GE and instructor. GEs and instructors should jointly fill out a GE Duties and Responsibilities form at [here](#) (see Appendix) at the beginning of each term. This helps assure agreement on the division of labor. It also helps assure that the GE's responsibilities will not consume more hours than required in the GE contract.

GEs are evaluated in two ways. At the end of each term, supervising professors are asked to evaluate GEs using an evaluation form via Qualtrix. Copies of those evaluations are returned to the GEs and also filed. (See Appendix.) Additionally, GEs teaching their own courses are evaluated by students via the University's online course evaluation system. Both evaluation processes can be helpful to potential employers, if the student decides to share the documentation, during the job application process.

Ph.D. Checklist (Course Requirements)

Dissertation Style and Policy Manual, on the Graduate School website. It is very important that your finished work adhere to these guidelines; otherwise it will not be accepted by the Graduate School and you will not graduate on time.

Applying for Graduation

An application for advanced degree form must be submitted on-line via the Grad School web site by the second week of the term you plan to graduate. This signals to the Graduate School and the Registrar's Office that you intend to complete your degree that term. If your plans change, contact the Graduate School to withdraw your application and fill out the Thesis/Project/Dissertation Defense Scheduling form at [here](#).

Core Sequence:

_____	J619 Teaching and Professional Life (4) Fall of first year
_____	J612 Media Theory I (5) Fall of first year
_____	J642 Quantitative Research Methods (4) Winter of first term
_____	J641 Qualitative Research Methods (4) Spring of first year
_____	J613 Media Theory II (5) Winter of first year
_____	J643 Advanced Doctoral Seminar (5) Spring of second year

Communication/Media Studies Specialty (minimum 12 credits):

J_____	_____	J_____	_____
J_____	_____	J_____	_____
J_____	_____	J_____	_____

Outside Field (minimum 12 credits):

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Additional Methodology (at least 1 course):

_____	_____
_____	_____
_____	_____

Dissertation:

_____	J603 Dissertation (at least 18 credits)
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Ph.D. Checklist (Non-Course Requirements)

_____ Program Statement on file by end of first Spring quarter

Program Statement

_____ Consulted with Advisor about statement

_____ Advisor has approved and signed statement

_____ Signed statement submitted to Graduate Program Office by end of first spring quarter

_____ Feedback received from Doctoral Program Director (by end of first summer)

Comprehensive Exams:

_____ Select committee in consultation with Advisor and notify Graduate Program Office

_____ Determine form of exam (shorter, closed-book or longer, open book), discuss with

_____ Advisor and notify Graduate Program Office

_____ Determine dates for exams and notify Graduate Program Office

_____ In consultation with Advisor and Committee, determine time/date for oral exam

_____ Enrolled for at least 3 credits during quarter while taking exams - typically this is J605

_____ Reading and J601 Research

_____ Written exams (4 exams during 2 week period)

_____ Oral exam (within 2 weeks of completing written exams)

Dissertation Proposal:

_____ Confirm dissertation committee

_____ Work on proposal with Advisor

_____ Submit proposal to committee members for review and feedback

_____ In consultation with Advisor and committee members, determine time/date for proposal defense

_____ Proposal completed

_____ Proposal meeting with committee and approval forms submitted

_____ Advance to Candidacy form filed with the Graduate School

(ideally within a term of completing comprehensive exams)

Dissertation and Graduation:

_____ Research compliance approved

_____ Research and write dissertation

_____ Obtain feedback from Advisor and committee members

_____ Submit final dissertation draft to committee members no later than ?? weeks before defense

_____ Obtain committee members' approval to defend dissertation

_____ Apply for graduation on GradWeb by second week of term in which you plan to graduate

_____ Dissertation defense (apply in GradWeb 2 weeks prior to defense; Graduate School website for instructions)

_____ Complete revisions (if required by committee) and prepare final version of dissertation, making sure the document complies with Graduate School style guide

_____ Upload PDF copy of final dissertation to the Graduate School by Monday of week 10 of graduation term

Ph.D. Flow Chart

Admission
Advisor A temporary advisor is assigned at the beginning of the first year. Confirm advisor selection by end of first spring term.
Coursework The bulk of students' coursework is ideally completed during their first and second years of graduate study and finished during the second year. Doctoral students are required to complete the core sequence during their first year.
Choose committee and take comprehensive exams Students typically complete this step after their second year of study.
Dissertation Proposal Ideally students complete this step by the end of fall or winter quarter of their third year. Proposals must be in writing and approved by dissertation committee members at a meeting.
Advance to Candidacy Students advance to candidacy after they have passed their comprehensive exams and their committee has approved their proposal.
Dissertation research and writing Students should expect to spend at least 1-2 years researching and writing the dissertation. Students should be registered for J603 while working on their dissertation.
Dissertation defense Students apply for their defense through the graduate school at least 2 weeks before their planned defense date, and should be registered for at least 3 credits of J603 during the quarter of graduation.

Total credits 81 graduate level (500- or 600-level) with a cumulative GPA of 3.00 or higher. Students must complete a minimum of 9 credits per term.

Graduate Certificate in New Media and Culture

Graduate Certificate in New Media and Culture

About New Media and Culture Certificate

The New Media and Culture Certificate (NMCC) is a transdisciplinary program open to graduate students working at the intersection of new media and culture in any master's or Ph.D. program. This certificate blends scholarly research on new media topics with hands-on experience creating new media content and using digital research tools. Taking advantage of the creative opportunities possible within existing degree programs across campus, the certificate features an array of courses in the history, criticism, aesthetics, and production of new media technologies. The certificate program trains scholars, designers, and media practitioners in the skills and credentials appropriate for 21st century workplaces in academia and beyond.

The New Media and Culture Certificate serves as a hub for new media scholarship and activities across campus—coordinating courses, posting professional development activities, and connecting a community of scholars and practitioners engaged in like-minded work. The certificate program is a collaborative venture among the College of Arts and Sciences, the School of Architecture and Allied Arts, and the School of Journalism and Communication.

