



TIM BOBOSKY | PHOTOGRAPHER

Advertising major Brian Gustafson reads a newspaper in the Duniway Journalism Resource Center in Allen Hall on Monday afternoon.

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Journalism: Portland program might involve other schools

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Journalism professor Jim Van Leuven is helping shape the project.

The University has "pretty much the only full-blown journalism and communications programs in the state," Van Leuven said. "(Portland) is where the market is if we want to fulfill our mandate to the state."

Van Leuven envisions a cooperative undergraduate internship and class program for Portland, where he hopes to offer students the opportunity to intern with a media company in the morning and take classes in the afternoon. If students enter the program toward the end of their college career, they can move right into a job, he said.

"If you're doing a paid internship at a business, you're already trained in that business," Van Leuven said.

The graduate program will hopefully combine public relations, advertising and media management programs with MBA courses and also target professionals who have been in the field for three to five years, "people who're already successful and looking at managerial positions," Van Leuven said.

"We're hoping that corporations and agencies will pay their employees' tuition," he added.

Gleason said he hopes to cooperate with other institutions in Portland to give journalism students the best education possible.

"We're very interested in having conversations with other universities in Portland," Gleason said. "This isn't a football game; we want to be collaborative in these efforts."

Some qualified professionals are already applying for teaching jobs.

"We're lining up very strong part-time and adjunct faculty... (professionals who) want the opportunity to get back to teaching on the side," Van Leuven said.

In addition, the program would include at least one Eugene-based full-time faculty member, Van Leuven said.

Fundraising for the Portland program is not yet complete.

"We're seeking additional endowment dollars, which would be more structural," Gleason said.

The \$6.5 million gift to the journalism school is the largest in that school's history.

"The fact that a friend of this program believes that we were a good place to invest \$6.5 million was a great validation of what we've been doing at this school and our vision," Gleason said.

The other \$2 million not dedicated to the Portland project will go primarily toward endowments for graduate and undergraduate students.

"It's extremely important to us to be able to provide scholarships to help offset the cost of a journalism education," Gleason said.

Senior journalism major Jason Nowlin said he can see the benefits of the program and thinks establishing relationships with firms in Portland is important.

"I'd be excited to have an internship anywhere," Nowlin said.

Nowlin said he considered the advertising program at Portland State, but was interested in the University because of its reputation and tradition.

MORE ONLINE

For more on the \$15 million gift to the University, visit www.dailymerald.com.

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