

# THE ENTERTAINMENT CAREER CONNECTION, INC.

## Company Profile

### About the Entertainment Career Connection

Founded in 1984 the Entertainment Career Connection provides educational apprentice programs for the film, radio, television and the music recording industries. The company has successfully placed many graduates into their dream careers in the U.S. and Canada. Entertainment Career Connection is a fully accredited academic institution certified by the National Private Schools Accreditation Alliance with film, radio and [recording school alternative](#) mentor programs in more than 100 U.S. cities in all fifty states. The company has been working with the radio, music recording, film and television industries for over 24 years by providing them with apprentices and entry level employees.

Entertainment Career Connection has a reputation for having the finest radio, music production and film making programs in the entertainment media industry. Unlike any other school, students learn from successful mentors in real world situations including active recording studio sessions, on real film sets and at actual on air radio stations as opposed to simulated classrooms where the pressures of client interaction and real deadlines do not exist. Applicants are screened and then re-screened by the mentors. What's more, the Entertainment Career Connection's programs can be completed in approximately half the time of degrees obtained from other schools. No experience is required and students can start any time, as opposed to specific semesters, or they can take classes part time during night or weekend sessions, training around a current job.

With corporate headquarters in Los Angeles, California and New York City, the company's on-the-job training programs are not only successful in teaching students, but also in getting them a job in fields that are quite difficult to break into. Once courses are completed, job placements are typically high. The curriculums teach the ins-and-outs of the film, music and recording businesses, placing over 72 percent of its graduates in industry jobs. Entertainment Career Connection graduates are in the right place at the right time with connections, and they continue to make names for themselves by working inside major media companies.

Entertainment Career Connection is an associate member of the National Broadcasters Association (NAB), The American Federation of Radio and Television Artists (AFTRA), and the Society for Professional Audio Recording Services (SPARS). The company is an associate member of the National Broadcasters Association (NAB), The American Federation of Radio and Television Artists (AFTRA), and the Society for Professional Audio Recording Services (SPARS).

The company is headquartered at Hollywood and Vine, by the historic Walk of Fame in Los Angeles, California. Visit [www.film-connection.com](http://www.film-connection.com), [www.radioconnection.com](http://www.radioconnection.com) or [www.recordingconnection.com](http://www.recordingconnection.com).

*"I started getting my first breaks within six months of starting the Entertainment Connection Film School in the year 2000. It is much more practical and real world than traditional film schools. I did my first two shorts the first year, and then got a great job as a production coordinator. Today, I have directed my first full length feature film which is in Target, WalMart, and Hollywood Video and is being distributed by York Entertainment. I am now a mentor in New York City for Entertainment Connection and have my own production company."* –Derek Cohen

### Educational Programs

Over the last 24 years more than 6,000 students have graduated from Entertainment Career Connection programs, creating a vast alumni network worldwide. Founded in 1984 the Entertainment Connection provides mentor apprentice programs for the entertainment arts including the [film, radio, television and music recording](#) industries. A fully accredited academic institution, the Entertainment Connection programs are certified by the National Private Schools Accreditation Alliance with mentor programs in more than 100 U.S. cities in all fifty states. With corporate headquarters in Los Angeles, California and New York City, the Entertainment Connection programs are unlike any others, as students learn from successful mentors in real world situations in real studio and film sets as opposed to simulated classrooms.

The Entertainment Career Connection also offers a complete financial aid package from Sallie Mae, the nation's leading provider of student loans. Sallie Mae covers the entire tuition cost and also loans up to 60 percent additional funds for living expenses and/or equipment purchases. Students 18 years of age or older with good credit may qualify for a zero down, low interest (starting at Prime Rate + 0%) loan and take up to 15 years to pay it back.

## Recording Connection

The Music Recording Connection (<http://recordingconnection.com>) provides the fundamental [recording school alternative](#) program by training students in a real recording studio, with a music recording professional as a mentor. As an apprentice, a student sits in on top music artist's recording sessions in real recording studios. The curriculum teaches the ins-and-outs of the music business from microphone placement, to running the audio board, to interacting with talent, to creating the final mix. To become a recording engineer, music producer, or mixer, Recording Connection qualifies students for a position in the audio recording field.

Philadelphia Recording Connection graduate, Rachel loved her first experience with Entertainment Connection. After graduating she got internship opportunities with Philadelphia's largest recording studio where she recording bands doing concert promos from live sound to studio recordings. Her work eventually led her to start her own company doing promotions, animation sound effects and online media.

**72 percent of Recording Connection graduates are placed in music industry jobs.**

## Radio Connection

The Radio Connection broadcasting program trains students to become a radio broadcaster, program director, voice-over artist, and promotions director. Students learn, in a one-on-one basis from a working pro in the radio business. The [Radio Connection](#) (<http://radioconnection.com>) is the original [broadcasting mentorship program](#) training students to become a radio broadcaster, program director, voice-over artist, or promotions director while working as an apprentice inside a real radio station. Students can learn the exciting world of radio from an on-air personality or program director in their own city. Howard Parker got his first job through the Entertainment Career Connection after working at a Taco Bell. Today he makes millions doing voiceovers for movie trailers.

## Film Connection

With more than 24 years of experience in mentoring aspiring filmmakers, the Film Connection (<http://film-connection.com>) prepares students like no other film school. As a mentor or apprentice students learn one-on-one from an industry professional in an actual film production company or on a real film set. Teachers are working pros who train students one-on-one.