What should NMCC students expect?

- To understand theoretical, historical, and aesthetic contexts pertaining to the study and practice of new media
- To grow as active and engaged practitioners of new media technologies
- To obtain professional development and related skills for 21st century workplaces in academia and beyond

Program Requirements

Students must complete a minimum of 24 credits in approved courses. Among these, 12 credits must come from a series of required core courses: one course (4 credits) in Theories and Histories of New Media (this is known as

the core Common Seminar required of all NMCC students); one course (4 credits) from the list of Methods courses; and one course (4 credits) from the list of Topics courses. The remaining 12 credits are devoted to Electives.

With permission of the program director, other relevant courses may be substituted for pre-approved courses as they are developed or are considered germane to an individual student's program in new media and culture. Also note that students may petition to have non-new media courses count toward the Electives requirement if the majority of the student's research in the course involves the production of new media content (websites, databases, blogs, digital arts, creation of new digital tools, etc.).

At least 8 of the 24 credits must be taken outside of the student's home department or program.

- Common Seminar (4 credits)
- Methods Course (4 credits)
- Topics Course (4 credits)
- Electives (12 credits)

We have designed the curriculum to best take advantage of new, cutting-edge courses in new media across disciplines. The topics in new media course, for example, will permit the program's students to take a range of new and developing courses.

Application Procedure

After reviewing our program requirements, please download and complete the following three forms from [here](#):

1. NMCC Application Please note: You are welcome to apply to the Certificate program at any point in your studies. Effective Winter 2014, however, a maximum of 8 credits taken prior to acceptance into the Certificate program may count toward NMCC requirements. The Graduate School requires that students be accepted and enrolled in the NMCC by week 5 of the term in which the student officially joins the program.

2. NMCC Preliminary Study Plan (Useful references: Sample Study Plan and Courses)
Please keep in mind that this document is indeed merely a “preliminary” plan of NMCC coursework. Your projected study plan can and likely will change as you move through the program due to the vagaries of course scheduling and so on.

3. Graduate School Declaration of Graduate Certificate Form (Declaration of Graduate Certificate form is near bottom of the page and requires Adobe Acrobat.)

A dark gray vertical bar is located on the right side of the page, extending from the top margin down to the middle of the page.

General Information

General Information

Deadlines

Check the Graduate School web page for term specific deadlines for filing for graduation, oral exams, etc. For UO academic deadlines, go to <http://registrar.uoregon.edu/calendars> and click on Calendars.

Petitions

Changes, waivers, or alterations in SOJC degree requirements must be approved by the student's advisor, and submitted to the Doctoral Program Director in writing with accompanying support for the change/waiver.

Commencement (Graduation)

If a student has not yet finished his or her project/thesis/dissertation, the student's committee will decide whether they may participate in the commencement ceremony. If the committee believes the student is close to completion and that work-to-date clearly demonstrates the project/thesis/dissertation will be completed in a timely manner, they will most likely allow the student to participate.

Human Subjects Review

Compliance and Clearance

"Research Compliance" refers to the process by which the University, in accordance with federal law, certifies that research activity is conducted in a legal and ethical way. "Clearance" is the process by which the University proves your compliance.

Human Subjects

You must have approval by the Committee for the Protection of Human Subjects/Institutional Review Board (CPHS/IRB) prior to engaging in any research project involving human subjects. Before submitting your application to the Review Board, you must first have approval from your thesis/project/dissertation advisor. Guidelines, deadlines and forms for preparation of the human subjects protocol are available online at <http://rcs.uoregon.edu/content/research-involving-human-subjects>.

Funding Opportunities

GE Awards

GE opportunities also exist outside the SOJC and are listed on the Graduate School website. Students who have a GE award for two consecutive academic years are eligible for a summer tuition waiver for the summer session that falls between those years (known as a "Summer Sandwich"). Forms are available online from the Graduate School [website](#).

Scholarship Awards

First tier priority:

- Ph.D. recruitment
- Recurring commitments to current students (as mandated by graduate school recruitment fund policies that dictate language, criteria and amounts)
- 1st to 3rd year Ph.D. students in good standing according to need (particularly international students)

Second tier priority:

- Master's student recruitment
- Recurring commitments to current students

SOJC Research and Travel Funding¹

The SOJC has limited funding for graduate research and travel expenses. Travel funding is awarded competitively for travel to conferences to present papers. Research funding is awarded to support assorted research-related expenses. Both Travel and Research Fund Request Forms are available online at <https://sojcstudent.uoregon.edu/graduate/forms/> and must be approved by your advisor and program director and submitted to the Graduate Program Office before travel or research begins. The SOJC accounting office will process your disbursement; please contact them if you have any questions. You should also speak with them before booking airline flights to ensure that you follow proper University procedure. Distribution of graduate travel and research funds is based on the following priorities:

Conference Travel Funds

A. Peer reviewed academic conferences

Priority #1: First to fourth year Ph.D. students in residence

¹ Note that the procedures outlined here may change. We will keep you informed of any upcoming changes.

Priority #2: First to second year master's students and Ph.D. students beyond their 4th year

B. Number of requests

First requests will be favored over previously funded students' requests. Students may submit more than one travel request during a one-year period. However, each student is only granted up to \$900 per year for travel and \$300 for research. This amount is not guaranteed to each student, each year. For Ph.D. students beyond their fourth year and master's students beyond their second year, travel/research funds will be considered on a case-by-case basis.

Research and Project Funds

Requests for research funds must be made before the money is spent. Students may not complete their thesis or projects, and then seek funding afterward to pay for their expenses. Students should not apply for more than \$300 per year, subject to availability of funds. Thesis, project and dissertation research is given priority consideration.

