



ACP Innovation Pacemaker submission 2025-26
Emerald Media Group

PDX Bureau

The Daily Emerald has served the University of Oregon for more than 126 years at the main campus in Eugene, Oregon. Over the past five years, UO has expanded its Portland offerings, consolidating at the NE Portland campus (purchased from Concordia University in 2022). There are about 700-800 people in the campus community, including about 500 graduate students.

The Emerald is independent, but many of our staff are students in the UO School of Journalism and Communication. The SOJC offers master's programs in multimedia storytelling, strategic communication, and immersive media communication.

Just before the start of the 2025-26 academic year, a couple of UO Portland students contacted the Emerald to learn how to get involved. We immediately saw the opportunity to expand the Emerald's reach and serve more of the UO community. Roughly 25% of students at the UO campus in Eugene have home/permanent mailing addresses in the greater Portland area.

We named the initiative PDX Bureau and set out to create a fully functioning satellite newsroom and Portland presence.

- We met with interested Portland staffers
- Launched with a staff of nine paid staff positions, including a bureau editor
- Invited and involved the new staff in our fall onboarding and training sessions
- Brought them to Eugene to meet their new colleagues and have a pizza party



- Set up internal communications processes (Slack, email, etc.) and meetings for planning, editing workflow and more
- Installed Emerald print racks at the Portland campus
- Wrote and presented a proposal to ASUO (student government) for \$19,000 to kickstart PDX Bureau. The funds come from student fees, which are also paid by UO Portland students. Student government saw the value in the idea and was enthusiastic about supporting it. The new fund reimburses PDX Bureau payroll expenses as they are incurred. This gave us roughly a one-year window to get rolling.

In its first year, the PDX Bureau published more than 50 stories online and in print. [They covered a wide range of stories](#): the volatile ICE protests in Portland and the important legal repercussions of the use of tear gas; new academic programs and campus groups; arts and culture events; sports, including the Portland Timbers, Thorns, Cherry Bombs and more.

What's next:

- For 2026-27, we are hiring two ad staff at the PDX Bureau. We see many opportunities to help advertisers reach both communities. There are many natural fits around transportation services, housing, entertainment, and more.
- We're looking for a dedicated physical office space on the UO Portland campus. Space is at a premium there, but we're hopeful.
- Finding more ways to regularly connect the two newsrooms with once-per-term visits and outings.



[\(Video\) New racks at UO Portland!](#)

The Daily Emerald

INDEPENDENT JOURNALISM PRODUCED BY STUDENTS, FOR STUDENTS

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PDX News



PDX photos: May Day protests erupt, leads to five arrests at ICE facility



UO SOJC celebrates over 30 years of Ph.D program during 'What is Research?'



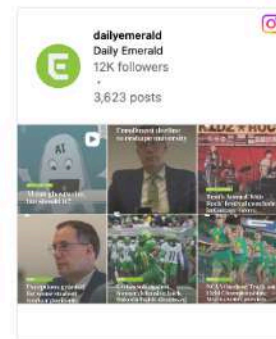
Photos: Portlanders take on the annual Ladds 500



University of Oregon Portland's downtown campus hit with bomb threat, PPB clears the scene



Photos: Portland Contra Las Deportaciones marches to Mayor Keith Wilson's house



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University of Oregon Portland's downtown campus hit with bomb threat, PPB clears the scene

At 3:10 p.m., Portland UO students received notifications of an evacuation of their downtown campus.

Maria Weyne, PDX Bureau Chief

April 9, 2026



University of Oregon's white stag building in Portland, Ore. on March 21, 2026. (Maria Weyne/Emerald)

At 3:10 p.m., University of Oregon Portland students received an email notifying them of an evacuation order from the Portland Police Bureau. For approximately 48 minutes, students were given no information about the evacuation and were forced

Recent Stories



Leader: Oregon baseball, reborn with underclassmen, thrived in 2026

Harry Leader, Sports Writer • June 13, 2026

When a team starts a season by putting up 45 runs in a four-game series with a true freshman hitting two home runs in only his second game, fans...



Simeon Birnbaum wins first 1500m title at NCAA Championships

Rowan Campbell, Photographer • June 12, 2026

On June 12, Hayward Field played host to

PDX photos: May Day protests erupt, leads to five arrests at ICE facility

Portland Police Bureau officers conducted several arrests following May Day protests around Portland.



Maria Weyne, Mikayla Mesko, and Joy Edwards

May 4, 2026

