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## FOR IMMEDIATE RELEASE

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## ROLAND LAUNCHES FIRST APPRENTICESHIP PROGRAM IN AFFILIATION WITH THE LOS ANGELES FILM SCHOOL

*Merit-based apprenticeship offered exclusively to school's recent graduates with the goal of providing real-world knowledge and experience in the music products industry*

**Los Angeles, CA, December 20, 2017** — Roland Corporation U.S. announces the launch of its first apprenticeship program in affiliation with The Los Angeles Film School (LAFS). The paid, merit-based, multi-phase apprenticeship at Roland's U.S. headquarters in Los Angeles is the first program of its kind offering hands-on experience in the music products industry to recent film school graduates. Highlights of the program include engagement with Roland product strategy managers, the marketing and communications team, and artist relations; market research; customer interaction; field projects; content creation; and more, with the goal of providing real-world knowledge and experience. The two-phase apprenticeship also affords a unique residency-like opportunity for a select group to pursue advanced activities.

The first phase of Roland's new program introduces apprentices to Roland's product divisions (electronic percussion, keyboards and synthesizers, BOSS guitar products, dance and DJ, piano products, and more) during a two-week period, and provides broad exposure to Roland management, creative teams and product staff. Twelve apprentices selected for this initial phase may also join immersion experiences within artist promotions, webcasts, product launch events, etc. Apprentices selected for merit-based advancement into phase two then join a ten-week program that adds direct involvement with Roland market research, project development, and content creation. The second phase offers those selected a much deeper understanding of the music products industry and its influence in the total music industry.

Recent LAFS music production and entertainment business program graduate Dillon Weiss was part of Roland's inaugural group of apprentices selected in November to begin the new program. He commented, "Roland's new apprenticeship program has exceeded all of my expectations. I helped manage the stage during a live holiday gear webcast and left feeling so inspired that I set up a V-Drums kit at home later that night. The team at Roland is giving me lots of hands-on time and a cool perspective on the value of having passion for what you do."

"LAFS is proud to be involved and applauds Roland's dedication to bringing higher education and the entertainment industry together like this. They've essentially created their own passionate farm system for encouraging entry-level rookies who can learn from within and help represent Roland's brands and flourish," said Dave Phillips, special advisor, The Los Angeles Film School.

Roland Corporation Vice President of Artist Relations and Business Development Brian Alli also offered, "It was clear from the very first day that the apprenticeship program was special. All of the apprentices were passionate, driven, and pleasantly surprised by the two dedicated audio and video production spaces in our building. There are endless opportunities on the music product side of the business for individuals with an LAFS education and skill set, and we're happy to help them jumpstart their careers here with unique Roland experiences."

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### **About Roland Corporation**

*Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [Roland.com](http://Roland.com) or see your local Roland dealer.*

### **About Los Angeles Film School**

*Students of The Los Angeles Film School learn using the same equipment used by the pros. They also have the advantage of being taught by award-winning faculty whose credits include Oscar®, Golden Globe® and Emmy® awards and nominations. Our alumni have also worked on many of today's popular entertainment television series including Saturday Night Live, Westworld, Better Call Saul, Stranger Things, Gotham, Pretty Little Lies, and Luke Cage. For more information about how to apply to The Los Angeles Film School, please visit [www.lafilm.edu](http://www.lafilm.edu).*