Other Funding Opportunities

Funding opportunities elsewhere on campus include thesis/dissertation grants from the Center for the Study of Women in Society, the Graduate School, the Humanities Center, and others. These opportunities are competitive; you should contact the awarding department or center for more information. The Graduate School maintains a Graduate Funding & Awards webpage and will help students locate grants and fellowships in their field. Students should begin their funding search early to allow time to complete the application process and meet application deadlines.

Job Opportunities and Financial Aid

The Career Center keeps a listing of jobs available on campus and in the community. See <https://career.uoregon.edu> for more information. Work-study eligibility and other financial aid awards are determined by the Office of Financial Aid in Oregon Hall.

SOJC Communication and Technology

Mailboxes & GE Bulletin Board

On the Eugene campus, every GE has a mailbox, located in Allen Hall Room 220. A graduate student bulletin board is located near the mailboxes, with announcements about special seminars, conferences, calls for papers, fellowships/grants, and job opportunities.

University Computers and E-mail Accounts

Visit the Information Technology website at <http://IS.uoregon.edu> to learn about the services they offer students, including how to set up your University email account. Among other services, they offer a number of online trainings and resources to help students learn about email and the internet. The mandatory incidental student fee covers the use of computer centers around campus.

DuckID (Email Account)

New students automatically have an email account set up for them through the University of Oregon. Unless otherwise prohibited by law, the University may send official communications to students by e-mail to an account assigned by the University with the full expectation that such e-mails will be read by the recipient in a timely fashion.

Students are expected to review messages received through their UO e-mail account on a frequent and consistent basis. Communications may be time-critical. Some students choose to have their UO emails forwarded to a personal email address to help ensure receipt of important emails. However, students should send messages from their UO e-mail accounts for all University-related email communications.

SOJC student listservs (both Eugene and Portland) include only uoregon email accounts. To activate and start using your DuckID (this includes your UO email account),

follow the instructions listed at duckid.uoregon.edu. For help with University DuckID and systems, go to:

Information Services Technology Service Desk at <https://service.uoregon.edu>.

SOJC Technical Resources

The UO Service Portal: <http://service.uoregon.edu>.

Allen Hall 319 Service Desk (541)-346-0257

Logins in Labs: Students, faculty, and staff log in with Duck ID username (first portion of your email address) and password.

Equipment Checkout

All classrooms are equipped with basic video display systems. Miscellaneous adaptors and other general information or peripherals can be checked out on an hourly basis from the Service Desk in Allen 319.

Other Support at the UO

There are many campus offices and organizations that serve students. A few that are especially worthy of note are:

The Accessible Education Center works with students who qualify for accommodations, "such as extended test times, more flexible class policies, note taking, or in-person assistance to aid their learning styles."

Contact info: 541-346-1155; Oregon Hall 360; <https://aec.uoregon.edu/>

Nontraditional Student Engagement and Success

strives to enhance the educational and interpersonal experiences of nontraditional students while supporting and promoting their degree attainment. Nontraditional Student Programs promotes college access and lifelong learning through collaboration with the university community to provide services and support that address the unique needs and life experiences of nontraditional students. Contact info: 541-346-1160; Oregon Hall; <http://dos.uoregon.edu/nontrad>.

The Division of Equity and Inclusion

promotes inclusive excellence by working to ensure equitable access to opportunities, benefits, and resources for all faculty, administrators, students, and community members. Contact info: 541-346-3175; Willie and Donald Tykeson hall; <https://inclusion.uoregon.edu>

Multicultural Education, Engagement and Student Success

supports the academic mission of the University by enhancing the educational, personal, cultural, and social development of students with a special emphasis toward the unique needs of students of color, historically underrepresented and marginalized student populations. This division acknowledges, celebrates, and promotes the diverse cultural experiences of each member of the University community and strives to build collaborative relationships, advocate for and promote social justice. Contact info: 541-346-3661; Oregon Hall; <https://dos.uoregon.edu/multicultural>

The Women's Center advocates for the best educational and working environment for the women at the University of Oregon. They accomplish this by working toward societal change and the end of oppression and by supporting personal growth. Contact Info: 541-346-4095; womenctr@uoregon.edu, EMU Suite 12; <http://blogs.uoregon.edu/women>

Campus Media

The SOJC publishes FLUX magazine, created, written and designed by a competitively chosen group of advanced magazine students. Students also produce OR Magazine, documentaries, multimedia, a weekly news program and a weekly entertainment program called Duck U.

None of the following media are officially connected with the School, but many SOJC students work for them: The Oregon Daily Emerald is UO's independent campus daily newspaper. Many journalism/communication students work there as reporters, editors,

photographers, or advertising sales representatives. More information and applications can be obtained at the appropriate ODE office on the third floor of the Erb Memorial Union. Other student-produced publications include Ethos and The Insurgent. Each is partially funded by student fees and provides UO students with work opportunities in writing, editing, design and advertising.

The student-run radio station **KWVA** offers UO students the opportunity to gain experience in a variety of broadcast jobs.

If Things Go Wrong

If you're having academic problems that are not specific to a single course, you should consult your faculty advisor, your program director, the Graduate Student Services Manager, or the Office of Academic Advising in Oregon Hall. Advisors sometimes encourage students to consult the University Counseling Center, which provides trained counselors to help students with personal and relationship problems. Counseling, testing and additional resources are available to assist students in making decisions and in dealing with academic concerns.

Additional resources available to you are: The Student Advocacy Program, whose services are supported by ASUO (Associated Students of the University of Oregon, UO's student government). Contact info: 541-346-3722; EMU Room 337, <https://asuo.uoregon.edu/advocacy>

Student Conflict Resolution Services provides free, voluntary, and confidential services to UO students. Contact info: 541-346-0617; scrc@uoregon.edu; 1691 Columbia Alley; <https://scrc.uoregon.edu/services>

Journalism and Communication Graduate Student Association (JCGSA)

JCGSA is an informal organization for the graduate students of the SOJC, including both Eugene and Portland students. There are no dues or membership fees. The

organization helps keep members apprised of school information by reporting on faculty searches, graduate program decisions, and communicating graduate student concerns to SOJC leadership at faculty meetings. You are encouraged to take an active role in the JCGSA.

