

## **“Mobile Media: Producing Visual Stories With Your iPhone” Workshop Employer Justification**

If your employer is looking for justification as to why you should attend our “Mobile Media: Producing Visual Stories With Your iPhone” workshop, this document is intended to help you communicate to them what you will learn at the workshop and how it will contribute to your job function.

1. **Communicate your desire to attend the workshop and how it may benefit your position or even the company.** For example, you could offer to give a presentation of what you learned at the workshop upon your return, so that others may gain some insight into iPhone videography. By sharing the information you’ve learned with other employees, your employer will maximize return on investment.
2. **Demonstrate the value of workshop attendance.** For example, if you are currently outsourcing media projects and in need of more in-house content creation, lay out some numbers that show how the cost of the workshop will be returned by empowering yourself to perform tasks that were previously an added cost. Demonstrate how creating videos on the go with iPhone may be of value to your audience and how it could improve your online presence.
3. **Explain to your employer the exact skills that you’ll be learning.** In this case, highlights of the course include:
  - a. Best-in-class interviewing techniques from Richard Taylor, a world-class reporter from the BBC. He is the founder of SuperRich Media and creator of the BBC’s global technology brand, “Click.” Richard’s experience with creating video on the mobile phone includes shooting entire TV news reports on his iPhone and in-person interviews with film director, James Cameron and web inventor, Tim Berners Lee.
  - b. Learning how to set up an interview location for best lighting and optimal audio.
  - c. Learning how to edit on the go with various apps including iMovie & FilmicPro.
  - d. Tips and techniques on directing and cutting videos in journalistic and broadcasting manners.

Below you'll find a template for a letter that you can customize to fit your needs.

Dear **[name of your supervisor]**,

I am requesting support to attend Berkeley Advanced Media Institute's "Mobile Media: Producing Visual Stories With Your iPhone" course that will take place at UC Berkeley on **[dates]**.

I believe that in addition to benefitting me both personally and professionally, attending this workshop will greatly benefit **[name of your company/organization]** because the trainings provided will enable me to become a more productive worker and a more valuable asset to **[name of your company/organization]**.

Berkeley Advanced Media Institute is housed in UC Berkeley's Graduate School of Journalism and provides digital media workshops and custom training programs for career professionals around the world. They offer courses in digital media content production, multimedia storytelling, social media, and data visualization. Their instructors are UC Berkeley award-winning faculty and leading industry practitioners who are experts in creating and developing compelling, innovative digital stories across multiple digital platforms.

At the "Mobile Media: Producing Visual Stories With Your iPhone" course, I will be learning best practices for producing, shooting, and editing video on an iPhone, best-in-class interviewing techniques from Richard Taylor, a world-class reporter from the BBC, and how to set up an interview location for best lighting and optimal audio. I will also be editing and creating a video using various apps including iMovie & FilmicPro to demonstrate what I learned through out the course. I will emerge from this workshop with the skills needed to create and deploy original, quality content that will engage our customers. ***[Elaborate on how this ties into your job function.]***

I would love to have the opportunity to take part in this workshop, so I hope that you will approve my attendance. The caliber of Berkeley Advanced Media Institute's workshops gives great value for the money: the registration fee is **[early registration cost]** when I register before **[date]**.

I believe the value I will bring to **[name of company/organization]** as a result of this training will be a positive step in the overall success of our company, and I hope you will agree with me and allow me to attend.

Sincerely,