

Newsletter

August/September 2006



President's Corner

Dear TriSight members,

After a wonderful summer, everyone at TriSight Communications is again in full gear serving our clients.

This Fall semester students can again hone their PR skills by working on a variety of accounts. TriSight Communications is more than an opportunity to apply the things you've learnt in the classroom, such as writing that press release or working on a viral marketing campaign, it is about developing your leadership skills, dealing with real world situations, networking, building friendships, and giving back to the community.

In other words, TriSight is giving you the opportunity to become the best PR professional you can be at the start of your career.

This great synergy of talent and hard work is not going unnoticed. As you will see in this newsletter, TriSight Communications is becoming known as THE student-run agency in the Los Angeles area. Keep up the good work!

Best,

Liesbeth De Smedt, President



Upcoming Events

Chevy Aveo Livin' Large

Where: Finger fountain (near JEP House at USC)

When: Week of October 23rd

Why: Stop by to check out students literally livin' large in a Chevy Aveo for the week.

Environmental Symposium

Where: UCLA

When: November 4th, 8:30 a.m.

Why: This symposium will be an opportunity for students to network with prospective mentors, and to come across possible internship and research opportunities. Those who are currently working in the field can get ideas from fresh minds and have an excellent opportunity for recruiting.

Public Relations Agency Visit

Where: The Rogers Group - 1875 Century Park East, Suite 300, Los Angeles, CA 90067

When: Friday November 10th from 3:30 to 5:00 p.m.

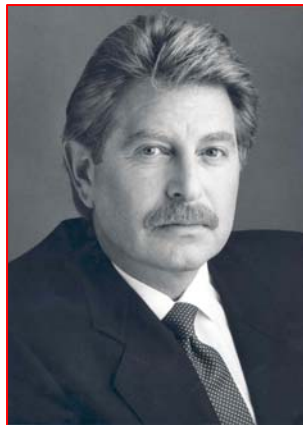
Why: Get an inside look at the Los Angeles-based, largest independent public relations firm in the West and one of the top 10 independent firms nationwide. Clients include Honda and Kellogg's; pro bono clients include the Rape Treatment Center at Santa Monica-UCLA Medical Center and The Los Angeles Children's Museum. For more information, visit www.rogerspr.com.

Space is limited so please RSVP to Ariel Kern at arielkern@gmail.com by Nov 1st if you wish to attend.

Thank You to The Rogers Group – Official Sponsor Fall '06

TriSight Communications would like to extend a very special thank you to Mr. Ron Rogers (right) and The Rogers Group for its sponsorship this Fall semester. Rogers believes that TriSight's pro bono work has numerous benefits, saying, "There are so many non-profit organizations in Los Angeles that are in desperate need of telling their story and a lack of professionals willing to donate their time. Therefore, TriSight is an invaluable resource for our community."

TriSight members will have the opportunity to meet with Rogers and other employees of The Rogers Group at the agency visit scheduled in November.



Profile of TriSight Communications

TriSight Communications is a bona fide student-run public relations agency based at the University of Southern California's Annenberg School for Communication. Headquartered in downtown Los Angeles, TriSight is dedicated to providing students with professional growth and practical experience in public relations as well as providing clients with valuable strategic planning and campaigns to support business goals. TriSight has worked on revealing the restoration of the Olympic Rings from the 1984 Olympic Games and has developed and implemented numerous fresh program strategies for its various other clients.

To give back to the university by extending the gaze of the future PR practitioners beyond the classroom and into the field. By exposing students to opportunities to grow, TriSight helps to build the reputation of USC and the Annenberg School as an esteemed bastion of intellectual thought and practical teaching.

To provide clients with a high-quality, reliable and practical public relations agency that helps clients focus and achieve their communications goals via the implementation of a well-developed strategic plan. Although we work on a pro bono basis, our responsibility is to support our clients to the best of our abilities.

To allow the graduate and undergraduate students at USC to apply their knowledge in a professional arena, with minimal guidance and without apologies for being a student organization. Students will encounter valuable PR opportunities, develop their portfolios, mentor their peers, and personally grow as PR practitioners. We recognize the scale of our operations, but we practice public relations without focusing on limits or constraints.

The TriSight name symbolizes the vision and the three sightlines upon which we focus our gaze.

Account Updates

HOPE (Children's Hospital of Los Angeles)

After the completion of a successful first semester providing public relations services to the HOPE program, which culminated in the Celebrate Life! Event on June 11, 2006, at Paramount Studios, TriSight's HOPE team has been asked to continue providing services for the Children's Hospital of Los Angeles.

The TriSight account team, led by Senior Account Supervisor Vojtech Horna, recently visited the Children's Hospital to establish communications objectives and meet HOPE program directors and child patients who benefit from HOPE's psychosocial services.

This semester the TriSight HOPE account team will be focusing its public relations efforts on the following areas: building community relations, increasing fundraising and creating a website for the HOPE program.

Chevy Aveo Livin' Large

In collaboration with USC's Public Relations Student Society of America (PRSSA) chapter, Chevrolet and Weber Shandwick, the TriSight Chevy Aveo Livin' Large team has been actively generating awareness through a variety of channels. A viral marketing and grass-roots campaign was implemented which saw two major successes: more than thirty USC students signed up to live in a Chevy Aveo during the week of October 23rd, and almost one hundred students joined the Facebook "Chevy Livin' Large at USC" group.

The TriSight account team is currently pursuing coverage in media such as The Daily Trojan, MTVU and KISS FM to boost awareness of the Chevy Aveo challenge at USC.

Environmental Symposium

To meet the client's communications goals, the TriSight account team has created two strategic public relations plans — a media outreach plan and a campus outreach plan. The team is now active in executing those two plans to promote the Environmental Symposium, which will take place at UCLA on November 4th.

Promotional events are planned on three campuses (USC, UCLA and Cal Poly Pomona) during the second half of October. In addition, the TriSight account team has started pitching media regarding the Symposium.

Celebrate Life! Event a Success

On June 11, 2006, the New York lot of Paramount Studios was transformed into a carnival style celebration, and TriSight's HOPE team members saw their public relations efforts come to fruition.



The event was for the Children's Hospital of Los Angeles' HOPE children, who suffer from cancer and blood diseases, and their families as a day to have fun and simply celebrate life. Several booths were set up with games and prizes, and there were carnival rides such as a Ferris wheel. On the main stage, Cindy Crawford was the keynote speaker, and the children were able to see their favorite stars from shows on Nickelodeon and the Disney Channel.

TriSight members provided help at the photo station where attendants were invited to take family portraits to remember the day. HOPE team member Amy Pandya says, "It was such an inspiration to see the children enjoying themselves. With all the hardships these children have to face on a daily basis, for one day they could just be kids, and this event provided this for them." Other HOPE team members assisted the Children's Hospital of Los Angeles' media relations team in filming b-roll footage of the event.

With the success of the event, TriSight was asked to continue providing public relations services to the Children's Hospital.



2006 Executive Board

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Congratulations!

VP of the Month: Katie Manning
Account Supervisor of the Month: Vojta Horna
Account Executive of the Month: Joe Nolan
TriSight would also like to recognize Ariel Kern and Brittany Hale for their excellent work on the Malibu Event at the end the Spring '06 semester.
Thank you to all of the members of the month for a job well done!