

N E W S / Monterey County Film Commission

FOR IMMEDIATE RELEASE May 18, 2010

Contact: Karen Nordstrand, 831-646-0910 / cell 831-594-9410

info@filmmonterey.org www.FilmMonterey.org

MONTEREY COUNTY FILM COMMISSION SELECTS RACHEL ASENDORF AS \$1,000 FILM STUDENT SCHOLARSHIP WINNER

Rachel Asendorf, a student at California State University, Monterey Bay, was selected as the 2010 recipient of the \$1,000 prize in the Monterey County Film Commission Film Student Scholarship and Awards Program. Asendorf is a junior in the Teledramatic Arts and Technology Department.

The Monterey County Film Commission scholarship program was created to provide financial aid and incentive to students of film and beginning filmmakers who reside in Monterey County or are enrolled in a college or university in the county. The fund was established as a permanent endowment with the Community Foundation for Monterey County.

Asendorf, a Seaside resident, is putting herself through college, currently working as a news intern in the office of strategic communications at CSUMB, learning how to merge news and technology. She is also a production assistant for the Monterey Teen Film Festival, helping manage media and marketing. Asendorf had her own political talk radio show, "Raving Raven," focusing on issues such as media influence, and next semester she'll be hosting the radio show, "Cult Pop."

In 2007 she won the Hispanic Heritage Bronze Award in the Los Angeles area for excellence in news writing. In high school in Apple Valley, Calif., she produced, directed, edited and filmed two documentaries that were distributed to each student who purchased a yearbook.

Her career goal is to produce video packages and enter the online or broadcast journalism field. "I want to enlighten, inform and entertain audiences through my future productions," Asendorf said.

Contributions to the Monterey County Film Commission Film Student Scholarship and Awards Program are welcomed. The chair of the film scholarship committee is board member Phyllis Decker. For more information call 831-646-0910 or email info@filmmonterey.org. Previous film student award winner information is online, www.FilmMonterey.org.

###

The Monterey County Film Commission was created by the Monterey County Board of Supervisors in 1987. It is a nonprofit organization proactively marketing Monterey County as a destination for the motion picture, television and related industries, for the purpose of stimulating economic development, creating jobs, providing and supporting educational opportunities in those areas.