

For the MCJ 158S class I took this semester with Betsy Hays, I was assigned to my service learning organization, the Greater Fresno Area Chamber of Commerce and I could not have been more delighted with this organization, I had a really fun time working together with them along with my writing partner Alan.

The whole main point of service learning is to get hands on experience through working with the organization on real events and situations. Alan and I worked together on a series of assignments and learnt a lot.

For the first assignment for our service learning organization, I worked on a fact sheet for the Chamber's November mixer at the Downtown Club, whereas Alan worked on a flier for the same event. Our hope was to be able to spread the information out through these vessels. Through working on our separate assignments, we learnt the process and methods of creating documents like these.

For the next assignment, we were told to review our organization's social media success and efforts, and provide recommendations as to how to take it to new levels and heights. Alan and I looked all their social media sites, including Facebook, Twitter, and YouTube. I then proceeded to provide ideas for new posts and new ideas for their Facebook page, and hopefully give them a better/ light hearted social media image, yet still maintaining their seriousness towards their beliefs and field of work. Alan worked on their twitter page and followed the same ideology.

We then prepared news releases for the Chamber. I did mine on the Chamber's November Mixer at the Downtown Club. I listed the highlights of the

events in hope of creating a wow factor. Alan worked on a different news release, we both helped each other out.

We took a look at the Chamber's website and did an audit and gave some recommendations. Their website was nice, their colors were very comfortable for the eye, it was a nice website. We hunted for problems on the website, we found a few and listed them out.

For the Radio Public Service Announcement (PSA) assignment, I crafted a script for the Chamber. The PSA was about the Chamber and what it does. The main idea was to let more people know about the chamber because people know they exist, but do not know what they do.

Alan and I put our creative juices together and worked on a promotional video for the Chamber. Like the PSA above, the video was about promoting the Chamber and explaining what it does. We used a word-animation method with many colors in hope of adding a fresh touch to the video. Our main goal was for people to understand more about the Chamber through the video.

For our potluck assignment I prepared a news release for the Chamber's annual Installation Dinner. The dinner would be a huge event and so I tried to highlight its attractive points, in hope that when the members of the Chamber sees it they would be eager to go.

For our final assignment we were told to do a wrap-up presentation about our experiences in working with the Chamber. I chose to take a modern approach to

the slides in the presentation, and trying to create a beautiful presentation. I wanted the viewers to feel comfortable while viewing the presentation. I wanted to do a slide in a way that I have never done before. In the slides I emphasized on the highlights of our experience with the Chamber and I worked on it.

Overall this semester was wonderful and it was a great learning experience with the Greater Fresno Area Chamber of Commerce.