

CISTERN CALL

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Behind the Bully Pulpit Larissa Allison Tells All

By Derek Del Core



About Larissa:

- **Hometown:**
Oneida, Ill.
- **Alma Mater:**
Bradley University
Class of 2006
- Previously worked as
MacMurray
College's
Director of
Annual Giving
- Currently Events
Coordinator and
Director of
Alumni
Outreach for
CofC's
Communication
Department

“When you see somebody like Colbert, we want you to say ‘That was freakin’ awesome!’”

In the weeks leading up to the South Carolina Republican Presidential Primary, the College of Charleston was flooded with hundreds of news organizations and hosted a bevy of media personalities, including Anderson Cooper and Stephen Colbert.

CofC received an unprecedented amount of press for the festivities; none of which would have been possible without the tireless work of Larissa Allison.

Allison's is not necessarily a name that is heard much around campus. She serves a behind-the-scenes role in the Communication Department.

Allison and Dr. Amanda Ruth-McSwain helped coordinate the Bully Pulpit series, which helps to bring prominent political figures to the College of Charleston campus.

The Bully Pulpit series has helped to increase the College of Charleston's status as a politically conscious institution by inviting Presidential hopefuls like Jon Huntsman, Ron Paul, and Newt Gingrich.

To organize and plan the Bully Pulpit events took a great deal of time and patience. Between appearances by politicians and media events, the Bully Pulpit series helped to generate international news coverage and greatly increased the notoriety of the College of Charleston. “The hard work put into these events really paid off,” said Allison.

She said that dealing with high-profile politicians was not easy. The personal demands of Colbert as well as Representative Tim Scott sometimes came at odds with CofC's brand and Allison's personal plan for the Bully Pulpit series.

“It's asking a lot of a lot of different people,” said Allison. “It can be a huge battle.”

Conflicting viewpoints never discouraged Allison. Throughout the duration of the Bully Pulpit, she never stopped trying to make the most memorable event possible.

Allison sees high-profile events like the Bully Pulpit attracting prospective students and helping to positively promote the College of Charleston.

“Be willing to work,” said Allison with a smile. “Opportunities will open up if people know you are willing and able.”

With Allison continuing ambitious projects and working hard, the College of Charleston's profile will continue to rise.