

Podcasting Workshop Employer Justification

If your employer is looking for justification as to why you should attend our Podcasting: Stories in Sound 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 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 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 podcasts 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. Hands-on equipment practice with microphones and digital recorders.
 - b. Writing scripts for audio and tips on including extra sounds that will enhance the story.
 - c. Learning Adobe Audition software.
 - d. Tips and techniques for interviews, culminating in an interview with a local figure or organization to create your final podcast for the course.

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 Podcasting: Stories in Sound 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, 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 podcasting course, I will be learning the fundamentals of podcast production, including interview techniques, scripting for audio, and hands-on practice with equipment and Adobe software. I'll also be creating a capstone project – an interview with a local organization – to demonstrate what I learned throughout 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,