Turnbull Center Facilities and Support

Information for Portland students (building access, parking, computer equipment, etc.) is provided to students at orientation during the first term of study. Additional information is available here: <https://journalism.uoregon.edu/portland>

Affirmative Action and Sexual Harassment

UO Equal Opportunity, Non-Discrimination, and Affirmative Action Policy Statement

The University of Oregon affirms and actively promotes the right of all individuals to equal opportunity in education and employment without regard to any protected basis, including race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity and gender expression or any other consideration not directly and substantively related to effective performance.

The university is committed to providing a respectful environment for all members of the campus community. Prohibited discrimination and discriminatory harassment, including any form of sexual harassment, which subvert the mission of the university and jeopardize the educational or employment experience of students, faculty, and staff, will not be tolerated.

The university's EEO policy, as well as its affirmative action program, has the full and complete support of the university, including its president. This policy governs all aspects of employment, including selection, job assignment, compensation, discipline, termination, and access to benefits and training.

The university will recruit, hire, train, and promote persons in all job titles, and ensure that all other personnel actions are administered, without regard to disability, protected veteran, or any other protected status. All employment decisions are based only on valid job requirements, except that a preference in hiring and promotions is granted to veterans and disabled veterans who qualify under Oregon Statute 408.230 (Veterans' Preference in Public Employment).

Reasonable accommodations will be made for qualified protected veterans and individuals with known disabilities unless doing so would result in an undue hardship. Sexual harassment or discrimination on the basis of race, color, sex, national origin, age, religion, marital status, disability, veteran status, sexual orientation, gender identity or gender expression is prohibited by university policy and federal and state law. Students and employees with questions or concerns about any type of discrimination or harassment, including any form of sexual harassment, are encouraged to bring these issues to the attention of the University of Oregon Office of Investigations and Civil Rights Compliance (AAEO) or their supervisor.

For information regarding the university's internal policies for addressing complaints of harassment, please refer to the resources available on the AAEO website.

SOJC Forms

School of Journalism and Communication Program Statement - Ph.D. Candidates

Student's Name:

Advisor's signature:

I. Brief opening paragraph introducing what follows:

II. Core courses completed (list courses and grade):

III. Area of communication specialization

Name or briefly describe it in a sentence. List courses completed and planned supporting your area of specialization (minimum 12 credits):

IV. Outside Field

Name or briefly describe it in a sentence. List courses completed and planned supporting your outside area (minimum 12 credits):

V. Methodological Tools:

List completed and planned courses

VI. Teaching interests:

- Briefly describe your teaching interests
- List courses and experiences thus far
- Briefly describe your teaching goals for the next two years

VII. Planned schedule for 2021-2022

Do the best you can to list likely courses term by term.

VIII. Statement of Purpose:

(3-5 pages explaining how II-VI above represents a unified plan of study. Explain the rationale for your choices in sections III-VI. Be sure to include reference to prior professional/teaching/research experiences and to relevant master's work.)



Graduate Employee Workload Allocation Form

Course: _____ Term: _____ FTE: _____

GE: _____ Instructor: _____

Time Commitment Breakdown

Hours/Term

In-Class Contact Hours (e.g. 2/wk @ 1.5 h x 10 wk = 30)

Outside-Class Contact Hours (Office Hours) (.30 & .40 FTE: minimum of 1 office hr/wk = 10)

Other Duties

_____	<input type="text"/>
_____	<input type="text"/>
_____	<input type="text"/>
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_____	<input type="text"/>

Maximum hours by FTE:

.09 = 40, .10 = 44, .20 = 88, .30 = 131, .40 = 175, .49 = 215

Total Hours:

0

Comments:

The above time budget represents approximate times expected for each of the major components of the course work. Times will need to be adjusted by the GE assistant as needs dictate. Although the instructor will always attempt to avoid making requests of the GE that would cause the hours worked to exceed the total required hours per quarter, the instructor expects the GE to inform him/her if the sum of the effort asked seems likely to exceed or to fall short of the total hours required. It is understood that hours are likely to be distributed so that work in some weeks may be much heavier than in others due to the requirements of when midterms, finals, and other assignments are due.

Instructor Signature

Date

GE Signature

Date



Thesis/Project/Dissertation Proposal Approval

Name of Student:

Degree Program:

☐ Thesis ☐ Project ☐ Dissertation

Proposal meeting date:

Working title of thesis/project/dissertation:

Committee Approval

SAMPLE – See SOJC website for most current forms

Chairperson (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Committee Member (print or type name)

Signature

date

Return this form to the SOJC Graduate Programs Office

SOJC Graduate
Programs Office
revised Feb. 2017

**UNIVERSITY OF OREGON
SCHOOL OF JOURNALISM AND COMMUNICATION**

FACULTY GE EVALUATION

Please complete all applicable categories and comment on the student's work below and on the back of this page. As mandated by our Graduate Duties and Responsibilities statement, the original of this evaluation will be given to the GE being evaluated and a copy put in their GE personnel file. Return submit this form no later than two weeks after end of the term.

Please complete this evaluation for _____
your GE for _____ in the _____ term.

You are encouraged to ignore what doesn't fit and to comment on the student on the back of this page. As mandated by our Graduate Duties and Responsibilities statement, the original of this evaluation will be given to the GE being evaluated and a copy put in their GE personnel file.

Please return this form to the Graduate Programs Office

	Excellent	Good	Average	Below Average	Poor
Accepts responsibility					
Works independtly					
Is dependable					
Promptly completes tasks					
Quality of work					
Rapport with stu-dents					
Helpfulness to stu-dents					
Cooperative to work with					
Contributes ideas/suggestions					

Additional comments or concerns: _____

General Duties and Responsibilities for School of Journalism and Communication

1.0 GENERAL INFORMATION

DATE OF THIS GDRS REVISION: 9/3/2021

YEARS FOR WHICH THIS GDRS IS VALID: 2020-2022

The individual who shall oversee the implementation of this GDRS is
Julianne H. Newton, Doctoral Program Director

2.0 AVAILABILITY OF GRADUATE FELLOWSHIPS

The number of GE positions available is subject to the budgetary constraints on the GE employing unit and the University.

