

Company Profile

The Recording Connection Audio Institute was created in 1983 and since that time has placed more than 10,000 apprentices in real recording studios all over the world. By getting students directly in the doors of real studios as apprentices, the Recording Connection enables each student to make connections as he or she learns in preparation for a career in audio engineering and music producing.

The Recording Connection has a reputation for the finest audio engineering and music producing programs in the entertainment media industry, providing hands on mentor apprentice programs for the music recording industry in over 100 U.S. cities. Unlike any other school, students learn in professional recording studios under private mentorship from legendary audio engineers, music producers and studio owners in hands-on sessions in cities throughout the U.S.

Applicants are screened and then re-screened by the mentors. What's more, the 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.

Students are more likely to get hired by learning from a real life music producer or audio engineer than by learning from a teacher at college; courses are completed in less than half the time of degrees obtained from most schools and job placements are typically high.

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. The curriculums teach the ins-and-outs of the music and recording businesses 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.

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 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).

Industry Statistics

"2010 saw the global economy begin to recover from its steep decline in 2009 and these improved economic conditions have played a major role in the recovery of overall E&M spending which rose by 4.6 percent. Over the next five years we forecast that aggregate E&M global spending will rise to \$1.9 trillion in 2015, a 5.7 percent compound annual advance driven by economic growth, but masking the accelerating shift of spending from traditional to digital platforms." (Source: PricewaterhouseCoopers International Limited (PwCIL); [Global entertainment and media outlook: 2011-2015.](#))

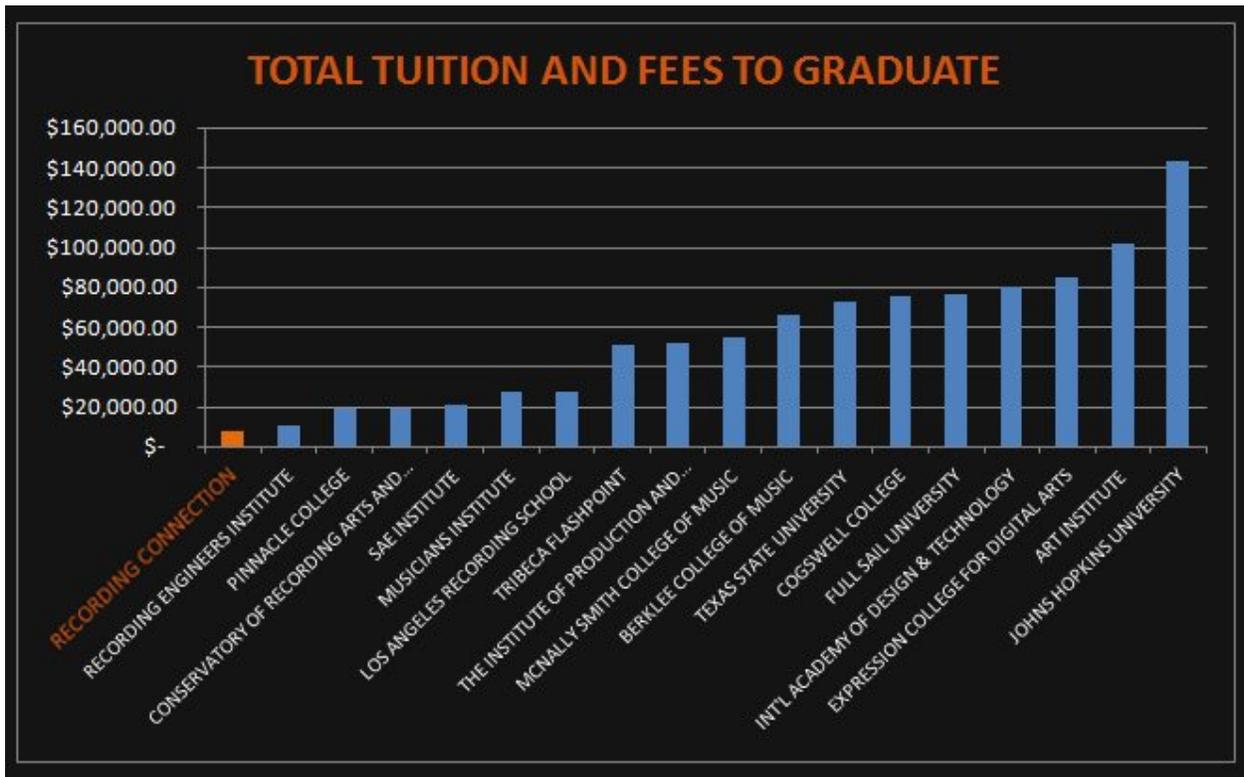
"New delivery systems to share ideas, culture, and fun will make the existing Internet and currently available electronic entertainment devices seem as quaint and outdated as windup toys," according to Futurist James Canton, Ph.D. In his book *Extreme Future*; Penguin, 2006, readers will find a list 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 Dec. 2011)

