

Newsletter

March/April 2006



Presidents' Corner

Dear TriSight members,

The month of May is a great time for us to look at our accomplishments. Graduating seniors are saying farewell, the academic year is coming to a close, summer is right around the corner... and TriSight has been busy!

We continue to grow our agency and develop our accounts thanks to the amazing client work that was conducted this semester.

Account teams SOFA and KidPower! secured media hits for their clients' events; VoiceEssence and Dr. Eve continued to provide strategic PR counsel and started pitching media; and News21 and HOPE developed professional collateral. For those of you who will be around this summer, the HOPE team will also be supporting their clients' "Celebrate Life Event" on June 11. Our TriSight team was able to secure a huge donor package from Johnson & Johnson for the event!

Special thanks to many of our executive board members who served on the planning committee for the successful end-of-year event at Jerry Swerling's house in Malibu. Also thanks to TriSight members who attended the Orange County focus group in collaboration with Allison & Partners. We continue to improve our agency in order to maximize the experience for our TriSight members.

TriSight recruiting will continue this summer and we are currently in negotiations with some new clients to add to our exciting roster. Stay tuned!

We hope you all enjoy the summer and we'll see you again in the Fall!

Liza de la Torre and Liesbeth De Smedt
Co-Presidents, TriSight Communications



Upcoming Events

HOPE
(Children's Hospital of Los Angeles)

What— Celebrate Life Event

When— June 11, 2006

Where— Paramount Studios

The event will feature the USC marching band and celebrities such as Cindy Crawford. Children with cancer in the HOPE program and their families, as well as past HOPE cancer survivors will enjoy a carnival style day of fun!

Congratulations!

VP of the Month:

Christine Bennett

Account Supervisors of the Month:

Victoria Rangel, Amy Pandya,
Vojtech Horna

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

TriSight's Malibu Event Successful

On April 23 at Strategic Public Relations Director Jerry Swerling's house in Malibu, TriSight Communications held its "Havana Nights" event. The event was organized, planned, and executed by a committee of TriSight members and students. Featuring Cuban cuisine, music, and decorations, the event was for first and second year strategic public relations students to take a break from the end of the semester deadlines and enjoy each other's company outside of the Annenberg School. TriSight and the strategic public relations students would like to again thank Jerry and Karen Swerling for providing such a hospitable environment for the event.



Profile of TriSight Communications

TriSight Communications is a non-profit 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 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.

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

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.

Account Updates

HOPE (Children's Hospital of Los Angeles)

The HOPE account is in the final stages of finishing the website for the foundation, and the solicitation brochure that describes the various programs within HOPE is now complete. The team is also creating an email invitation for the Celebrate Life Event, which will be taking place on June 11, 2006 at Paramount Studios, as well as preparing a thank you letter for those who attend the event. Donations have been secured by the team from Neutrogena, Baskin Robins, USC, Johnson and Johnson, and more. Event highlights will include the USC marching band, USC football players, a magician and great food. In preparation for the event, volunteers are also being recruited.

Account Supervisors: Victoria Rangel, Amy Pandya, Vojtech Horna
Members of the Month: Caitlin Donovan

SOFA (Students of Fine Arts)

The "Boroughs of Los Angeles" event that took place in March 2006 generated over 350 attendees on Opening Night alone. The team generated media coverage for the event that included a number of calendar listings on websites such as ExperienceLA.com, EyeSpyLA.com, and USC Events. Most notably, "Boroughs of Los Angeles" was featured in The Jewish Journal's "7 Days in the Arts" which has a circulation of 80,000. The art show was also featured in Pasadena Weekly's "Prime Pick" with circulation of 35,000.

Account Supervisor: Olivia Wu

Dr. Eve

The Dr. Eve Account team has worked hard this past semester to gain media coverage for Dr. Eve's "Wellness Lecture Series." Due to scheduling issues, the team was unable to help host the launch party this year, but by next semester Dr. Eve's book will be finished and the team will be prepared to obtain media coverage for it then. Next week, Jamilla Jamison will be meeting with Dr. Eve to go over some basic public relations strategies so that she can continue her PR efforts over the summer.

Account Supervisor: Jamilla Jamison

Member of the Month: Brittany Hale

K!d Power

K!dPower is making progress. While the process is rather slow, we've managed to get the client exposed. This semester, Michele Tamarkin spoke at the Kappa Alpha Theta house to talk to girls about eating disorders and healthy living in honor of Eating Disorders Awareness Week. This event was covered on the Daily Trojan's March 31, 2006 issue. Michele also made an appearance as the main guest on USC's talk show, CU@USC on April 26, 2006. The team is currently in the process of launching the K!dPower website that will help to gain more exposure for Michele Tamarkin. The website will be up sometime during the summer (www.kidpowernow.com). Meanwhile, the team will be staying in touch with the client over the summer, even when the organization goes black.

Account Supervisor: Hannah Lin

Member of the Month: Rachel Williams

News 21

The News21 team started the semester with designing a brochure that is currently being sent to local, ethnic media outlets around Los Angeles as well as the mainstream press. We have also developed and are releasing a press release to these outlets and have been conducting media relations for the remainder of the semester. The News21 fellows have been chosen and will be working throughout the summer, so expect to see coverage of News21 in the fall.

Account Supervisor: Beth Palkovic

Member of the Month: Laura Keller

VoiceEssence

VoiceEssence has been pitching the Blissful Bride product to media outlets in the Los Angeles area. Media relations will continue for Blissful Bride, as well as the other VoiceEssence products and services. The team has completed a comprehensive list of venues that VoiceEssence founder Joeline Robinson can hold her Wellness Sessions at. Public relations collateral is being finalized; including a brochure and flyers for the Wellness Sessions, Blissful Bride product, and customized CD packages.

Account Supervisor: Christine Bennett

Member of the Month: Ariel Kern



2006 Executive Board

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