News
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California Polytechnic State University, San Luis Obispo, California

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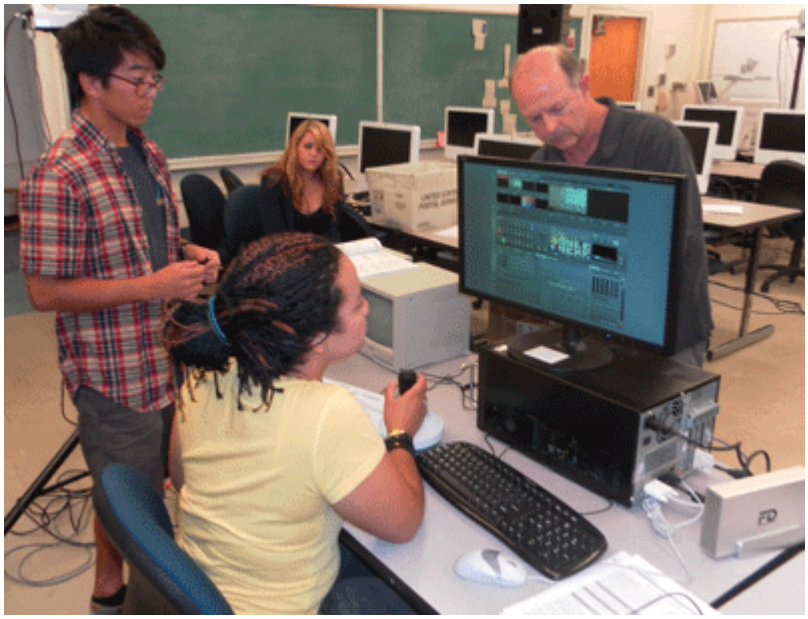
PG&E Grant Provides Audio-Video Equipment for Cal Poly Journalism Department

SAN LUIS OBISPO – Cal Poly's Journalism Department has received a $38,189 grant from Pacific Gas and Electric Co. (PG&E) to support journalism education.



Cal Poly Journalism students are instructed by Journalism technician Michael Pershall on the use of a TriCaster, robotic cameras, and related video equipment acquired through a grant from PG&E.

"The grant was used to purchase some of the most modern audio and video technology available in the journalism profession," said Harvey Levenson, interim chair of Journalism Department. "This is the essence of putting into practice Cal Poly's well-known Learn by Doing educational philosophy.

The Journalism Department acquired four Sony robotic cameras, a remote control and cables; camera stands from McClaflin Mobile Media; a dozen Shure desktop microphones, and two wireless microphones; a TriCaster Studio system plus monitor and backup hard drive; a Mackie Audio Mixer; an Anchor Liberty public address system; a Mac-mini server, monitor and backup hard drive; and an Epson 1400 printer.

"We're proud to partner with Cal Poly in giving students the opportunity to learn on technology relevant to today's communication needs," said Kory Raftery, public information officer at PG&E's Diablo Canyon Power Plant. "Community involvement in education continues to be something that PG&E values, and our company is pleased to be able to make this investment to support that commitment."

PG&E's support elevates the Journalism Department's ability to offer state-of-the-art education in audio and video recording, Levenson said. The equipment is being used in laboratories and in fieldwork, during which students participate in real projects for organizations and the community, as well as for events featured on Cal Poly's CPTV television channel and on the university's KCPR radio station.

The equipment has already facilitated collaborative projects among students, faculty and staff, including:

- Live streaming video of the university's colloquium "Homecoming for the Mind," which showcased research and projects by students and faculty in the College of Liberal Arts.

- A promotional video for California Women for Agriculture titled, "Agriculture is …" and presented as part of an annual event. The video was posted online to be used as a promotional device as a way to involve and acknowledge stakeholders who appeared in the video.
- Class assignments in which students are required to go out in the field interviewing and recording subjects involved in stories about the university.

The project leader for equipment selection is Michael Pershall, Journalism Department technician and an expert in electronic audio and video technology. "With the PG&E grant allowing us to acquire up-to-date recording equipment, we can document real events more efficiently, with higher quality, and eventually provide audio and video recording for local events in the community," Pershall said.

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About Cal Poly's Journalism Department

Cal Poly's Journalism Department (http://cla.calpoly.edu/jour.html) offers a professional program leading to a Bachelor of Science degree in journalism with emphases in broadcasting, multimedia, news-editorial and public relations. Journalism majors serve as staff members of departmental communications media, including the Mustang Daily, the student newspaper; CCPR, the student-run public relations firm; KCPR, the FM-stereo radio station; or the news and programming operations of CPTV, Cal Poly's TV station. The department also sponsors student chapters of the Society of Professional Journalists, Radio-Television News Directors Association, and the Public Relations Student Society of America. Founded in the 1920s, the department has thousands of alumni, many of whom hold important positions in print, broadcast, and public relations journalism for state and national organizations.

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