
Trojan Vision Newsletter (1/18)

1 message

Mon, Jan 18, 2021 at 9:00 AM



Welcome Back Visionaries!

We hope you and your families had a safe holiday season filled with peace, love, and joy. We are thrilled to continue our bi-weekly newsletters now that the semester has begun. As our first note, we at Trojan Vision would like to give a warm welcome to our new cohort 409ers! Our team is so excited to have you on board and we look forward to the brilliant ideas and talents you will bring to Trojan Vision.

[Watch Trojan Vision!](#)



Friendly reminder that registration remains open for CTPR 409 (2 unit course) until February 5th and is open to ALL MAJORS. We look forward to creating with you all very soon!

[Register Here!](#)

Trojan Vision is growing! We would love to hear your feedback on how to improve content and shows you would like to see.

Please fill out this quick survey to help our team continue to learn.



Passing Along the Marketing Torch

We at Trojan Vision would like to thank Diya Mehta for her vision of a new Trojan Vision as our very first Marketing General Manager! Diya accepted the position in Fall 2020 and is now passing the role to Annika Limjoco for this spring semester. Thank you Diya for all of your hard work and congratulations on graduating!

Diya Mehta

Former Marketing General Manager
Fall 2020



Graduation Year: 2020

Major: Business Administration

Minor: Cinematic Arts

Hometown: Mumbai, India & Singapore

Annika Limjoco

Current Marketing General Manager
Spring 2021



Graduation Year: 2021

Major: Business Administration

Minor: Cinematic Arts & User Experience

Hometown: San Diego, California

What drew you to join the Trojan Vision Community?

Diya: Trojan Vision is very special because it allows people to get hands-on experience in so many aspects of creating and producing a show! To me it seemed like an incredible opportunity to work with industry standard equipment, on a real soundstage, while learning

from entertainment industry experts. I was also excited about trying different production roles, learning how each role contributes, and meeting amazing people along the way!

Annika: Trojan Vision always interested me since it provides students the ability to become fully immersed in television production. As a former 409er myself, I ran a television station with fellow classmates, outside of my major, who also shared a passion for entertainment! I was also eager to grow within the studio as Trojan Vision offers students the opportunity to further advance across multiple departments.

What were the challenges that came with promoting Trojan Vision during a virtual semester?

Diya: As Trojan Vision's first Marketing General Manager, I found it an exciting challenge to map the promotional strategy from scratch. CTPR 409 is known for its amazing in-person experiences on-set, so I was worried about how to market it during a virtual semester. However, my worries lessened with the faculty's clever and smooth transition to remote production using StreamYard. It became clear that the selling point was Trojan Vision and CTPR 409's up-to-date production capability which continued the incredible tradition of matching real industry practices.

What was the best part of remote learning for TVTV?

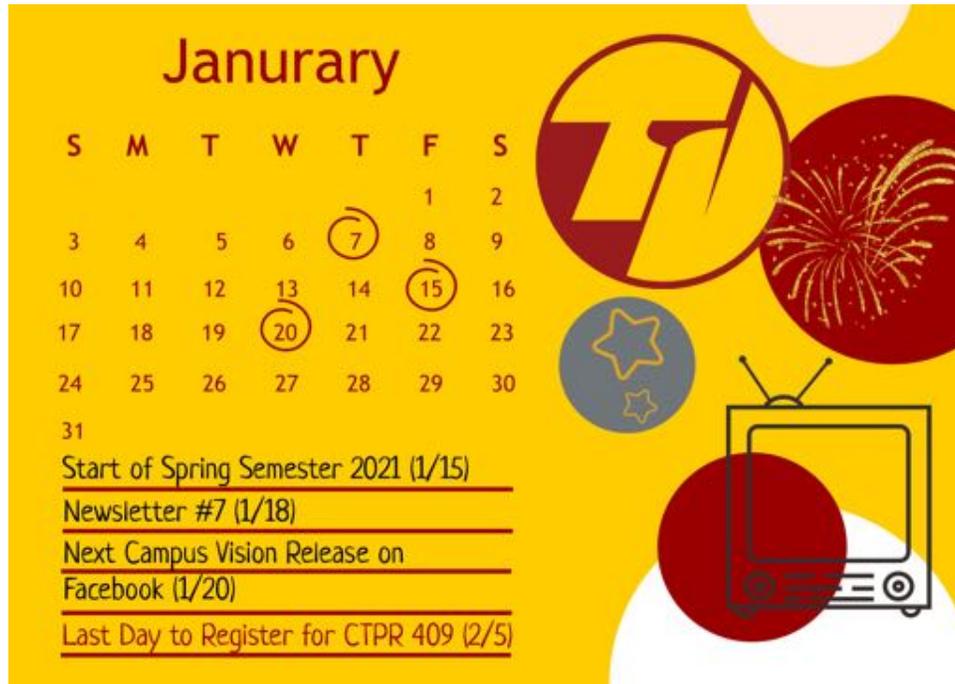
Annika: One of the best parts about remote learning was being a part of the team to guide TVTV in this new setting. The amazing faculty and SAs worked resiliently this past semester to ensure the 409 students got the most out of this course. It is always a challenge since there are no blueprints for running a television station remotely; however, that challenge is what made this experience so unique and rewarding. Students were able to create and direct their own shows on [Virtual Vision](#) ranging from a sketch comedy to a cooking show! Being remote showcased how innovated not only Trojan Vision is but the brilliant students we get the opportunity to work with!

What were your most significant accomplishments while serving as Trojan Vision's marketing manager?

Diya: I am very proud of creating our bi-monthly newsletter, which now reaches around 300 Trojan Visionaries! Managing social media also had heightened importance this semester since we went fully digital with our releases; I am thrilled to share that we increased our social media reach by 92% since the start of this semester without any paid efforts. Most of all, I am grateful for the amazing team of managers I got to collaborate with (Michelle, Sophia, and Ishaan), some of our incredible volunteers (Sophia, Kelly, and Amy), SA's (Kiara and Ali), and also for Kathleen's continuous support and guidance!

What are your goals as Marketing Manager for Trojan Vision?

Annika: As the next Marketing Manager I am so excited to continue to increase the social media presence for TVTV. A lot of exciting changes are coming to Trojan Vision soon! I am eager to fully immerse TVTV into multiple areas of entertainment production and highlight the behind the scenes projects that we are creating!



Look out for our next newsletter on February 1, 2021!

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.

Want to be a part of Trojan Vision? We'd love to have you! Our volunteers work in areas of management, production, outreach, promotion, alumni relations and development. Fill out our [Volunteer Form](#) for more information.

We would love to hear from you! Let us know how we are doing and the content you would like to see by filling out our quick [Trojan Vision Feedback Survey](#).

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



Annika Limjoco

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