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Chapman University Media Relations

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Dawn Taubin, Former Warner Bros. Head of Marketing, Joins Dodge College Faculty

Orange, CA (July 12, 2011) Entertainment marketing students will have the chance to learn directly from one of the industrys leading practitioners as Dawn Taubin, the longtime head of marketing at Warner Bros. Pictures, joins the faculty of Chapman Universitys Dodge College of Film and Media Arts, recognized as one of the premier film schools in the United States.

Taubin has been appointed professor of public relations and advertising and will lead Dodge Colleges unique program that brings together PR and advertising students with student filmmakers to create marketing plans for student films, it was announced today.

Taubin will also serve on the green light committee for Chapmans new film production company, Chapman Entertainment, LLC, a first-of-its-kind, fully functioning film production company set up to produce five to ten pictures per year in the micro-budget range.

Adding Dawn Taubin to our full-time faculty continues our philosophy of hiring people with deep industry experience to make sure our students understand the business of the business, said Dodge College Dean Bob Bassett. We are fortunate that individuals like Dawn, who have unparalleled experience and expertise, want to give back to the next generation of industry leaders.

I am delighted to have the opportunity to take on a larger role at Dodge College, said Taubin. As an adjunct professor I've come to have great appreciation for this unique program. It is exciting and rewarding for me to take what I have learned throughout my career in entertainment marketing and share it with the creative and passionate Chapman students.

Taubin is one of the most heralded female executives in entertainment marketing. During her six-year tenure as president of domestic marketing for Warner Bros. Pictures, the studio reached the \$1 billion mark at the domestic box office every year. Among the films marketed under her leadership are the Harry Potter series, which has become the highest grossing film franchise in history (surpassing the box office totals of either the James Bond or the Star Wars films) as well as The Matrix trilogy, The Oceans series, 300, I Am Legend, Batman Begins and Academy Award-winning films The Departed, Happy Feet and Million Dollar Baby.

Taubin joined Warner Bros. Pictures in 1989 as vice president of publicity and held various positions until she was promoted to head of marketing in 2002. Prior to that she held positions with MGM/UA Communications and Warner Amex Cable Communications.

Taubin has won numerous awards for her campaigns, including being named Advertising Ages Entertainment Marketer of the Year in 2002. Under her guidance, her team won the Publicists Guild of Americas Maxwell Weinberg Showmanship Award for their campaigns for Harry

Potter, 300 and The Dark Knight and numerous Key Art and Golden Trailer Awards.

Taubin currently has her own company, Cinema Vision, which provides marketing consultation to various entertainment companies. Taubin is also on the Board of Directors for A Place Called Home, an organization that supports at-risk youths in inner-city Los Angeles and received their Childrens Inspiration Award in 2007.

For more information on Professor Taubin and all Dodge College faculty members please visit <http://ftv.chapman.edu>

About Chapman University:

Chapman University, founded in 1861, is one of the oldest, most prestigious private universities in California. Chapman's picturesque campus is located in the heart of Orange County one of the nation's most exciting centers of arts, business, science and technology and draws outstanding students from across the United States and around the world. Known for its blend of liberal arts and professional programs, Chapman University encompasses seven schools and colleges: Wilkinson College of Humanities and Social Sciences, George L. Argyros School of Business and Economics, Lawrence and Kristina Dodge College of Film and Media Arts, Schmid College of Science and Technology, College of Performing Arts, School of Law and College of Educational Studies. Named to the list of top universities in the nation by U.S. News & World Report and the Princeton Review, Chapman University enrolls more than 6,000 undergraduate, graduate and law students.

Lawrence and Kristina Dodge College of Film and Media Arts:

One of the premier film schools in the country, Dodge College of Film and Media Arts offers students the unique opportunity to learn filmmaking in a hands-on environment modeled on a working studio. The college is comprised of the Sodaro-Pankey Undergraduate School of Film and Media Arts, offering degrees in film production, film studies, screenwriting, creative producing, television and broadcast journalism, public relations and advertising, and digital arts; and the graduate Conservatory of Motion Pictures, offering M.F.A. degrees in film production, film and television producing, production design, and screenwriting, and an M.A. in film studies. Two joint M.F.A. degrees in producing are also offered in conjunction with the business (M.F.A./M.B.A.) and law (M.F.A./J.D.) schools. Dodge College is housed in Marion Knott Studios, a state-of-the-art, 76,000-square-foot studio and classroom building that provides students with 24-hour access to sound stages, edit bays, Dolby surround mixing, a motion capture stage and more. With an Oscar and Emmy-award winning full-time faculty that boasts more feature film credits than any other film school, Dodge College is where students learn the entertainment business from the inside out.