



## MINNESOTA JOURNALISM CENTER

The Minnesota Journalism Center (MJC) was established in 1979 through a gift to the University of Minnesota from the late John Cowles, Sr., chairman of the Minneapolis Star and Tribune Company, and his wife, the late Elizabeth Bates Cowles.

Director: Nora Paul, 221 Murphy Hall, 612-624-8593,  
npaul@umn.edu

Events Manager: Sue Couling, 115 Murphy Hall, 612-626-1723,  
scouling@umn.edu

SJMC Communications Manager: Larissa Mavros, 115 Murphy Hall, 612-626-8095,  
mavro010@umn.edu

The center's purpose is to improve the practice of journalism, promote interaction between media professionals and the University, and serve as the outreach arm of the School of Journalism & Mass Communication.

Each year, the MJC sponsors or co-sponsors a number of events, working in conjunction with faculty members, industry associations and other organizations.

### **Planning/Initiating an Event**

The process below outlines the steps to propose an event or request MJC co-sponsorship:

1. Complete the Event Information Form (form following) and send to Nora Paul.
2. Nora will review the MJC schedule and resources, and provide sponsorship options.
3. Once agreed, you'll work with Sue Couling to confirm logistics, timeline, budget, expectations, and will confirm communications/PR activities to promote the event. Periodic status meetings will be held leading up to the event.
4. On the day of the event, we'll provide onsite assistance as agreed upon to ensure a successful event for all parties.

Depending on the complexity of the event, please allow 2-4 months lead time in initiating an event. In some cases, however, events held outside of Murphy Hall or that need extensive publicity, pre-registration or other arrangements ideally would be initiated at least six months in advance.

If you have any questions about the process or need more information, please contact Nora Paul at the number above.

## **Event Locations**

Depending on the size, goals and budget of your event, there are many locations to choose from, either in Murphy Hall or other locations around the University.

### **Murphy Hall Conference Center**

The Murphy Hall Conference Center includes:

- Room 100, which can seat 32 people in classroom seating (or can be reconfigured for up to 49), has full AV, audio and video conferencing capabilities.
- Room 104, the Heggen Room, a smaller meeting/board room for up to 18 people.
- Catering kitchen and registration desk.
- Contact Sue Couling (scouling@umn.edu) to schedule the Conference Center rooms.

### **Murphy Hall Classrooms**

- 130 Murphy Hall is a large auditorium-style classroom with seating for up to 148 and complete AV capabilities.
- Other smaller classrooms are also available.
- Please contact Julie Golias (golia001@umn.edu) to schedule all classrooms.

### **Venues Around the University**

Depending on the size of the event and your budget, other locations include the McNamara Alumni Center, TCF Bank Stadium, Coffman Union (meeting rooms and Campus Club rooms), Weisman Art Museum, and the Cowles Auditorium in the Humphrey School of Public Affairs.

MJC staff can work with you to determine the most appropriate venue for your event and can manage all contracts and other requirements.

### **Focus Group Rooms**

The Focus Group Suite in 314 Murphy Hall contains a rich repository of resources for conducting graduate and post-graduate research. The lab is continually upgraded with equipment and software to spur new research and support a range of communication-related studies from conducting focus groups and eye tracking studies to creating online surveys, reaction time experiments, educational game exploration, and more.

The lab suite includes 6 rooms:

- A reception lounge for conducting experiments in a naturalized setting and for greeting guests or checking in participants
- Three small testing rooms, each with a one-way observation window and two computer workstations equipped with the latest communication research software
- Focus Group Room with 10-seat executive conference table, one-way observation window and unobtrusive audio-visual recording and playback equipment
- Observation and control room seats 12 behind a one-way observation window
- Small catering kitchen with microwave, refrigerator and supplies

To schedule the Focus Group Rooms, please contact Sue Couling (scouling@umn.edu) or Jennifer Welsh for graduate student research or testing needs (jwelsh@umn.edu).

## **Annual SJMC/MJC Events**

### **U.S. State Department Edward R. Murrow Program for Journalists** *(November)*

In partnership with the Minnesota International Center, MJC hosts journalists from around the world for a week on the Twin Cities campus. During their stay, visiting journalists experience workshops, panel discussions and job shadowing experiences, as well as cultural activities and home visits.

### **Mentor Program Kick-off** *(November)*

For nearly three decades, the SJMC Alumni Society Board has made hundreds of mentoring matches, connecting SJMC juniors and seniors with professionals willing to share their experiences.

### **Spring Showcase** *(May)*

A celebration honoring SJMC donors, graduating seniors and scholarship recipients plus a tradeshow of student work and the presentation of the SJMC Alumni Society Board's Award of Excellence and Above the Fold awards.

### **See Change: The Power of Visual Communication** *(May)*

See Change is an annual gathering for communication professionals across the visual spectrum (designers, photographers, advertising creatives, information architects and videographers.)

### **Conversations Among Crafts** (events throughout the year)

An inter-disciplinary discussion of topics relevant to journalists.

We also work with a number of industry associations to host or participate in conferences, workshops and other events, including:

- Investigative Reports & Editors
- Minnesota Newspaper Association
- National Scholastic Press Association / Associated Collegiate Press / Journalism Education Association
- Online News Association

If you are part of a professional or academic association and would like to co-host an event on campus we welcome the opportunity to talk about the opportunity. Please contact Nora Paul with any leads.

In addition to the above, the MJC and SJMC regularly host featured speakers regarding international media, the future of media and others topics as speakers become available.



MINNESOTA JOURNALISM CENTER



SCHOOL OF JOURNALISM  
& MASS COMMUNICATION  
COLLEGE OF LIBERAL ARTS  
UNIVERSITY OF MINNESOTA

## MJC CO-SPONSORSHIP EVENT INFORMATION FORM

**\*\* FOR EVENTS NOT LOCATED IN MURPHY HALL**

### General Event Information

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_

Event Time \_\_\_\_\_

Event Location \_\_\_\_\_

Expected Attendance \_\_\_\_\_

### Contact Information

Primary Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Secondary Contact \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Budget

Total Budget \_\_\_\_\_

Percent or total for speaker \_\_\_\_\_

Percent or total for food & beverage \_\_\_\_\_

Percent or total for PR \_\_\_\_\_

Are costs shared with another organization or department? \_\_\_\_\_

If so, amount? \_\_\_\_\_

## Event Goals and Expectations

Please describe your desired outcomes, goals and learning objectives for this event:

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Audience

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Please describe why you think this would be a good fit for co-sponsorship with the Minnesota Journalism Center?

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## Speakers or Special Guests

Name

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Confirmed

Yes  No

Honorarium

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Expenses Paid?

Yes  No

Name

---

Confirmed

Yes  No

Honorarium

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Expenses Paid?

Yes  No

## Registration

Method  Online  Phone – RSVP phone # \_\_\_\_\_

Date Open \_\_\_\_\_

Date Closed \_\_\_\_\_

Max Attendees \_\_\_\_\_

Fees  No charge to attendees

Fee General/Adult \_\_\_\_\_ Student \_\_\_\_\_

## Communications

The Minnesota Journalism Center will promote the event through all relevant channels (email, social media, website, posters) to complement your promotional activities.

Please indicate your planned activities:

Invitations  Printed  Electronic  N/A

Publicity  Posters/Flyers Where posted? \_\_\_\_\_

Press Release Target Audience: \_\_\_\_\_

Email Target Audience: \_\_\_\_\_

Mailing Target Audience: \_\_\_\_\_

Website Address: \_\_\_\_\_

Social Media \_\_\_\_\_

Other \_\_\_\_\_

Please list any other comments or requests not addressed by this form:

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