In this GE employing unit, the priority is to staff regular required courses (including but not limited to the following courses) and to provide assistance to faculty where needed:

J100 Media Professions
J101 Grammar for Communication
J201 Mass Media and Society
J211 Gateway to Media
J212 Writing for Communicators
J213 Fact or Fiction
J320 Gender and Diversity in the Media
J330,331 Video Production
J340 Principles of Advertising
J342 Creative Strategist
J350 Principles of Public Relations
J365 Photojournalism
J385 Communication Law
J387 Media History
J396 International Communication
J397 Media Ethics
J412 Topics (depending on enrollment levels)
J460 Advertising and Culture
J461 Newspaper Editing
J467 Communication in Developing Countries
J494 Strategic Communication Research Methods

This GE employing unit: (Select all that apply.)

- makes an effort to distribute GE opportunities to as many students as possible.
- encourages financial opportunities through such other means as scholarships, work study, and grants.
- reserves a number of appointments for incoming students.

ACADEMIC YEAR APPOINTMENTS

The availability of GE appointments for the upcoming academic year is usually determined:

During the spring and summer preceding the academic year of appointment.

In recent years, GE assignments during the academic year in this GE employing unit have included:

..... Instructor of Record
..... Teaching Assistant
...Laboratory Section Leader
..... Research Assistant

SUMMER TERM APPOINTMENTS

Does unit hire GEs in Summer? Yes. Choose an item.

If yes, the availability of GE appointments for the upcoming summer term is usually determined:

During the spring term preceding summer term of appointment. Typically only PhD students are given GE appointments in the summer, except under unusual circumstances.

In recent years, GE assignments during the summer in this GE employing unit have included:

..... Instructor of Record
..... Teaching Assistant
...Laboratory Section Leader
..... Research Assistant

3.0 APPLICATION PROCESS AND ELIGIBILITY REQUIREMENTS

Students eligible for a GE appointment in this GE employing unit are

- Graduate students enrolled in the School as Ph.D. or master's degree candidates in Communication and Media Studies who have not already held two- or three-quarter GE appointments in the School during each of the two academic years, for master's students, and four academic years for Ph.D. students.
- When the School is unable to find qualified GE applicants among its own admitted or current graduate students, graduate students enrolled in other departments at the university may be considered. However, we will offer a GE to an SOJC PhD or master's student, even if they are beyond their 4 or 2 year eligibility period, before going outside the school.

Students enrolled in other UO graduate programs or departments who have appropriate experience and/or credentials are also eligible for GE positions in this employing unit. In all cases, preference is given to the department or program's own students.

Experience or credentials required in order to be considered include:

- Evidence of teaching and/or media experience that would qualify the applicant to teach or otherwise assist the faculty member with the specific subject(s) or tasks involved.
- Academic promise, as suggested by such indicators as undergraduate/graduate GPA, GRE scores, written papers or exhibits, faculty recommendations.
- Applicant's financial need and the SOJC's desire to recruit the applicant as a graduate student.
- The above criteria are listed in the order of importance.

Students will be considered in the following order:

1. Ph.D. candidates
2. Master's candidates in Communication and Media Studies
3. Master's candidates in our professional programs are only eligible under exceptional circumstances.

This GE employing unit has established a maximum number of reappointments for which a student is eligible. These are as follows:

Ph.D. candidates - maximum four years total GE funding, with the possibility of additional appointments if the need arises

Master's candidates - maximum two years total GE funding, with the possibility of additional appointments if the need arises

The Graduate School requires that students be enrolled for and successfully complete a minimum of 9 graduate credit hours towards the degree during each term of a GE appointment and be making satisfactory progress toward their degree in order to be eligible for a GE appointment (see Section 9).

In addition, this GE employing unit requires that a GE maintain their studies in residency at the UO during each term of appointment. Exceptions to this requirement will be considered only under exceptional circumstances. To request an exception to this requirement, please contact the Doctoral Program Director or the Graduate Student Services Manager.

APPLICATION PROCESS

ACADEMIC YEAR APPOINTMENTS

Information about the availability of positions for the upcoming academic year will be shared with incoming graduate students in the following ways:

At the time an admission offer is extended to the student, the department will include information about whether or not the offer includes a GE appointment. The SOJC Graduate Programs Office determines specific assignments during the summer prior to matriculation based on teaching needs, students' skills and backgrounds, and scheduling constraints.

Information about the availability of positions for the upcoming academic year will be shared with continuing graduate students in the following ways:

All eligible students in the Communication and Media Studies master's and PhD programs will be considered for GE assignments each year as long as they are within the limits of the guaranteed funding period (see "ELIGIBILITY") and are making satisfactory academic progress.

The Graduate Programs Office will solicit input from continuing GEs as to their teaching interests and preferences to assist in the assignment process. Every attempt is made to provide students with assignments that match up with their interests and preferences, though ultimately assignments are based on departmental teaching needs.

.....

SUMMER TERM APPOINTMENTS

Information about the availability of positions (including specific position announcements where applicable) for the upcoming summer term will be shared with continuing graduate students in the following way(s):

Generally, the application process for incoming students includes:

Incoming eligible graduate students matriculate fall term and are therefore not considered for appointment summer term.

Generally, the application process for continuing students includes:

The Doctoral Program Director calls for applications from eligible Ph.D. candidates for summer appointments in winter term as soon as teaching needs are determined.

Each candidate will be sent a notice of the hiring decision within five working days after the decision has been made.

