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FOR IMMEDIATE RELEASE

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## Cal Poly Journalism Department Partners With JVC for Camera Upgrades

SAN LUIS OBISPO – C al Poly journalism education received a boost to its multimedia and broadcast offerings with 10 new hand-held camcorders from JVC.

As a "partner in education," JVC's Digital Video Division, a major producer of high-end cameras for video production, provided the ProHD solid state camcorders to supplement other technology used in the department as part of Cal Poly's hands-on, Learn by Doing education.

Professor Richard Gearhart, who is also a well-know news anchor on San Luis Obispo's NBC affiliate KSBY, led the partnership at Cal Poly. "Having access to these cameras will give our students the hands-on experience they need," he said. "This technology is quickly becoming the industry standard. Using the cameras for classes and on–campus video projects will give the students a big advantage in the job market."

JVC's Joe Falcone, district sales manager, and Lon Mass, vice president of sales and marketing, completed the JVC/Cal Poly partnership. "JVC Professional Video Products is honored by the opportunity to partner with Cal Poly," Mass said. "The ability to offer the most up-to-date technology and equipment to journalism students resonates as a core value for JVC Professional."

Harvey Levenson, interim chair of the Journalism Department, said "The partnership will enable Cal Poly to educate students using equipment they will encounter in the journalism profession when they enter it. We are proud to be partnered with JVC."

## **About Cal Poly's Journalism Department**

Cal Poly's Journalism Department (<a href="http://cla.calpoly.edu/jour.html">http://cla.calpoly.edu/jour.html</a>) 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 Mustang Daily, the student newspaper; CCPR, the student-run public relations firm; KCPR, the FM-stereo radio station; and 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 are in prominent positions in print, broadcast, and public relations journalism for state and national organizations.

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