The University of Oregon School of Journalism and Communication (SOJC) is one of the first professional journalism schools in the country and is accredited by the Association for Education in Journalism and Mass Communication. With over a century long history, it is the only accredited comprehensive journalism program in the Pacific Northwest to include advertising and public relations, and one of only 112 accredited programs worldwide. The program has both an undergraduate and graduate component and has programs in media studies, journalism, public relations, and advertising.

The Allen Hall Building houses the SOJC, and features a variety of equipment and resources available to students and faculty. The Experience Hub is where SOJC students get to experiment with emerging technologies while building invaluable multimedia skills with the tools professionals are using in the industry now—and in the future. Resources include: Immersive media lab; Pro-quality video and photo production studio and control room; Podcast studio; Social media analytics lab; Editing bays; Flexible spaces for collaboration; and Expanded suites for Student Services. Allen Hall also provides five computer lab classrooms providing access to the Adobe Creative Cloud and other industry standard software, and an equipment checkout station where students and faculty can reserve cameras, lighting kits, lenses, microphones, and other equipment for their video and photo projects.

Also housed in the SOJC is the **Center for Science Communication Research (SCR)**. The SCR aims to make science useful by exploring the way researchers share their discoveries with the public. Through research, education, and outreach, SCR aims to enhance the conversation between scientists and society in order to make complex science useful to improve people’s lives. SCR’s interdisciplinary research collaborations lead to knowledge production in the science of science communication, and researchers create innovative models and useful techniques to help improve the understanding and use of science. SCR researchers create innovative models and useful techniques to help improve the understanding and use of science through four transdisciplinary themes of inquiry: Human Response and Adaptation to the Environment, Producing Positive Change in Health and Health Equity, Numeracy and Critical Reasoning, and Disruptive and Instructive Media and Technology.

**SOJC Portland** is home to the industry-facing Agora Journalism Center, two professional master’s programs, and the state-of-the-art Oregon Reality (OR) Lab. The Agora Jouirnalism Center was founded with the belief that the health of democracy and journalism are inextricably linked. The center is a forum for the future of local news and civic health in Oregon and beyond. Since its inception in 2014, the Agora Journalism Center created and fostered spaces where innovators gather to share frameworks and visions for more community-engaged and community-driven journalism.

The Oregon Reality (OR) Lab provides technologies for immersive experience media, from 360 video to virtual reality (VR), augmented reality, and mixed reality (increasingly known as extended reality). The lab has VR platforms and tools, puts on immersive events, and showcases student-produced 360 videos and virtual worlds. SOJC Portland students and faculty can borrow production equipment seven days a week, including: Cinema cameras: Canon C100, C100 Mark II, C200, C300, XC10, and Sony FS700; Canon EOS 80D DSLR cameras with a variety of lenses; GoPro cameras, including a GoPro HERO5 Black and Karma Grip gimbal; Manual and motorized motion systems by Kessler, Dynamic Perception, and Rhino; DJI Ronin gimbal, Ikan DSLR gimbal, and DJI Osmo+ handheld gimbal with 4K camera; DJI Inspire, Mavic Pro Platinum, and Spark drones; 360 cameras; Marantz audio recorders and Sennheiser microphones, and; Lighting and grip equipment.