Occasionally, positions will be identified outside of the normal appointment cycle. Information about the availability of these positions will be made in the following way(s):

In such cases, the Doctoral Program Director and/or Graduate Student Services Manager will make the appointment, consulting with other relevant parties (e.g., the associate dean, area heads, etc.) when appropriate.

From time to time, in this unit, emergency appointments may be necessary. In such cases, these positions will be announced and filled in the following ways:

In such cases, the Doctoral Program Director will make the appointment, consulting with other relevant parties (e.g., the associate deans, area heads, etc.) when appropriate.

4.0 APPOINTMENT AND REAPPOINTMENT

In accordance with the CBA, this GE employing unit's standing committee of at least three members includes:

Doctoral Program Director, Associate Dean, PhD Advisory Committee (consisting of at least five graduate faculty).

Also in accordance with the CBA:

- GEs will be appointed year-to-year rather than term-to-term, whenever feasible. GEs are not employed term-by-term in order to determine whether they are adequately qualified for a GE position.
- Reappointments are not automatic, nor are they guaranteed.
- In the case of the continuation of a particular position, the same student may continue in (i.e., be reappointed to) the particular GE position without any new announcement of the position.

Appointments and reappointments will be based on evaluation of each candidate's qualifications with respect to eligibility criteria in section 3, as well as (A) general criteria for any appointment, (B) general criteria based on particular types of work assignments available within the GE employing unit and (C) specific criteria relating to the particular GE work assignment.

A) General criteria include (in no particular order):

- Academic Credentials. For incoming students, this is evidenced by previous degrees and grades, test scores, etc. For students currently enrolled in the department, candidates will be ranked based on academic achievement. Making satisfactory progress toward the degree is an eligibility criterion, not a criterion on which rank in the applicant pool is determined.
- Recommendations from academic or work supervisors. Consideration will also be given for a positive working arrangement between a GE and the faculty person with whom the GE will work. While appointment or reappointment criteria may include the recommendation of the person who will act as the GE's supervisor, the committee must give substantial consideration to the other appointment or reappointment criteria.
- Previous experience. For teaching GE positions, having previously taught or taken the course where the GE position is offered. For non-teaching GE positions, previous employment or other experience relevant to the GE position available.

(C) Criteria specific to a particular GE work assignment

These may include:

- Previous professional experience relevant to the GE position(s) available
- Academic credentials:
- Incoming students – previous grades and degrees, test scores (GRE, plus English proficiency for students whose native language is not English)
- Continuing students – satisfactory progress toward the degree, previous supervising faculty evaluations (administered by the Graduate Program Office each term)

If no qualified students apply or are available for a particular position, the selection committee or department head may decide to reopen the application process for the position. Generally, same application process described in Section 4 and appointment/reappointment process described here will be repeated. However, the department reserves the right to proceed to fill the position as it would an emergency appointment (also described in Section 4).

Performance of GEs in this employing unit are evaluated:

- At the end of every term

Evaluations are performed by:

- Supervising faculty are encouraged to submit faculty evaluations (forms are distributed to all supervising faculty during finals week)

The criteria used for evaluation include:

- Evaluations from supervising faculty

5.0 WORKLOAD AND WORK ASSIGNMENTS

Workload includes performance of all duties of the work assignment. For example, the workload for a teaching assignment would include preparation time, office hours and time spent interacting with students via email or Canvas, etc., in addition to time spent actually teaching. In setting the workload (and thus FTE) for a particular GE position, GE employing units consider what constitutes a workload sufficient to perform the work assignment satisfactorily.

In this GE employing unit, GEs are most commonly appointed at the following full time equivalent levels (FTE) and corresponding total workloads:

1.20 FTE (Up to 88 hours per term or up to 264 hours per academic year)

1.40 FTE (Up to 175 hours per term or up to 525 hours per academic year)

1.49 FTE (Up to 215 hours per term or up to 645 hours per academic year)

For various work assignments, the distribution of workload among various duties is considered to be reflective of average breakdowns within the normative standard of the total workload. The distribution of time actually spent on duties may vary from week to week, but the workload per term should be within the designated number of total workload hours. GEs are encouraged to track how they spend their work hours and to contact their supervisors early in the term if the distribution of time they are spending on individual duties varies widely from established expectations. This section sets forth expectations around duties for GE assignment types in this unit.

NOTE: Where the workload is broken down by work assignment duties and is designated as a "minimum" number of hours, the GE is required to fulfill that specific time commitment.

In this GE employing unit, duties for the following types of GE work assignments are as follows:

DUTIES BY WORK ASSIGNMENT

Instructor of Record*:

Prepare syllabus and order textbooks (5 hrs./term)

DUTIES BY WORK ASSIGNMENT

Instructor of Record*:

Prepare syllabus and order textbooks (5 hrs./term)

*In the fall, winter, and spring terms of the academic year, GEs with full course responsibility for 4 credit courses are to be appointed at .49 FTE, but in the summer term, they are appointed at .40 FTE.

Laboratory Section Leader:

Attend lecture (if required by supervising faculty) (2-4 hrs./week)

Conduct labs (5 hrs./week hrs.)

Maintain office hours, contact with students outside class periods (2 hrs./week)

Administer and grade exams and assignments (4 hrs/week.)

Meet with other lab section leaders and supervising instructors (1 hr./week)

Total hours per week: 16

Total hours per term: 175

Teaching Assistant:

Attend lectures (2-4 hrs./week)

Maintain office hours, contact with students outside class periods (4-6 hrs./week)

Administer and grade exams and assignments (4-6 hrs./week)

Meet with supervising instructor (1 hr/week)

Various other administrative duties as needed (copying, scantrons, etc.)

Total hours per week: 16

Total hours per term: 175

Research Assistant:

Duties depend on the project but can include:

coding, computer analysis, library research (copying articles, checking footnotes, etc.)

