



*The University of Oregon School of Journalism and Communication is proud to present plans for*

# Allen Hall 4.0:

*The Last One Wasn't Shiny Enough, So We're Changing Literally  
Everything Except Literally Everything That Needs Changing*

The media world is changing right before our eyes. In a world facing the death of local journalism, layoffs left and right, the consolidation and centralization of hundreds of jobs, union busting sponsored by media managers, a crippling over-prioritization of social media and analytics, and a declining supply of entry-level jobs, communication students are under more pressure than every to make things work.

The SOJC is committed to guaranteeing our students a shot in the grotesque, terrifying media landscape of the future so, while other schools might use their limited funding to hire top-notch faculty, expand the development of field-leading internship programs, and reduce the cost of education for people in identities which badly need representation in the media, we've decided to respond **The Oregon Way: Renovate.**

We'll renovate Allen Hall, home of the SOJC, to better reflect the skills, competencies, and incredibly futile ventures that future media professionals should begin to engage with. New "labs," study spaces, offices, and the exact same fucking classrooms will prepare students for the really disappointing reality that awaits them. And damn, will it look good.

## Frequently Asked Questions About the Allen Hall 4.0 Project

### **Why renovate a perfectly nice building? Why now?**

Truly, we have no idea.

### **Who was consulted in the design phase?**

Of course, any thoughtful and considerate publicly funded state institution would have a series of open houses, town halls, listening sessions, focus groups, user surveys, and design iterations before making massive decisions like this one. *But we are not that institution.* Instead, we can't tell you who was consulted, because we actually just leased the land to the University Foundation, which will lease it to their subsidiary company named after Phil Knight and then donate it back to the University once they're done making whatever renovations they want to it.

### **Didn't you just renovate Allen Hall?**

Yes, we did completely blow out the ground floor in 2019. But a recent renovation has never stopped us before – the one before that was only in 2016!

**This is a whole lot of money to put into the renovation of an already pretty good building. Why not put that money towards improving what we have, like scholarships for underrepresented groups, since the media industry is terribly straight, white, and male, and you've got the power to shape the industry by gatekeeping who can and can't make it?**

Not to worry! Our project donors have committed \$6.99 to scholarships over the next seven years.

# Allen Hall 4.0: First Floor

We put up big pictures of this project's biggest financial supporters in this hallway. Now that's a renovation our donors can get behind!

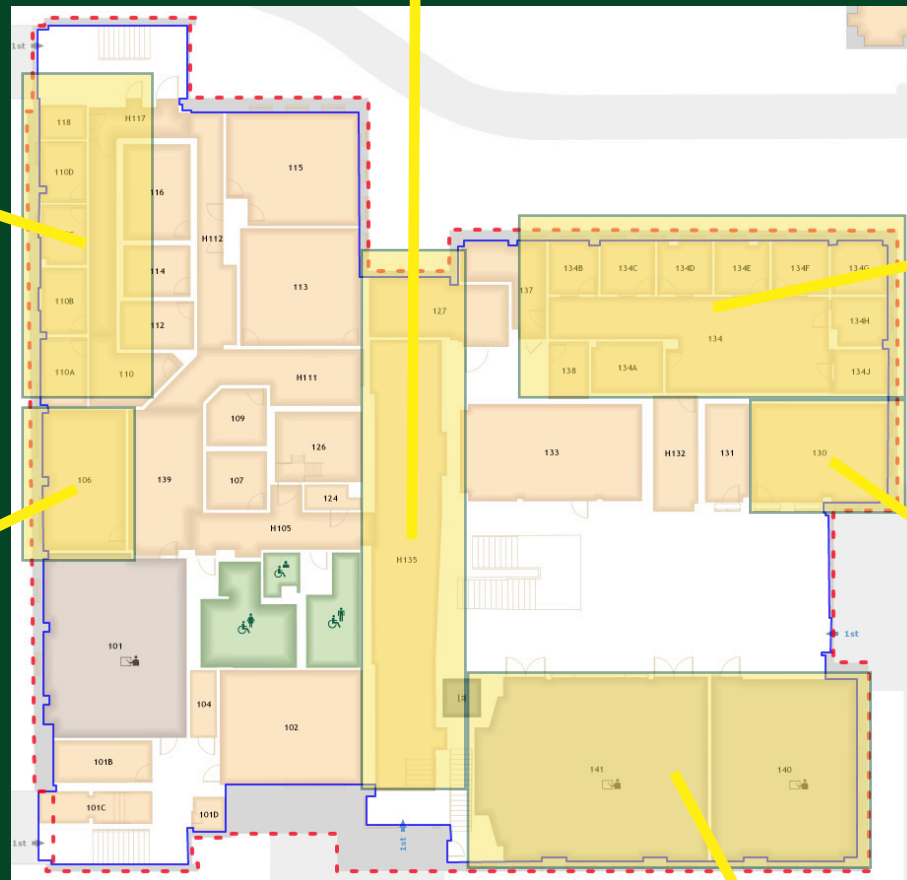
We're not really sure what goes here. Maybe ghosts or something?

Writing Central is now still a little too cramped, but on the ground floor, and with a cabinet for the snacks!

We've laid off four advisors to make more room for the advising appointment waiting area!

We've removed the nice conference room and replaced it with a "lab"! This way, you can have the exact same meetings and classes you did before, just in a less comfortable and more poorly arranged setting.

The window shades have been removed so the average temperature hovers around 115 degrees.



We accidentally built extra administrative offices here. Not to worry, though, we're going to hire three more administrators just because we need someone to fill those spaces!



We've changed literally nothing about 221. Not a-one thing. Not the seats. Not the screen. Not even the batteries in the microphone.

The tables that were here have been replaced with the *New York Internship Alumni Study Area*. This open-concept study area is reserved for students who've had summer internships in New York (City, not any of the other parts of course), and only if they commit to using it not to study but to talk loudly (loudly enough so the third floor can hear, at least!) about how they Had An Internship In New York This Summer And They Learned So Much And That One Time They Got On The Wrong Metro Stop But It Was Pouring Rain And, Wow, New York City Is Just So Much Faster-Paced Than Oregon And I Need To Get Out Of This Town And Move Back Because I Really Think I Found Myself There.

# Allen Hall 4.0: Third Floor

**The Ad Kid Gallery:**  
A new row of full-body mirrors will allow the ad kids to check themselves when they get dressed up for presentations (?) or portfolio reviews (?) or whatever it is that they do.

*The renovation reviews from SOJC faculty are in!*

“You need to leave breadcrumbs behind you. If I walk down that hall I get lost. I see signs and say ‘I don’t know what that is!’”

– Longtime SOJC professor Tom Bivins.



This open area here is the *Super-J Pedestal Gallery*. It’s got a few different pedestals for Super-J majors to stand on so they can literally *put themselves on a pedestal* – and their commitments to democratic principles and journalistic ethics can literally be *above* all the ad and PR majors.

324 is just filled with potted plants now. Yeah, it could definitely house a faculty member or two, but they need the exercise walking back and forth from the Franklin Building, right?