

PRESS KIT
2012

UNIVERSITY of **ROCK**





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A Note to the Media

Thank you for your interest in covering the UNIVERSITY of ROCK. To help serve you better, we have established a set of media guidelines. Please abide by these guidelines in order to create a win-win scenario for all parties involved. Rock on!

REQUESTING INTERVIEWS

If you would like to interview Jon Kim (Founder/CEO), please send us a request to press@universityofrock.com. In your email, please provide your name and full contact information, state your news source, the angle of your story, when and where you would like to do the interview, and your anticipated broadcast date.

MEDIA ACCESS TO OUR IN-HOME LESSON

Our live, in-home lessons are the ultimate private lesson experience for aspiring musicians. If you are interested in sitting in on one of our live, in-home lessons, please send us a email request with your name, full contact information, news source, the angle of your story, best day/times for you to sit in on the lesson, and your anticipated broadcast date.

MEDIA ACCESS TO OUR ROCKSHOW CONCERT

We have put an end to BORING, traditional recitals and have come out with the ultimate concert program for young musicians. If you would like to create a story by sitting in on one of our RockShow concerts, please send us an email request. Again, in your email, please give your name and full contact information, state your news source, the angle of your story, and which city/date you would like to attend.

Email your requests to press@universityofrock.com



Tip Sheet

Below are a set of suggested interview questions.

Q: What inspired you to start learning guitar?

Q: What made you quit with the 4 out of the 5 instructors you took lessons with?

Q: In your opinion, what make a successful music instructor?

Q: Why do girls like guitar players so much? (*laughs)

Q: What makes UNIVERSITY of ROCK stand out from the other music schools?

Q: What positive impact does UROCK play in the community?

Q: Explain how your teaching method (ROCK Curriculum) accelerates/maximizes the learning process of your students.

Q: What's your advice for aspiring musicians?



About UROCK

“The Instructors at UNIVERSITY of ROCK are young, hip, and full of energy and passion. These guys are doing something truly unique and it’s affecting a lot of kids in a positive way. They make kids feel like Rockstars!”- An

Founded in Jon Kim’s (Founder/CEO) studio apartment in 2009, **UNIVERSITY of ROCK (UROCK) is the first ever branded rock school for private, in-home lessons.** UROCK offers private, in-home and Skype lessons in: guitar, bass, drums, keyboard, and vocals as well as a one of a kind concert program called RockShow.

Growing up Jon Kim took lessons with 5 instructors. After finding himself quitting with 4 of them, the idea for UNIVERSITY of ROCK was born. He found that his prior instructors: weren’t into the same music he was, didn’t have a structured/organized way of teaching, and felt like they were just in it for the money and didn’t genuinely care for his goals and progress. Fortunately, he was able to find an Instructor worth sticking with. He describes his 5th instructor as “the ultimate instructor/mentor”.

“After so many negative past lesson experiences, it was SUCH a breath of fresh air to find an Instructor who was into everything I was into on a musical level. Not only was I able to learn all the things I wanted to through a structured curriculum that made sense, but I was able to connect with someone who genuinely seemed to care about my progress as a musician and who wanted to see me succeed. Having that kind of musical mentor and support system made the biggest difference for me.

That’s why I founded this school, the UNIVERSITY of ROCK exists so aspiring musicians can be guaranteed the highest quality instruction and support and not have to go through what I went through starting out.”- Jon Kim

To date, UNIVERSITY of ROCK has taught and instilled the passion of rock n’ roll in hundreds of kids across America. **Having never raised capital or spent a dime on advertising, UROCK has grown largely via word of mouth and through unconventional advertising methods.**



JK (Founder/CEO)

- **Full name: Jon Kim**
- **Started UROCK at the age of 21**
- **Graduate of the guitar program at the world-renown Musician's Insitute in Hollywood, CA.**
- **Accomplished guitarist/songwriter. Songs featured in MTV and VH1.**
- **Featured lecturer at Musician's Institute**
- **Grew UROCK with no money, capital, or help from outside investors.**
- **Hardly spent a dime on advertising for UROCK**

Contact:
jk@universityofrock.com





Our Lessons

Our private lessons are highly personalized towards what our students want to learn. Our lessons are not only structured in a way that ACCELERATES/MAXIMIZES our students learning curve but they are also designed specifically in making lessons FUN for kids/teens.

We've come out with a one of a kind Rockstar curriculum. Our ROCK Curriculum combines goal setting with daily lesson journals, weekly feedback reports, practice logs, and a handful of other custom handouts to enhance the private lesson experience.