## Industry Statistics

According to an annual study from PricewaterhouseCoopers, by 2010, the global entertainment and media is projected to expand into a \$1.83 trillion industry in 2010, up from an estimated \$1.33 trillion in 2005, making for a compound annual growth rate of 6.6 percent.

"New delivery systems to share ideas, culture, and fun will make the existing Internet and currently available electronic entertainment devices seem as quaint and outdated as windup toys," according to Futurist James Canton, Ph.D. In his book *Extreme Future*; Penguin, 2006, readers will find a list entitled the *Top Ten Industries of the Innovation Economy: Who Will Benefit Most*. Entertainment Media comes in number seven, and Education and Learning is number eight, stating that the creation of immediate portable, transferable, on-demand knowledge sources on a scale equivalent to the Library of Congress.

Canton also predicts that quality public education, in crisis today, will either propel or crash the future aspirations of the American workforce. *"The education market is a competitive and complex market as the purchasing process varies by country and institution."* (Source: Gartner, Inc. April 12, 2007)

## Tuition Cost Comparisons (Sources reviewed Oct. 2006)

Today finding a good school is more about which school will provide an education that the industry will take seriously and the reputation of the school. Costs also play into the formula and often times it is very difficult to determine how much a degree will cost, because colleges and universities have formulas that they use. Applicants can be charged by the credit hour, by clock hour, or by semester. Then add in fees, books and supplies. Traditional film schools cost from \$20,000 to \$140,000, while an Entertainment Connection school starts as low as \$4,450. The following provides a comparison of some of the other schools and average costs:

The Los Angeles Recording School (36 weeks) = \$20,000
Full Sail Associate of Science Degree, Florida (4 yrs.) = Est. \$46,642
Full Sail Bachelor of Science Degree, Florida (4 yrs) = Est. \$66,613
Berklee Music and Engineering, Boston (4 yrs.) = Est. \$95,750
SCIC Institute, (12 mos.) = \$85,000
Oberlin Music = Est. \$133,940

MIT Computer Science (4 yrs) = Est. \$134,400 University of Southern California (USC) Film, Cinematography (4 yrs.) = Est. \$135,773 New York University (NYU) Film, Video Production (4 yrs.) = Est. \$141,920
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## Management Team

**James (Jimi) Petulla, Founder and Chief Executive Officer**—A successful film writer, producer and former radio broadcaster, Petulla came up with his take on the mentor/apprentice method of education while working as an instructor for the world famous and now defunct Columbia School of Broadcasting. He believed that the people who worked there were great but that overall it was not effective and, in fact, worse. They trained students and then dumped them into the job market with a piece of paper that was worth nothing because the students had no real world experience.

Petulla visualized an opportunity and asked himself how he could help capable students get paying jobs in the entertainment business. The next day while visiting an audio engineer friend in his San Jose, California studio, Petulla asked him if he had ever hired a student from one of these schools. Laughing, his friend said, "No, because they don't know the job. My own assistant had no experience, but I trained him so he knows his stuff."

Two weeks later Petulla started the Entertainment Career Connection which is now a successful accredited academic institution certified by the National Private Schools Accreditation Alliance. As of 2007 the company has trained thousands upon thousands of students who are now working in their dream careers in the business.

In addition to being the chief executive officer of the company, Petulla is also a former radio DJ and is currently a working Hollywood filmmaker. His film "Reversal" won best at acting legend Robert DeNiro's IndieVision Tribeca Film Festival as well as "Best Film" at the Malibu Film Festival. It also won a DOVE Family Award. Set around the sport of high school wrestling, the movie is a family film that highlights the effectiveness of a father and son or mentor/apprentice relationship when it comes to sports. The film was praised and given two thumbs up by gold medalists Carl Lewis, Shannon Miller, and Kendall Cross.

**Brian Kraft, Chief Operating Officer** – Kraft got his start at 18 years of age working for Yvonne Troxclair at Warner Bros. Records in Burbank, California where he learned the music business from the legendary executive John Beug (Producer: The Eagles, Eric Clapton, President Rhino Records). Kraft then left Warner Bros. and worked as a co-producer on music videos and commercials for Julian Temple's Nitrate Films and Limelight Films, Inc. It was there that he met the late great music video director D.J. Webster (Amy Grant, Chevrolet, The Beach Boys). Webster took Kraft under his wing and mentored him in the art of directing and the business of producing. After Webster's passing, Kraft went on to direct music videos and live concerts for Jane's Addiction, Cypress Hill, and Ozomatli.

Recently Kraft directed the feature film *The Brandon Corey Story* and is currently directing a documentary film featuring author Naomi Wolf, Thom Hartmann, Doug Casey and more. Five years ago Kraft turned his attention to [alternative film school](#) mentoring and to date has mentored 73 students, and counting, into paid employment in the film, television, music recording and radio professions. Kraft is on the company's board of advisors.

## Board of Advisors

Ryan Green - Crush Recording  
Billy Flores - Live Sound (Eminem, Motley Crue, The Rolling Stones, Don Henley)  
Adam Martin - Discovery Channel  
Donny Baker - Elephant Symphony  
Chet Thompson - Elephant Symphony  
Christian Darren - Screenwriter, Surf's Up  
Jason Jeffries -- KRLA Radio  
Garner Goin - Clear Channel Radio  
Brian Kraft - ECC Inc.  
James Petulla - ECC Inc.

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