Wellesley College  
Committee on Lectures and Cultural Events  

Application 2011 - 2012

Event Name: Honorarium

Name: Elaine Tang
Student or Faculty: Student
Email: etang@wellesley.edu
Phone: 408-658-0129
Submission Date: October 13, 2011
Department of Organization: GenerAsians (GA) Magazine, student org
Affiliation: FOAPAL(Must Have Full # for Journal Entry Transfers):
83278-4620-982-7299
Student Organizations: SOFC Application made (Yes/No): Yes
SOFC Response: Yes
Proposed Date: November 3, 2011
Proposed Time: 5:30 - 6:30pm
Alternate Date: October 27, 2011
Alternate Time: same time
Location: PNE 239 for proposed date, Library Lecture Room for alt date
Space Requested (Yes/No): Yes for both dates
Space Confirmed (Yes/No): Yes for both dates
Main Speaker(s), Performer(s): Elizabeth Shim, Wellesley alum '99, freelance journalist, founding blogger of Global Asian Culture

Estimated Audience Size: 50 students, mandatory for GA Staff members (25 people), we're estimating an attendance of 25 non-GA members

Publicity Strategy: We will use table tents, electronic spam on Google groups and Facebook, Facebook event, fliers, email to Classes. Pan-Asian Council (PAC) will help us with spamming.

Event Purpose: Since GenerAsians is fundamentally a magazine publication organization,
this lecture is directly relevant to GenerAsians’ focus on media and journalism. We hope to raise awareness of modern Asian culture and give students who are interested in journalism or entrepreneurship the opportunity to meet and network with a Wellesley alum. This would be a great event to attend for students considering journalism or business.

Elizabeth Shim sent us an outline of what she will present on. She will talk about her media career after Wellesley. She will discuss her career experiences in both Seoul and NYC, journo-entrepreneurship, and Wellesley women’s possible role in the rise of Asia in regards to leading and redefining Asian culture. A few of her lecture points relate to CLCE’s city theme. We can provide CLCE with her detailed outline if necessary.

**Prior Similar Events:** None in the past 2 years

**Event Description:**

We’re bringing in Elizabeth Shim, a Wellesley alumna who is currently a freelance journalism and recent founder of Global Asian Culture, an emerging media brand that is web-based but looking into expanding into print, broadcast, and retail. She will be giving a 45 minute presentation and 15 minute Q&A session on her media career after Wellesley, journalism-entrepreneurship, and the rise of Asia and how current Wellesley women can redefine Asian culture. This event will take place on campus at the beginning of November. It will be open to the entire Wellesley community.

**Relevant Readings and/or Links:**


**Co-Sponsors (please indicate if they are offering monetary support for your event and amounts):**

SOFC funded us $506.89.

Publicity: $2.50  
Transportation: $38.50  
Room/board: $145 for 1 night stay at Wellesley College Club  
Honorarium: $300  
Supplies (cups): $20.89
Expenses:

Food: $100.00 for fruit and appetizer platters from Roche Bros

Table tents & posters: $20 total to spend at the copy center; 200 black & white table tents on colored paper, left over money will be spent on posters

To reduce food costs, we’re requesting enough funds to purchase a few appetizer platters instead of an actual meal for the attendants. Since the lecture does take place for an hour during dinnertime, students can help themselves to the food before or after the lecture if they feel hungry. The location is PNE 239, which does not allow students to conveniently leave during the lecture to get food. The procurement of food from a dining hall during the lecture will be highly disruptive and disrespectful to Ms. Shim. After the lecture and a Q&A session, we plan on having a reception when students can talk more personally with Ms. Shim. We think that having a few appetizer platters would help facilitate the reception. We’re not providing Ms. Shim with dinner and would like to offer her a chance to eat after the lecture. Additionally, providing food at our event is important because students are more likely to attend if there is the incentive of food.

Having $20 to spend on table tents and posters would really help with publicizing. Since we no longer have conferences on Firstclass, the ability to spam effectively has gotten more difficult. Having physical spam in dining halls and academic buildings would let more people know about our lecture.

Total Cost of Event: $626.89
Total Amount Sought from the CLCE: $120.00

** Please save a copy of your application for your records. Email the completed application to the cfrazer@wellesley.edu, RE: CLCE Application, no later than midnight on the due date.

Applications will only be reviewed for events happening a week or more after the application deadline.

The Committee can NOT approve funds for events that have already taken place.