

Newsletter

Spring 2007



President's Corner

Dear TriSight Members,

The spring semester has been very exciting. We have had many productive meetings and were able to sign wonderful new clients. Most importantly, we have welcomed many talented new members such as you to the TriSight family.



We can be very proud of all that we have accomplished thus far. TriSight has extended its members this semester to 35 students. Each member has had the opportunity to collaborate with TriSight team members and create strategic plans, pitch to media (Center for Nonprofit Management), assist in marketing a philanthropic event (Stand-Up for a Cure), increase awareness for an on-campus organization (Graduate Professional Student Senate), and/or create media kits (High-Trek Adventures).

The new executive board has been dedicated to making this semester the best yet by increasing TriSight's awareness among the USC and Los Angeles communities, while providing the members a chance to grow in the PR profession. TriSight Communications provides all of us the unique chance to gain real hands-on PR experience by playing lead roles on various accounts and we hope more people will take advantage of this opportunity in the fall semester.

It has been an honor serving TriSight and I look forward to another great TriSight term. I thank you for your commitment and congratulate you on a very productive and successful semester. I also would like to extend TriSight's gratitude to Annenberg's faculty and staff for providing invaluable support and guidance to us.

Have a great summer. See you in the fall.

Best,
Kanakara Navasartian
Co-President, TriSight Communications

Announcements

TriSight Communications raises over \$5000 for Stand-Up for a Cure!!

The Graduate and Professional Student Senate has decided to make their first-ever GPSS Formal an annual event!!

Congratulations!

E-Board members of the Month:

Account Supervisors of the Month:

Tymika Morrison
Marina Rozhansky
Joe Nolan

E-Board Members of the Month:

Jamilla Jamison
Nooneh Hambarsoomian
Caroline Grossman

Account Executives of the Month:

Allison Dixon

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.

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

High-Trek Adventures

TriSight's newest client, High-Trek Adventures, allows corporations to hold teambuilding events in urban areas by constructing races for various companies. We have been assisting High-Trek in redesigning its logo and creating a media kit. We have assembled a team of experts as well as media kit building enthusiasts for our newest client adventure!

Center for Nonprofit Management

The Center for Nonprofit Management account team worked diligently to create a thorough communications plan, which detailed the necessary steps to make this a successful public relations campaign. We focused on compiling lists of nonprofit publications to pitch to as well as researching several nonprofit organizations who may be interested in utilizing the resources that the Center for Nonprofit Management has to offer.

Stand-Up for a Cure

The Stand-Up for a Cure account team is happy to announce that our event, held on Feb. 19th, was extremely successful and fulfilled our goal of raising \$5000 for St. Jude's Children Research Hospital through ticket sales. The host, USC's own miniature comedian Brad Williams, and our two celebrity judges Russell Peters and Jeffrey Ross helped to create an event that was enjoyable for all who attended. Tickets were sold out with the help of the IntraFraternity Council. Our contestants admitted to having the time of their lives!

GPSS— Graduate and Professional Student Senate

GPSS held their first annual formal on Friday, April 20th with the event planning experts of TriSight Communications. The event was a great success with over 245 attendees. GPSS has decided to make the event an annual affair. Due to the success of the event and our working relationship during the spring semester, we anticipate another contract with GPSS for fall 2007. TriSight would like to thank Jason Harris and David Schlosberg of GPSS for their commitment and sacrifice in making the event a success.

CONGRATULATIONS TO ALL THE ACCOUNT TEAMS!!!



2007 Executive Board

TriSight Communications Spring 2007 E-Board!

Kanakara Navasartian and
Cristen Mills
Co-Presidents

Nooneh Hambarsoomian
Vice President Internal
Communications

Maggie Mulshine
Vice President External
Communications

Barbara Gabel
Associate Vice President
External Communications

Jamilla Jamison and Joe Nolan
Vice Presidents Accounts

Caroline Grossman
Vice President Social Events

Megan Klein
Vice President Finance



GPSS Formal



Stand-Up
for a Cure