Proofreading

Meeting with supervising faculty as needed (or required)

Total hours per week: 16

Total hours per term: 175

Research Fellow:

Conduct research

Total hours per week: 16

Total hours per term: 175

Training

Per the GE training provisions in Article 31, Section 4, GEs are encouraged to pursue up to six (6) hours of training per academic year through university or department approved programs, such as TEP, and other workshops and trainings related to successful performance of GE duties.

GEs may be compensated for these training hours by accounting for the hours within their regular work assignment if job training hours at approved programs are specified in the workload allocation form, a relevant and specific job description in the department GDRS, or documented list of individual training courses and/or activities for that GE.

GEs interested in attending trainings should work with their supervisor to ensure minimal disruption to work assignments. Nothing in this section shall trigger time-and-a-half substitution pay as described in ARTICLE 29 if a substitute is required to cover the duties of a GE who is engaged in training. The GE who substitutes shall be compensated at their regular hourly rate or their work duties shall be adjusted to compensate for the substitution.

6.0 HEALTH AND SAFETY INFORMATION

Accident Reporting and Workers' Compensation:

The University's Workers' Compensation Program is administered by the Office of Risk Management (ORM). If you have any questions about the program, please call 346-8912 or 345-8316.

All University of Oregon employees, including GEs, are covered by workers' compensation insurance through SAIF Corporation. This coverage is for occupational injuries, illnesses or diseases that arise out of or in the course and scope of employment.

The University has established procedures for reporting accidents and filing workers' compensation claims. They are intended to expedite claims processing and to minimize the possibility of delays in payment of benefits. If a GE is injured on the job, the GE must report it immediately to the supervisor. The supervisor will complete the Safety Incident or Accident Report (SIAR) with the GE. If, as a result of the accident, the GE requires medical care, a Workers' Compensation Claim Form (801) must be completed within 24 hours. If, due to the nature of the injury or illness, the GE is unable to complete the 801, the supervisor will submit it on behalf of the GE. Workers' compensation information and forms are available at <http://orm.uoregon.edu/content/injury-reporting-and-workers-compensation>.

Oregon laws prohibit discrimination or retaliation by an employer against an employee for filing a workers' compensation claim or a safety-related complaint with OSHA (Occupational Safety and Health Administration).

In addition to medical expenses related to the injury or illness, benefits provided by SAIF Corporation may also include temporary total disability payments if the GE is unable to work as authorized by an attending physician. These payments equal 66 2/3% of the GE's average weekly wage (up to a maximum established by the Oregon Legislature). Mileage payments for medical appointments and prescription reimbursements are also examples of benefits provided by SAIF Corporation. Certain medical treatments, however, are subject to exclusion. The GE will be notified by SAIF Corporation of the rights and coverage when the claim is processed.

An injured GE who is unable to work may not receive both salary compensation from workers' compensation and sick leave or other pay when this results in the GE receiving more than their regular monthly salary. Should this occur and payment is received from both sources, the GE must be prepared to repay any over-payments. If the GE believes there is some confusion about salary or workers' compensation benefits, contact ORM immediately.

ORS 659A.043 – 659A.052 describe reinstatement or reemployment rights for employees who have sustained a compensable occupational injury or illness.

Safety Information:

The University of Oregon Safety Policy may be found in the library, <http://policies.uoregon.edu/vol-4-finance-administration-infrastructure/ch-5-public-safety/safety-physical-space-and-environment>.

The Office of Environmental Health and Safety (EH&S) is responsible for the University's safety programs.

For questions or information regarding any of these programs, contact EH&S at 541-346-3192 or visit their website, <http://ehs.uoregon.edu/>.

Safety concerns may also be submitted via an online reporting system on the Safety Advisory Committee website, <http://ehs.uoregon.edu/safety-advisory-committee>.

Reporting Safety Hazards:

GEs who identify safety hazards and issues are encouraged to discuss them immediately with their supervisor. The following unit representative may also be contacted:

Tom Rozinski, 224 Allen Hall, 541-346-9061, rozinski@uoregon.edu

Other resources on campus to report such information include the Office of Environmental Health and Safety, a Safety Advisory Committee representative or a GTFF union representative. Off-campus resources include the local OSHA office and the Bureau of Labor and Industries (BOLI).

Location of emergency procedures, evacuation plans, material data safety sheets (MSDS) and first aid supplies:

219 Allen Hall, Faculty Services Office

7.0 SATISFACTORY PROGRESS TOWARD GRADUATE DEGREE

Because a GE appointment is the method by which departments can offer financial support to promising students in a graduate degree program, and should be beneficial to the student's development in that program, individuals appointed as GEs are regarded primarily as graduate students providing service as part of a learning experience, rather than solely as employees whose education is secondary.

The criteria used to assess satisfactory progress toward a graduate degree is the same for all graduate students in a particular graduate degree program, whether or not they hold a GE position. For GEs, satisfactory progress toward the degree is an eligibility requirement of GE appointment and reappointment. Each GE employing unit (employer) is responsible for verifying that the GE is making satisfactory progress toward their degree, whether or not the hiring unit is also the GE's graduate degree program. The GE's progress toward the degree is assessed based on criteria established by the GE's graduate degree program, regardless of where the GE is employed.

Graduate School Minimum GPA: During the academic year, the Graduate School reviews academic transcripts of all graduate students holding GE appointments. The Graduate School will notify a GE's graduate degree program if the GE's academic performance during the appointment period falls below the Graduate School's 3.0 GPA standard. The degree program will be asked to review the student's progress toward their graduate degree and issue its approval before a GE reappointment can be made to that student.

This GE employing unit is:

- an academic unit with a graduate degree program. See remainder of this section for details about satisfactory progress requirements and expectations for graduate students in this academic unit.

The criteria used to assess satisfactory progress toward a graduate degree in this unit (department), along with the process by which satisfactory progress is assessed, can be found online or in another document:

SOJC Graduate Student Handbook given to each new student at orientation in the fall, available in hard copy in the SOJC Graduate Programs Office, or online at: <http://sojcstudent.uoregon.edu/graduate/student-handbook/>

Criteria Used to Assess Satisfactory Progress

The criteria used to assess satisfactory progress toward a graduate degree in this unit are as follows:

Coursework:

Nine graduate credits per term with satisfactory progress toward the degree by taking required coursework each term.