Our ROCK Curriculum stands for:

REFINING AND SETTING GOALS

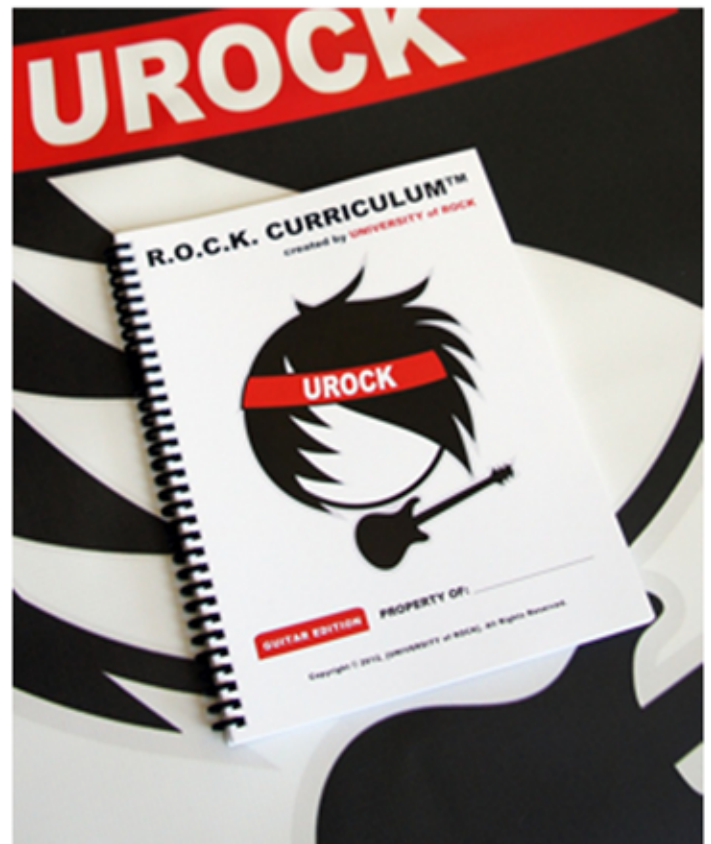
ONGOING TRACKING & SUPPORT

CONSTANT & NEVER ENDING IMPROVEMENT

KNOWLEDGE & CONFIDENCE OF A ROCKSTAR

Generally, after just a month of lessons, our students:

- Learn one or two of their favorite songs.
- Are able to read tablature and basic notation.
- Learn the fundamentals of music and their instrument.
- Have confidence in their instrument.
- Are happier, more fulfilled individuals!



We offer lessons in: Guitar, Bass, Drums, Keyboard, and Vocals.



Our Lessons

We offer live, in-home lessons in select cities across America as well as live lessons via Skype worldwide. By not having actual “physical” locations, we are able to reach more students as well as make lessons more comfortable and convenient.

IN-HOME LESSONS



In a society where people are becoming busier than ever, the demand for in-home lessons are continuing to grow by the year. We have positioned ourselves to take advantage of this trend by becoming the first ever branded rock school for private, in-home lessons. We’ve gone all out and have given the traditional in-home lesson experience a makeover by mailing out individual RockStarter Kits to every student that signs up.

SKYPE LESSONS

Given the advancements in technology, Skype has made it possible for us to offer lessons to anyone in the WORLD. Our Skype lessons are done live via webcam to anyone with a computer/laptop. Just like our in-home lessons, Skype lessons are a fast and growing trend with huge market potential. The possibilities of webcam lessons are endless and we plan to stay on top of this trend in the years to come.





RockShow Concert

We've taken the traditional/boring recital and have turned it into a RockShow! Our RockShow program is a live concert we throw on twice a year that showcases our most passionate/dedicated students. Students get the chance to show off their newly acquired Rockstar skills in front of a live audience in a fun, fashionable manner. Say goodbye to traditional/boring recitals!

Our RockShow concert features:

- Up to 10 minutes of performance time per student
- Performances by established rock bands in the industry as well as URock Instructors
- VIP RockShow pass
- Rockshow Certificate of Completion
- Exclusive red carpet photoshoot
- Discounts at our merch booth
- And more!



The goal of our RockShow program is to take students through what it's like to be in a famous rock band by performing in front of a large crowd, getting VIP Rockstar treatment (backstage pass, professional red carpet photoshoot, merch hookups), to ultimately developing confidence in their abilities as a musician and as an individual.

The result of our RockShow program to date has been overwhelmingly positive.

"One of the most entertaining concerts I have ever been to. UROCK is taking the recital format to a whole new level!" - Michelle



Our Mascot

One of the first things you think of when you hear “university” or “school” is a school mascot. All universities and schools have some sort of hip, little character to represent them, right? Wrong! Until now, there has never been a mascot for a music school.

Say hello to our ROCKSTAR mascot Rockboy!



NAME: ROCKBOY

BORN: 12/1/11

FAV TYPE OF MUSIC: ROCK

HOBBIES: GUITAR, CANDLE-LIGHT DINNERS, LONG WALKS ON THE BEACH

GOALS IN LIFE: ACHIEVE INTERNATIONAL ROCKSTARDOM, MAINTAIN PERFECT HAIR, FIND ROCKGIRL

GOAL AS A UROCK MASCOT: BE THE COOLEST MASCOT IN THE WORLD

INSPIRATIONS: CATCHY GUITAR RIFFS AND FAST GUITAR SOLOS

COOL STUFF...

Our mascot Rockboy is hip, memorable, and a favorite amongst our students and fans. In fact, Rockboy has been such a hit that we're currently in the process of coming out with a whole line of Rockboy characters/products.