

Newsletter

December 2007



President's Corner



Dear TriSight family,

The fall semester has truly been a successful term for TriSight. On behalf of the executive board, I would like to congratulate everyone on their great work. TriSight has risen to a new level this year: we have more active members than ever before; our client portfolio is the largest in TriSight's history; the scope of our services are more diverse since the beginning of TriSight; and more local nonprofits and businesses are asking for our services than in previous years. We should be very proud of all that we have accomplished thus far.

In other words, TriSight Communications is in a great place right now and it is because of your hard work that we are *the* most recognizable student-run PR agency in Los Angeles. It has been a privilege to serve as the 2007 President and I thank the talented board with whom I served. It is with their time and dedication that we were able to reach this level. I also would like to extend my gratitude to Annenberg's faculty and staff, specifically to Michael Parks, Jennifer Floto and Jerry Swerling, for their invaluable guidance and support.

Lastly, the 2007 board congratulates the newly appointed 2008 board. It makes me extremely happy to know that devoted individuals like you will be leading this organization. Each of you bring unique qualifications to the board and with your dedication, TriSight will be in good hands. Each of you will do a phenomenal job and with talented co-presidents like Joan and Jim, you will be able to take TriSight to the next level.

Best wishes and Happy Holidays,
Kanakara Navasartian

Announcements

**Congratulations to the new
2008 Executive Board!!**

Co-Presidents:

Joan Wickham and Jim Gregory

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VP of Internal Communications:

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VP Of External Relations

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Profile of TriSight Communications

TriSight Communications is a bona fide student-run public relations firm 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 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, 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.

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.

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

Account Updates

GPSS

USC's Graduate and Professional Student Senate represents USC's 14,000+ grad students, sponsors fun events, and provides funding to student organizations. GPSS hired TriSight to help increase its awareness among graduate students. This semester, TriSight conducted extensive research for venue possibilities and sponsorship opportunities. Solicitation materials were developed for major event sponsors, as well as beverage and entertainment prospects. The GPSS event will be held in Spring of 2008 with a considerably larger budget than the 2007 event and rely on TriSight's recommendations and plans from this semester.

LA Commission of Children, Youth and Their Families

The Commission for Children, Youth and Their Families strives to promote a safe, healthy, and nurturing environment for every child in the City of Los Angeles through advocacy and policy, service coordination, and the creation of city-wide partnerships. The project taps into the diversity of TriSight members' academic expertise and focuses on brand building and internal communications. This semester, the TriSight team conducted an internal audit of the Commission and helped create a new vision, mission and identity for the Commission.

The Wonder of Reading

The Wonder of Reading is a non-profit dedicated to providing books in addition to a means of increasing literacy rates among public schools in Los Angeles County. This semester, the TriSight team created a very comprehensive targeted media list, wrote press releases and other media materials, and pitched long lead media.

British Consul General/ Africa Project

The British Consul's "Click for Change: Educate Africa" viral marketing contest will be having its launch event in conjunction with the Democratic debates on Thursday, January 31, 2008. TriSight is planning an information session for the contest and screening the debates. Prior to the event, TriSight will build interest across campus. This includes posting fliers, asking professors to announce the event details in classes, and using email list-serves. The TriSight team will also staff the event. After the contest launches, TriSight will use the entries and winners to pitch to media.



2007 Executive Board

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Congratulations!

E-Board member of the Month:

Joe Nolan

Account Supervisor of the Month:

Joan Wickham

Account Coordinator of the Month:

Georgiana Ceausu

Thank you to all of the members of the month for a job well done!