

Podcast Bootcamp

If your employer is looking for justification as to why you should attend the Podcast Bootcamp, 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 podcasting. 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 podcasting projects, 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.
3. **Explain to your employer the exact skills that you'll be learning.** In this case, highlights of the course include:
 - a. Developing strategies for podcast production and promotion
 - b. Learning to develop the narrative of your audio story
 - c. Hands-on experience with podcasting equipment
 - d. Practice scriptwriting & tracking, with professional feedback for improving your script
 - e. Learning to edit audio – repairing and enhancing audio, mixing multiple files together to produce quality audio
 - f. Producing a final podcast series as your capstone project

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 Podcast Bootcamp that will take place at UC Berkeley on **[course 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 training 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, of course, 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 Podcast Bootcamp, I will be developing a roadmap for marketing, promoting, and monetizing a podcast series, as well as working hands-on to master audio production and editing. I'll be creating a capstone project – a final podcast series – to demonstrate what I learned throughout the course. I will emerge from this workshop with the skills needed to create and deploy original, quality audio 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 training, 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 **[price of course]**.

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,
[Your name]