



**CAL POLY**  
Extended, Professional  
& Continuing Education

COLLABORATIVE PARTNER



**SUMMER**  
SPRINGBOARD

# Podcast Media & Business

New student admissions for  
summer 2024 are open.



## Program Highlights

- Explore the basic operations of podcast production, including show concept development, show format, episode rundown, and planning.
- Gain hands-on experience by applying current tools and technologies for podcast production, including how to create an audio recording, audio editing, and media distribution.
- Produce your own pilot podcast and subsequent episodes and learn how to apply the journalistic standards of free speech, appropriate use of intellectual property, and legal and ethical conduct in podcasting.



## 2024 Dates

- Session 1: June 30 - July 12



## Academic Program Overview

Podcasts have become one of the most popular forms of streaming audio entertainment. Unlike radio and TV shows, podcasts are an accessible way for aspiring content creators to connect with an audience. Students in this class will acquire and apply the skills needed to write, produce, edit, distribute, market, and even monetize a podcast. During the program, students will work in a hands-on lab writing and producing their own podcast pilot and episodes.

Students in this program will hear from local producers and podcasters. Students will get a firsthand look at the Cal Poly campus FM radio station's recording studio for some of their podcast production. They will spend the majority of their time working on their podcast pilot and episodes during their class time.



## Excursions

Students will visit the Cal Poly campus FM radio station's recording studio.

# Instructors

**Instructor for Cal Poly - Patti Piburn, Asst. Professor**

Patti Piburn is an assistant professor of journalism. She received her Masters of Arts in Journalism and Communication from South Dakota University in 2013, and has her Bachelors of Art in Broadcast Journalism and Political Science from Arizona State University. She has been working as a journalist since 1995, and as an educator since 2006. Patti started out doing traffic reports in her hometown of Phoenix, Arizona right after graduating from ASU. She went on to anchor and report for TV Stations in Roswell, New Mexico, Idaho Falls, and the Salinas/Monterey area. When she landed at Santa Maria's KCOY, Patti knew she'd found her home. She anchored and reported for the KCOY (CBS 12) morning show for nearly ten years, and during part of that run also anchored the news on sister station KKFX (Fox 11).

## Tuition Information:

- Includes: all meals, lodging, excursions, academic course, weekend excursions
- Excludes: optional airport pickup and drop-off service (available for an additional fee)
- Price: \$5,298

## Supplements:

- Application fee: \$99 (mandatory, nonrefundable)
- Tuition Protection Plan: Allows for cancellation for any reason up until the day of the program. Click [here](#) for more info.

[More info on Airport Transfer](#)

[More info on Unaccompanied Minor Service](#)

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## Course Structure

There are nine three-hour class sessions over the two-week course. During week one, students have class from 9 a.m.-noon, Monday - Friday. During week two, students have class from 9 a.m.-noon Monday through Thursday. Wednesday afternoons are dedicated to additional academic time (excursions, speakers).



## Typical Schedule

8:00 a.m.	Breakfast
9:00 a.m.	Academic Course
Noon	Lunch
1:30 p.m.	Academic Excursion/ Recreational Activity
3:30 p.m.	Enrichment Elective
6:00 p.m.	Dinner
7:00 p.m.	Evening Activites
10:30 p.m.	RA Check-in



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