

## **Shanina Guiang – Media Relations Personal Statement**

1. Please explain your involvement in FSA and what does FSA mean to you?

My first encounter with the Filipino Student Association was via ASF '13 during my senior year of high school. During my freshman year, I volunteered for ASF '14 and worked on the PCC Programs. I've also been a part of KAMP since then. This year, I joined PDT, participated in PCC, took PHD Winter 2011 and am part of the FSA Grad Committee.

FSA was one of the first organizations that welcomed me to UCSC campus. It was the first place where I began networking with people prior to actually entering the university. I believe that FSA provides a variety of outlets to express myself. It is also where I learned a lot about the Filipino culture especially when I took the Pilipino Historical Dialogue class.

2. Why are you applying for this position?

I believe that the position - Media Relations - will help me further enhance my skills relating to media designs, while also benefiting FSA as a whole through advertisement of events and reaching out to the community by means of media.

3. What are your goals for the position/aspect if elected? How do these goals relate to FSA as a whole student organization? How do these goals relate to FSA as a whole student organization?

My ultimate goal for Media Relations is to make the FSA websites (e.g wordpress, tumblr, twitter) the primary source for everyone to go to and find out what is happening within FSA. I would like to provide a more organized website which I will update weekly at the least and make sure events are posted as early as possible. I would like to provide a more accessible website for FSA that will allow both members and the general public to be able to access all events. In addition, I would also like to provide more visuals by working closely with the Historian and updating photos on the main FSA website.

From personal experience and from others I've asked, I've learned that before actually going to check out what organizations represent – they do a little research. Personally, I would search the organization on the internet to find out and learn more about what they stand for. I believe that by improving the website and everything else media related, FSA would be able to promote and outreach to non-members of the community.