

# Newsletter

January/February 2006



## Presidents' Corner

Dear TriSight members,

These first weeks of the Spring semester have been busy with preparations and planning meetings for our clients, and we are pleased to welcome new and existing members to the agency.

TriSight has many exciting clients this semester, through which all of us can get real world experience in the field of Public Relations. The account work varies from pitching an arts exhibit (SOFA) to developing a brand strategy (Dr. Eve), designing a brochure (News 21) or participating in event-planning and developing press materials (HOPE). Some of us also attended a Bridal Expo to provide PR counsel to our client VoiceEssence.

The new executive board has also been active in negotiating with new clients, organizing our first social event of the semester, and recruiting new members. We want to make your experience at TriSight as rewarding and fun as possible. We have a very exciting semester ahead of us. We are glad that you joined us for the ride!

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



## Upcoming Events

### SOFA (Students of Fine Arts)

**What**—A first-ever collaborative student art show featuring undergraduate work from the major art campuses in Los Angeles: USC, UCLA, OTIS, ART CENTER, and CAL ARTS. Featuring an Open Media Exhibition of 125 different works of art including photographs, paintings, digital media, and drawings.

**When**—The free exhibit runs daily (Sunday through Saturday 12-5pm) from March 4 to April 14, 2006

**Where**—The William Grant Still Arts Center (2520 S. West View Street, Los Angeles, CA 90016, (323) 734-1165).

~Join us for Opening Night on **March 4 at 7p.m.** to meet emerging artists, enjoy live music by the Sam Brawner Trio, and food~

## TriSight Kicks Off New Semester

After a busy winter break, TriSight members get back to business for the Spring semester. Co-Presidents Liza de la Torre and Liesbeth De Smedt held a welcome back meeting on the lawn in front of Leavy Library the day before classes began. The meeting had team building activities and strategy sessions for the upcoming semester. A new E-board has taken over management of TriSight—two Co-Presidents and seven VPs—and they look forward to a productive and exciting year in 2006.



## Congratulations!

**VP of the Month:** Beth Palkovic  
Thank you Beth for going above and beyond your role at TriSight to help out.

**Account Supervisor of the Month:** Olivia Wu  
Olivia has shown initiative on the SOFA account and began working while still on Winter Break. She has done a superb job creating awareness for the upcoming SOFA event. **Thank you to all of the members of the month for a job well done!**

## 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.

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)

The HOPE account is excited to begin working on increasing internal and external awareness of a program that truly makes a difference in the quality of life of children with cancer and blood diseases. Our main objective will be to help organize and promote the Celebrate Life Event, which will be taking place on June 11, 2006 at Paramount Studios. Event highlights will include the USC marching band, USC football players, a magician and great food! We are beginning to put together a newsletter to send out to potential donors. A new website that provides event information is also in the works. Over the weeks, we will be working on a brochure that describes the various programs within HOPE as well as strategies to increase the prominence of the HOPE program within the Children's Hospital Los Angeles and the larger community.

*Account Supervisors: Victoria Rangel, Amy Pandya, Vojtech Horna*  
*Members of the Month: Chantal Allen and Heather Johnson*

## SOFA (Students of Fine Arts)

With SOFA's Opening Night around the corner (March 4), the SFOA team has been working hard to spread awareness and drum-up excitement for this collaborative art exhibit. The team has created media advisories and a client bio as well as strategic and comprehensive media lists. The team has also contacted various media outlets and is in the process of setting-up interviews. Over the next few weeks, the team will continue to outreach to media as well as distribute publicity materials in an effort to generate event visibility and attendance.

*Account Supervisor: Olivia Wu*

*Member of the Month: Katie Manning*

## Dr. Eve

The Dr. Eve team has been working to gain media coverage for her "Healing the Village" Wellness Lecture series. We recently sent out an Invite to Cover to several newspaper writers in the Los Angeles area. The team will also be sending press releases and pitch letters over the next few weeks to gain media interest in Dr. Eve's product launch party in April. We are currently looking for venues to hold the event as well as caterers for it.

*Account Supervisor: Jamilla Jamison*

*Member of the Month: Lauren Hamilton*

## K!d Power

Be comfortable in your "genes"! For National Eating Disorder Week, our very own client Michele Tamarkin spoke at the Theta House on February 22 at 7pm. She discussed topics on how the media affects our body image today, what is over exercising and dieting, and answered any questions and concerns that we had.

*Account Supervisor: Hannah Lin*

*Member of the Month: Gisela Kim*

## News 21

The News21 team has been working hard this semester to raise awareness about the News21 journalism program - specifically, the initiative at USC called Project Immigration Voices, spearheaded by Annenberg professor Judy Muller. The team recently sent a brochure of the initiative to print, which will be distributed to various local ethnic media outlets in the coming weeks. The team will also help compile a comprehensive media outreach list, and help organize an event to be held later this semester in April.

*Account Supervisor: Beth Palkovic*

*Member of the Month: Heather Johnson*

## VoiceEssence

After networking at the Bridal Expo on January 28th and 29th at the Los Angeles Convention Center, heavy media relations will continue for the VoiceEssence product Blissful Bride. The new VoiceEssence website ([www.voiceessence.com](http://www.voiceessence.com)) was launched successfully, and the team is finalizing all other collateral over the next week. VoiceEssence founder, Joelene Robinson, is active in public speaking/seminars/workshops, and the team is researching appropriate venues to promote her to.

*Account Supervisor: Christine Bennett*

*Member of the Month: Heather Linn*



## 2006 Executive Board

Liesbeth De Smedt

Co-President  
[desmedt@usc.edu](mailto:desmedt@usc.edu)

Liza de la Torre  
Co-President  
[Liza.delatorre@gmail.com](mailto:Liza.delatorre@gmail.com)

Christine Bennett  
Vice President of Internal  
Communications  
[cebennet@usc.edu](mailto:cebennet@usc.edu)

Katie Manning  
Vice President of External Relations  
[kmanning@usc.edu](mailto:kmanning@usc.edu)

Crystal Larsen  
Associate Vice President of External  
Relations  
[cmlarson@usc.edu](mailto:cmlarson@usc.edu)

Hannah Lin  
Vice President of Accounts  
[hannahcl@usc.edu](mailto:hannahcl@usc.edu)

Beth Palkovic  
Associate Vice President of Accounts  
[palkovic@usc.edu](mailto:palkovic@usc.edu)

Ariel Kern  
Vice President of Special Development  
and Events  
[kerna@kenyon.edu](mailto:kerna@kenyon.edu)

Brittany Hale  
Associate Vice President of Special  
Development and Events  
[brittalh@usc.edu](mailto:brittalh@usc.edu)

Samantha Wheeler  
Vice President of Finance  
[swheeler@usc.edu](mailto:swheeler@usc.edu)