

President's Corner

Dear TriSight members,

On behalf of the executive board, I am pleased to welcome many new and existing members to the agency. The fall semester is in full swing and we are very pleased with the progress so far. Thanks to our members, the agency has been able to grow and currently serves six clients, the largest client portfolio of TriSight's history. TriSight's services are in high demand and many local non-profits and businesses are recognizing the value and talent offered by TriSight's team. This semester's clients all are very exciting and require unique public relations services.

In addition, in order to provide you and all Annenberg students with professional development opportunities, TriSight has partnered with the Strategic Public Relations program to host PR@5, a series of afternoon talks led by key public relations professionals for students to learn more about specific PR specialties.

TriSight Communications provides all of us the opportunity to gain hands-on PR experience while using our classroom education and past knowledge to practice strategic and creative PR. I look forward to serving my last term as President in an exciting and successful semester.

Kanakara Navasartian
President, TriSight Communications

Announcements

TriSight Communications is looking for a new Executive Board for 2008!

Contact
trisightcommunications@yahoo.com
for more information

Run for Her

The run took place on November 11th and was a great success with over \$520,000 raised and 2,100 participants. Proceeds from the event benefit the Cedars-Sinai Women's Cancer Research Institute at the Samuel Oschin Comprehensive Cancer Research Institute.



Congratulations!

E-Board member of the Month:

Matias Cavallin

Account Supervisor of the Month:

Marina Rozhansky

Account Coordinator of the Month:

Jessica De Los Santos


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

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, 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.

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.

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. In addition to event planning, account executives have begun researching for GPSS's website re-imaging effort as well as having performed an analysis of current GPSS promotion strategies and tactics.

Run For Her

Run for Her is Cedars-Sinai Medical Center's 5k Run and 3K Friendship Walk to support ovarian cancer research and support. The event took place on November 11th and TriSight Communications quickly developed strategies to secure A-list celebrities to attend the event and increase media exposure. Additionally, TriSight used a number of tactics to reach out to students and communities at both USC and UCLA. For the weeks leading to the event, account executives handled promotions on campus, partnered with numerous on-campus organizations and supplied the press with event information.

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. Initial activity will include research to aid the development of a new program name, brand and communication strategies.

Department of State- U.S. Embassy

TriSight members have begun collaborating with public diplomacy students for our organization's first on-campus joint venture. Account executives are becoming more familiar with the language and goals of U.S. embassies. Once initiated, TriSight intends to influence public perception of American embassy sites in nearly 30 countries.

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. They are looking at ways to increase their exposure, including creative ways to raise public awareness through media relations. This semester, TriSight has begun creating a targeted media list, developing media materials, and pitching long lead media.

British Consul General/ Africa Project

The British Consul is trying to raise awareness among legislators about the importance of funding education in Africa. TriSight will help the Consul execute a viral marketing campaign targeting students to encourage them to use new media to spread their message. Currently, the account team is envisioning a contest to stimulate interest and participation. The launch of the campaign will inform students about the issues, explain the premise and rules of the contest and encourage participation.



2007 Executive Board

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