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 the Recording Connection's low cost of 7,750 covers everything: tuition, books, lab fees, etc. There are no other additional costs to attend or graduate from the Recording Connection. The following provides a comparison of some of the other schools and average costs:



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. 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 and COO

Brian Kraft is the Chief Academic Office and C.O.O. of The Mentor Apprentice School of the Arts (MASA), and he is also on the company's board of advisors. He supervises the day to day workings of the corporate headquarters, new mentor acquisitions, and global marketing efforts. Additionally, he serves as a filmmaking mentor for select Film Connection Learn in Los Angeles Program students.

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. Kraft directed the feature film *The Brandon Corey Story*, then in 2008-09 Kraft directed and produced the ten hour documentary "The Fall of America and the Western World - A Survival Guide" featuring Liberal Author Naomi Wolf, Economists Doug Casey and David McAlvany, NYU Professor and Author Mark Crispin Miller, Libertarian G. Edward Griffin, Conservative Dr. Paul Craig Roberts, Constitutionalist Joseph Farah, radical Alex Jones, David Icke, and Moderate Doug McIntyre. The film takes a serious look at how liberals, anarchists, radicals, conservatives and moderates all agree that America is on its way to economic implosion primarily through the wanton printing of money, fiscal irresponsibility, and government stupidity. The film was an Internet sensation, and is often cited as way to successfully market films to the masses without the need of mainstream distribution.

His next documentary is on the end of Western Civilization and will feature a rock opera to accompany the film. Kraft's band "*The Party is Over*" is writing the music for the film. Kraft attended The University of Santa Monica (USM) in Santa Monica, Ca. to study Transpersonal Psychology and is a career counselor and mentor to adults.

Board of Advisors

The following music, film and radio professionals currently sit on The Board of Advisors are an integral part of the Recording Connection because they understand that the best way to learn and break into music, film or radio is via an apprenticeship program. As Board of Advisor members, the following professionals approve in full of this method of education:

Preston Boebel, Chief Engineer, Clear Lake Audio
Rob Burnett, Producer, Director, Editor
Cortez Farris, Engineer/Producer, Sound on Sound Studios
Billy Flores - Live Sound (Eminem, Motley Crue, The Rolling Stones, Don Henley)
Joseph Heier, Producer/Musician
Warren Huart, Music Producer

Ryan Greene, Producer/Engineer/Mixer, Area 52 Entertainment
Brian Kraft – COO/Chief Academic Officer
BZ Lewis, Composer, Studio 132
Tim Palmer, Music Producer
John Paul, Program Director/DJ, KUPL
James Petulla - CEO

The Recording Connection is a member in good standing with The National Association of Music Education (MENC), the prestigious Audio Engineering Society (AES), the American Music Producers Guild (AMP), The Recording Academy, which is the official accreditation for schools granted by The Grammy Awards, the National Association of Music Merchants (NAMM), the Society of Professional Audio Recording Services (SPARS) and is a Certified Training Center for Avid (formerly Digi Design) Pro Tools.

The Recording Connection is headquartered at the world-famous Los Angeles Center Studios, 1201 West 5th Street, Suite M130, Los Angeles, CA 90017. Monday-Friday 9AM-6PM PST; T: 800.755.7597 E: assistant@eccprograms.com
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