Grades:

Maintain at least a 3.25 overall graduate GPA.

Examinations:

See handbook

Research:

See handbook

Language Requirements:

See handbook

Teaching Requirement:

See handbook

Skill/Practicum/Internship Requirement:

See handbook

Advancement to Candidacy:

Comprehensive exams are taken by the doctoral candidate after all Ph.D. coursework is completed. Details are available in the SOJC Graduate Student Handbook.

Other:

See handbook

The process for evaluating satisfactory progress toward graduate degree is as follows:

Recommended timelines to ensure satisfactory progress toward the graduate degree for each of our graduate programs are described in the SOJC Graduate Student Handbook. An evaluation of coursework and School requirements are done by the Graduate Program Office staff when the student applies for degree (master's students) and at the end of every year by the Doctoral Program Director and PhD Advisory Committee (for doctoral candidates).

Should a student evidence unsatisfactory work (grades of C or lower in an SOJC graduate level class, for example), the student's primary advisor and the head of the student's individual graduate program work closely with the student to ensure their success in future terms.

8.0 DISCIPLINE AND DISCHARGE

A GE appointment may be terminated pursuant to the conditions specified by Article 16 of the GTFF Collective Bargaining Agreement. Article 16 further outlines procedures for informing the GE of deficiencies in their work performance or progress toward the degree.

9.0 DISCRIMINATION PROCEDURES

To file an employment-related discrimination grievance, GEs are encouraged to contact the Graduate Teaching Fellows Federation. For discrimination grievances that pertain to a GE's role as a student, graduate students should refer to the Office of Investigations and Civil Rights Compliance reporting procedures online at <https://investigations.uoregon.edu/how-report>

10.0 WORK ENVIRONMENT

This section provides information about GE facilities and services described in Article 10 of the GTFF Collective Bargaining Agreement.

Information detailing this unit's GE work environment (work space; access to telephones, computers and private meeting space, supplies and equipment, etc.; and GE assistance) can be found online or in another document:

SOJC Graduate Student Handbook (see <http://journalism.uoregon.edu/students/grad/>) and information provided to the student at orientation.

Workspace:

Our GE offices in Allen Hall and 1715 Franklin provide adequate space for GEs. Shared carrels with computers (if requested), and private space to meet with students are provided.

Both spaces are accessed by keys issued to GEs. Allen Hall can be accessed 24/7 by proxy card issued to all GEs.

Private Meeting Space:

There are conference rooms in Allen available to GEs to book for private space with students. Students may reserve these spaces at <https://webcheckout.uoregon.edu/>

Access to Telephones and Computers:

By vote, SOJC GEs do not require telephones. All GEs are provided with desktop computers (shared), if requested.

Access to Office Supplies, Photocopies and Printouts:

All GEs have access to all necessary office supplies, photocopying and printouts needed for their GE assignment each term.

GEs whose assignments involve use of specific software shall be provided with access to the software.

GE Assistance

GE instructor of record is afforded the same service, supplies, and support as any teaching faculty or adjuncts. GE instructors of record should contact Faculty Services to request supplies and support: sojcfacultyservices@uoregon.edu

GEs working under the direction of an instructor of record (as teaching assistants, lab leaders, or discussion section leaders) and research GEs shall have access to supplies necessary to accomplish the tasks associated with their assignments as directed by their supervisors. These shall be available at no personal cost to the GEs and does not preclude limitations placed upon the supervisors or instructors of record.

GEs working as instructors of record shall have limits on quantity and out-of-pocket costs for necessary supplies that are substantially similar to other instructional staff with comparable instructional assignments in the department. Access to these supplies shall be available at least during departmental standard working hours.

11.0 ABSENCES

Notification

Per Article 29, Paid and Unpaid Absences, if you are unable to attend work at the scheduled time or to meet a class as scheduled, you must notify your supervisor as soon as possible, and, if possible, in advance of the scheduled work assignment or class that you are unable to attend. Do not cancel the class without permission from your supervisor. To the extent possible, provide your supervisor with information about where you left off (e.g., in the previous class in the case of a teaching GE). If you are able, please attempt to reach your supervisor by both phone and email.

In the case that you are unable to directly notify the department, you may designate someone to make your notification and provide the necessary information to your supervisor using this protocol.

If you are going to miss more than one work week, you or your designee must contact the Graduate School. The Graduate School will coordinate with the GE and the department on any adjustment due to the GE's absence.

Coverage For Teaching GEs

Please work with your supervisor to determine if a substitute must be found or if the class may be cancelled.

Substitution With More Than 24 Hours Notice

Any GE who is assigned to cover the responsibilities of an absent GE with more than 24 hours' notice shall have their FTE adjusted in proportion to the amount of time used for the substitution or have their duties adjusted to account for the substitution.

Substitution With Less Than 24 Hours Notice

Any GE who substitutes for 1) another GE who is on sick leave and 2) with notice of less than 24 hours will receive hourly compensation at the overtime rate of 1.5 times the substitute's current GE pay rate.

Make-Up Work

Generally, for duties missed not related to a class meeting, please check in with your supervisor to determine when and how the missed work will be made up.

Planned Absences

If you are planning an approved absence during any working days of the term, be sure to notify your supervisor how to reach you (if possible).

Sick Leave Tracking

Each month GEs will be asked to report any sick leave taken using an online reporting form. The SOJC Human Resources Manager or Operations Coordinator will email all GEs monthly with instructions.

More Info

More information about GE absences-- including those related to the birth or placement of a child, a serious health condition, or the care of a partner, child, or parent for a serious health condition-- can be found in Article 29 of the UO-GTFF Collective Bargaining Agreement, <https://hr.uoregon.edu/employee-labor-relations/employee-groups-cbas>.