
TROJAN VISION NEWSLETTER: WRAP UP! (11/23)

1 message

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Hey Visionaries!

Congratulations to our Fall 2020 CTPR 409'ers! *Virtual Vision* Show Week is available for streaming on our [Facebook page](#). We invite you to catch up on our latest shows *The Mixed Bag*, *Everything but the Election*, and *Corona Chronicles*.

[Watch Here!](#)



As we wrap up this semester, our stellar management team would like to share with you Trojan Vision's accomplishments for paving the way for remote production. A special thanks to our current managers for their continuous dedication and innovation, while working internationally, to lead Trojan Vision towards the future.

Marketing General Manager: **Diya Mehta**



Graduation Year: 2020

Major: Business Administration

Minor: Cinematic Arts

Hometown: Mumbai, India & Singapore

I am grateful to have been brought on as Trojan Vision's first Marketing General Manager! My aim in this role was to use our marketing to foster a sense of community during remote times while also increasing awareness of the amazing work being done at Trojan Vision.

With these ambitions, I launched this bi-monthly newsletter to share updates on Trojan Vision's current projects, promote networking opportunities, and highlight the amazing people within our community. We started with only a hundred subscribers and are now at nearly 300—a number which I hope will keep growing as we expand our network.

Managing social media had heightened importance this semester since we went fully digital with our releases of [Virtual Vision](#), [Campus Vision](#), and [CTPR 409 recruitment](#) campaigns. I worked to increase our engagement on [Facebook](#), [Instagram](#), and [Twitter](#) by posting regular updates and industry news with the help of our Marketing Volunteer, Amy Chatterjee. I am thrilled to share that we have increased our social media reach by 92% since the start of this semester without any paid efforts.

I also worked with the amazing students and staff at SCA, the [USC Provost Office](#), and [Daily Trojan](#) to promote our recruitment efforts and virtual shows in their publications. This has helped us extend our recognition and increase CTPR 409 registrations for Spring 2021.

As I graduate this semester, I will be passing the baton to Annika Limjoco. I have no doubt that her strong skills and leadership will sustain and further the efforts that I have initiated. I have loved collaborating with the entire team, and am proud to be a part of the Trojan Vision network!

Cheers,
Diya Mehta

Industry Relations Consultant: Michelle Au



Graduation Year: 2021

Major: Cinema and Media Studies

Minor: Marketing

Hometown: Hong Kong

Hello! My name is Michelle Au and I am extremely excited to have led the new Industry Relations division that aims to connect Trojan Vision's students, alumni, the School of Cinematic Arts (SCA), and the wider entertainment industry. Despite COVID-19 keeping us socially distanced, many of my initiatives this semester focused on building and expanding Trojan Vision's amazing network!

Through the creation of the "[Trojan Vision Alumni Association](#)" on Facebook, we now have a group that has amassed over 170 members. From sharing updates on the station (such as upcoming social events, newsletters, or episodes), to pieces of its history (like old photos or TV8 promos), this platform is a welcoming space where members can meet, connect, and socialize! Following this addition also comes the total revamp of [Trojan Vision's](#)

[LinkedIn page](#) that I hope can become another useful resource for students and alumni to connect with one another.

I also developed the “Notable Alumni” spotlight for our newsletter after seeing all the remarkable talent that passed through the station over the years. In every issue, we highlight an alumni member who has left a significant mark on the station and learn about the awesome projects or things they are accomplishing today. We are incredibly lucky to have an extensive list of individuals that fit that description!

Finally, I have been fortunate enough to work closely with SCA to help Trojan Vision reach its full potential! In addition to discussing with the Festivals and Distribution department on ways we can share the marvelous content of students beyond our current distribution channels, I am also collaborating with the Industry Development department to help promote the station and CTPR 409 across SCA’s extensive network. Currently, we are in talks of hosting our first Annual Spring Fundraiser and developing a mentorship program for alumni and students!

If you have any ideas or feedback (or know anyone you think should be featured as a “Notable Alumni”), please feel free to reach out to me at mau@trojanvision.com! I look forward to getting to know you all! Thank you!

Cheers,
Michelle :)

External Outreach Manager: Ishaan Singh



Graduation Year: 2021

Major: Business Administration

Minor: Cinematic Arts

Hometown: Mumbai, India

In a semester where the entire station learnt to adapt to what was thrown at us, so did the manager team. In my role as External Outreach Manager, I was tasked with looking at the station from a macro lens and see how we could improve what we were already doing at TVTV. To execute this, I virtually interviewed faculty at collegiate television stations across the nation seeking their advice and inquiring into what they were doing not only in this online setting but when things were in-person (the good ol' days). Taking their suggestions, we put together an exhaustive list of modifications that we hope to implement at TVTV to improve our overall output as well as national standing. I'm excited to lay the foundation to implement these changes in the semesters to come and see the station earn the local and national recognition it deserves.

Cheers and Happy Holidays,
Ishaan Singh

Campus Outreach General Manager: **Sophia Mazzella**



Graduation Year: 2022

Major: Cinema and Media Studies

Minor: Screenwriting

Hometown: New York, New York

This semester marked many firsts for Trojan Vision, including the first episode of our community-focused web series [Campus Vision](#). I began Campus Vision as a way to connect and collaborate with student organizations and leaders from across our virtual campus. There are countless fascinating groups that I continue to discover as I spend more time at USC, and I think it's more valuable now than ever to spotlight the work these students are doing while we're all apart. Campus Vision also created a great space for our volunteer hosts and producers to take charge of their own episodes outside the studio. We've thus far released three episodes featuring the Native American Student Assembly, voting tips, QuASA's drag show, Hack SC, and the upcoming Affordable SC, with more scheduled to premiere in the next month. I was also able to reconnect our community by planning our first online event "Party with Trojan Vision," where we reminisced about past shows and showed alumni our plans for the future. I'm so proud of how much our Campus Vision team has grown this semester and believe we have laid the foundation for a new and lasting source of community entertainment and information.

Cheers and Happy Holidays,
Sophia Mazzella

Look out for our next newsletter on December 14th!

Thank you for tuning in, we look forward to sharing more stories with you soon.

Happy Holidays from Trojan Vision!

We're growing! Please help us share our [newsletter sign-up](#) with Trojan Vision friends and join our community [Facebook group](#) open to all our alumni and current students!

Connect with us on social media or our [website](#) to stay up to date!



Annika Limjoco

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