



**FOR IMMEDIATE RELEASE:**

*USC Asian Pacific Alumni Association to Honor University President Steven B. Sample*

Sample and Three Prominent Alumni Will Be Feted at the 2009 USC APAA Scholarship and Awards Gala

April 3, 2009

Los Angeles — University of Southern California President Steven B. Sample is among the honorees at the 2009 USC Asian Pacific Alumni Association Scholarship and Awards Gala: “Building on a Proud Legacy” on April 17, 2009, at Town and Gown on the university’s downtown Los Angeles campus.

In addition to Sample, who will receive APAA’s President’s Award for visionary direction, the alumni organization will honor three outstanding members of the Trojan Family. Professor Emeritus Ken Miura ’64 will receive the Distinguished Alumni Award, while IW Group president/COO Nita Song ’97 and *KTLA Morning News* co-anchor Frank Buckley ’87 receive APAA Leadership Awards.

“This year’s honorees exemplify what it means to be a Trojan and, through their professional and personal achievements, have helped strengthen the APAA within USC and the community,” said Jonathan T. Kaji ’76, president of the APAA Board of Directors.

Since becoming USC’s 10<sup>th</sup> president in 1991, Dr. Sample has guided the university to new heights. Under his leadership, USC has become world-renowned in the fields of communications and multimedia technologies. A tenured professor in the USC Viterbi School of Engineering, he is a member of the National Academy of Engineering and holds patents on digital appliance controls that have been licensed to the world’s top manufacturers of appliance controls and microwave ovens. In 2001, the *Toronto Globe and Mail* named Sample’s bestseller, *The Contrarian’s Guide to Leadership*, one of the year’s ten best business books. It has since been translated into five languages.

An innovator in motion picture sound, Professor Miura has taught and worked with many of Hollywood’s top filmmakers, including George Lucas, Academy Award winning sound designer Gary Rydstrom (*Saving Private Ryan*, *Titanic*) and Ron Howard. He has also worked closely with Tom Holman, the inventor of the THX Sound System. Over the course of his decades-spanning tenure at the university, Miura has served as both an interim and associate dean of the USC School of Cinematic Arts. In 1955, he worked on the Academy Award-winning live-action short, *The Face of Lincoln*.

As president and COO of the IW Group, Song has spearheaded the growth of this full-service marketing communications company into an industry leader, generating more than \$30 million in annual billings from such clients as American Airlines, McDonald's, Nissan and Wal-Mart. In 2003, Song and business partner Bill Imada opened a second agency, TEN Communications, whose clients include Bristol-Myers Squibb, DirecTV and Kaiser Permanente. She currently serves on the boards of the Asian American Advertising Foundation, the Center for Asians United for Self Empowerment and the Koreatown Youth and Community Center.

An Emmy Award-winning journalist, Buckley joined KTLA/CW in June 2005 after serving as CNN's Los Angeles-based national correspondent. During his CNN tenure, he covered everything from breaking news to long-form enterprise reporting to the 2004 presidential campaign. Buckley was part of the CNN investigation team that received the National Headliner Award for CNN's continuing coverage of the 9/11 attacks and their aftermath. In February 2006, Buckley was named a member of the 2006 Japanese American Leadership Delegation. He currently serves on the boards of the Los Angeles chapter of the Asian American Journalists Association and the Japanese American Cultural and Community Center.

"We anticipate another brilliant gala as we celebrate the achievements of President Sample and three extraordinary alumni, along with this year's outstanding scholarship recipients," said Ellen Endo '67, this year's APAA Gala chair.

Funds raised at the event directly benefit current and future USC students through APAA programming and the scholarship endowment. The Gala begins at 6 p.m. with a silent auction and reception, followed by dinner and program at 7 p.m. Tickets may be purchased by visiting <http://alumni.usc.edu/apaa>. For more information, call (213) 740-6380.

## **ABOUT THE USC ASIAN PACIFIC ALUMNI ASSOCIATION**

The USC Asian Pacific Alumni Association connects and supports USC Alumni of Asian Pacific origin/descent (encompassing ethnicities from Asia and the Pacific Rim) with the university and one another lifelong and worldwide through meaningful and relevant programs.

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