



Trojan Vision Newsletter (1/31)

1 message

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Hey Visionaries!

Spring semester is underway and many developments are unfolding in the Trojan Vision studio! 409 classes have made their in-person return to Studio C, where each of our shows is speeding toward their first broadcasts of the semester. While Studio C is home to our courses for the time being, Studio B is undergoing its last finishing touches before welcoming students back to a brand new set with LED lights. We can't wait to see the quality shows that our students and team will put together in the coming weeks!



Get ready for Trojan Vision like you've never seen it before! Comedy Live's first in-person sketch comedy show is coming up soon on **February 18th**! Trojan Vision alumni and Comedy Live professor

Harrison Merkt invites you to see the hard work of Trojan Vision, SCA, and SDA students come together on stage for a night full of laughs.



Join us for live sketch comedy written, performed and produced by USC students, as well as a live musical guest and a student stand-up comedy performance!

Can't make our February 18th show? Nothing to worry about. Comedy Live has three live shows planned for the spring semester! Save the dates **April 1st** and **April 22nd** for two more spectacular Trojan Vision productions!

Shows will be held at limited capacity in the Robert Zemeckis Center for Digital Arts. Trojan Check passes will required at the door upon entry.

Comedy Live will also be streaming live on Facebook [here!](#) Stay tuned for more information on ticket availability for in-person attendance!

New Trojan Vision volunteer opportunities!

VOLUNTEER AT TROJAN VISION!

Trojan Vision is looking for enthusiastic students to join our team of volunteers! Volunteers play an integral part in the production and promotion of Trojan Vision television shows and podcasts, Campus Vision, and campus and alumni events throughout the year. Take a look below at our most current volunteer opportunities!

BEHIND THE SCENES VIDEOGRAPHER

Want a close-up look at Trojan Vision behind the scenes? We're looking for a student volunteer to serve as our behind the scenes videographer, to capture our studio in action for use in promotional content!

I'm interested!



ON-CAMERA TROJAN VISION HOSTS

Are you a natural in front of the camera? We want you to host one of our Trojan Vision shows! From comedy to sports, volunteer to host a show that best suits your interests! Students interested in volunteering as show hosts should send their resumes to afurse@trojanvision.com

TROJAN VISION WEBMASTER (PAID)

Trojan Vision is looking for a student to maintain our website, keeping the site current with content updates! Ideal candidates have a background in WordPress/HTML/CSS, and have an eye for design. This is a paid opportunity. For more information, interested students should email info@trojanvision.com with the subject line TROJAN VISION WEBMASTER.



Any questions regarding volunteer or employment opportunities can be directed to [info@trojanvision.com!](mailto:info@trojanvision.com)



Campus Vision is up and running for the spring semester! Our first episode with USC's [Asian Pacific Cinema Association](#) is up and available to view on the [Campus Vision Facebook page](#)! Watch to learn from APCA's co-president, Matt Oflas, about the organization, their coming events such as the Asian Pacific Film Fest, and how you can get involved!



NEW EPISODE COMING SOON!

Look out for our next episode, featuring an interview with [Trojans 360](#), USC's official student-run blog! The episode will be available on Friday, February 4th!

[Watch Campus Vision](#)

ALUMNI SPOTLIGHT:

JAMES CREECH



Graduation Year: 2012

Major: Business Administration & Political Science

Minor: Film & TV Production

Hometown: Bakersfield, CA

[LinkedIn](#)

[Website](#)

What roles/positions did you hold at Trojan Vision?

I started out as a producer for the debate show Platform my Freshman year. It was my first taste of live TV, and I was instantly hooked! Sophomore year I joined Trojan Vision staff as the co-EP of Platform with my friend and producing partner Olivia Bonin. We created entirely new sets and graphics, auditioned and trained hosts, and put together production teams to cover the most exciting issues impacting USC students.

I served as General Manager during my Junior year, which was a great opportunity to learn more about the business of running a TV station. I worked with Executive Director Don Tillman to manage the budget, coordinated our programming slate, and hired the team that kept all of our shows (and the station) running smoothly.

How was the process of transitioning out of USC and into the workplace?

During my senior year, I made the difficult decision not to return to Trojan Vision so that I could get other professional experience before graduating. I started interning at an adtech startup called Channel Factory and got hooked on the adrenaline rush of early stage companies. I ultimately received an offer from a prestigious tech company, but I turned it down to stay at Channel Factory and pursue the startup life.

What has your journey and experience in the industry been like?

After 2.5 years at Channel Factory, I joined a new startup that was focused on helping social media influencers grow their online audience and develop their careers. At the time, the "Creator Economy" was still nascent, so we were doing many things manually -- from finding influencers to managing branded sponsorship campaigns and creating reports. Out of necessity, my colleagues and I started developing some tools to make the process easier, which ultimately inspired us to start a business of our own. In early 2016, my two co-founders and I launched a technology company called Paladin to create influencer marketing software for brands and agencies. Based on our experience, we knew firsthand how difficult it was to manage influencer campaigns and just how quickly the industry was growing. It was incredibly difficult that first year as we figured out how to build and refine our product, find customers, and run a business, but it was an amazing experience. Today, Paladin serves customers in 30+ countries across 5 continents, and it's been remarkable to see how much our software and the company have evolved.

What are you up to now?

In addition to continuing to grow Paladin, I spend a lot of time advising other media and technology startups and coaching entrepreneurs. I find it really rewarding to support other startup founders on their journey, and advisory work provides a great opportunity for me to improve my skills and learn about other industries. I also host a podcast called All Things Video that features interviews with entrepreneurs and leaders in the digital media space. I'm now in the midst of launching another startup with one of my business partners to help brands, publishers, and personalities figure out how to make even better content for their social media profiles. Our new company Measure Studio is still early, but we recently closed our Seed funding and have signed a number of initial customers, including the BBC, IGN, and Group Nine Media. But what I'm most proud of so far is the work we did to power the social media strategy for Joe Biden's Presidential campaign during the 2020 election cycle!

How has Trojan Vision helped or influenced your career?

Even though I didn't end up pursuing a career in film and TV, my experience at Trojan Vision helped prepare me to work in fast-paced environments, take initiative, and think entrepreneurially. Much of the work I do today revolves around new models of media, entertainment, and technology, so having a strong foundation in traditional entertainment models was extremely useful. I'm really grateful for my time at Trojan Vision, not just for the skills I learned but for the friendships I made and the fun experiences we shared.

Any advice to current students?

Enjoy your time at USC because it will fly by! The most useful advice I can offer is to prioritize getting good jobs and internship experience because more than anything that's what helped me land a job after graduation. Have an open mind to different experiences so you can figure out what you like and what you don't like -- experimentation can be a great teacher. Finally, don't be afraid to ask for help -- find a mentor or coach, ask your peers, and leverage your network to uncover new opportunities.

Please reach out to our Industry Relations Manager, Phoebe Lai (pelai@usc.edu) to get in touch with our Notable Alumni or be featured in our next newsletter!

Streaming into February!

We've got a lot of exciting things coming in the month of February! Continue reading our newsletters for all updates on Trojan Vision classes, events, and other news!

Questions? Have something you'd like to learn more about? Let us know how we're doing, and how we can improve! Feedback can be emailed to info@trojanvision.com or filled out on our [contact page](#).



Look out for our next newsletter on February 14, 2022!

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

Volunteer with Trojan Vision! Our volunteers work in areas of management, production, outreach, marketing, and alumni relations. For more information please contact info@trojanvision.com.

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



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