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Chapman Student's Winning Coca-Cola Film to Screen Nationwide

Rosemary Lamberts One-Minute Film "The Reel Monkey," Starring Coca-Cola-Loving Chimps, Will Screen in Theaters Nationwide Starting This Fall

ORANGE, Calif. Rosemary Lambert, a third-year graduate student in Chapman University's Dodge College of Film and Media Arts, has been named the Grand Prize winner in the 2006 Coca-Cola Refreshing Filmmaker Competition for her film *The Reel Monkey*, which stars Coca-Cola-loving chimpanzees. Her film was chosen from ten finalists and more than 400 original entries in the competition. Only the nation's top 12 film schools were invited to compete placing Chapman's relatively new Dodge College (just a decade old) in the company of long-established film schools from USC, New York University and other prestigious institutions.

Lambert's one-minute film will screen in more than 20,000 movie theaters nationwide beginning this fall, and she will be flown to Las Vegas to be awarded a \$10,000 check at the movie-theater industry's annual Sho-West trade convention in March.

Two other Chapman productions *The Coke Accord* by MFA students Ali Hasan and Aaron Burns, and *Curts Brain* by freshmen Mark Hammer and Tony Corella were among the finalists (in fact, Hammer and Corella are two of the youngest finalists in the competition's history). Lambert was a finalist in the competition last year. Lambert's film and those of the other finalists can be viewed at www.ccrfa.com.

Coca-Cola gave the students \$7,500 in cash plus \$1,000 worth of film stock to shoot their films in six weeks. More than 40 Chapman film students submitted two-page scripts last fall in the qualifying round, addressing how Coca-Cola can enhance the movie-going or moviemaking experience.

Lambert's mini-story involves a frustrated documentary filmmaker who's shooting footage of two chimpanzees in the wild. He uses a Coke to entice them to perform for the camera with surprising results.

Lambert enjoyed the challenge of working with live chimps. There were a lot of behaviors that I wanted the chimpanzees to do, like sharing a Coca-Cola with our actor or swinging from a tree with a Coca-Cola in one hand, she said. At one point we decided to throw away the slate and just shoot. We let the camera roll and got some great footage.

The two chimps were provided to the student filmmaker at a deep discount by Animal Actors in Rancho Cucamonga, and the shoot as with most films involving live animals was supervised by the American Humane Society.

The Reel Monkey will bring Chapman University and the Dodge College's name to more than 20,000 movie theaters across the United States. This kind of PR is invaluable, said Derek Horne,

Dodge College film coordinator. Thousands of people will see Chapmans name on movie screens in the fall.

Chapmans finalists all agreed that the contest was a winning experience. We each got \$7,500 to direct a film that we wrote, said Hammer. It was utterly empowering, added Corella.

It says a lot about the prestige of Chapman that it gets to be one of only 12 schools allowed to participate in this exciting competition, said Burns.

About Chapman Universitys Dodge College of Film and Media Arts

Chapman Universitys Lawrence and Kristina Dodge College of Film and Media Arts is comprised of the School of Film and Television, the Conservatory of Motion Pictures, and the Institute for the Study of Media and the Public Interest. The School of Film and Television offers undergraduate degrees in film production, screenwriting, film studies, television and broadcast journalism, and public relations and advertising. The Conservatory of Motion Pictures offers MFA degrees in film production, film and television producing, and screenwriting and an MA degree in film studies. The \$31 million, 76,000-square-foot Marion Knott Studios, currently under construction on a site three blocks from the main Chapman campus in Orange, will be the new home of the Dodge College beginning this fall.