

McCallum Journalism Austin, Texas



NSPA Best Use of Social Media Entry
Social Media Reporting

McCallum High School

Instagram: @macjournalism
Twitter: @macstudentmedia
Facebook.com/macjournalism

@Macjournalism in 2022-2023

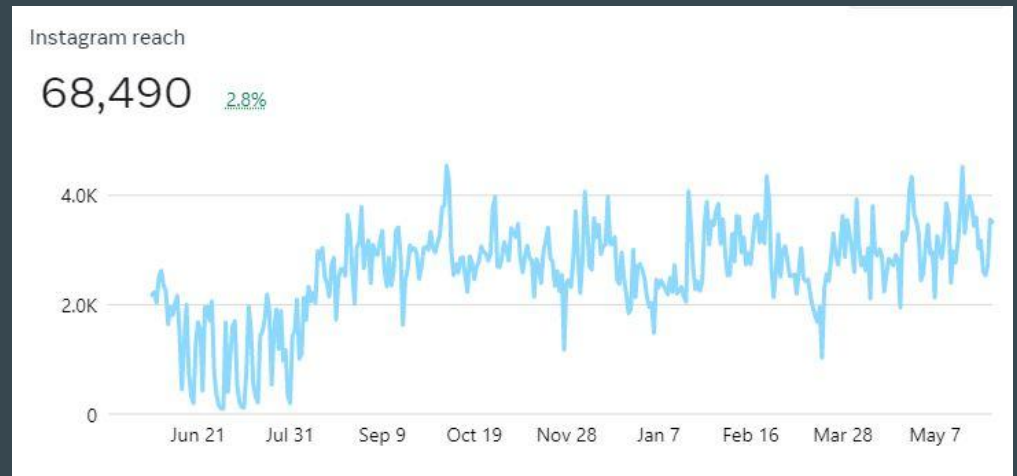
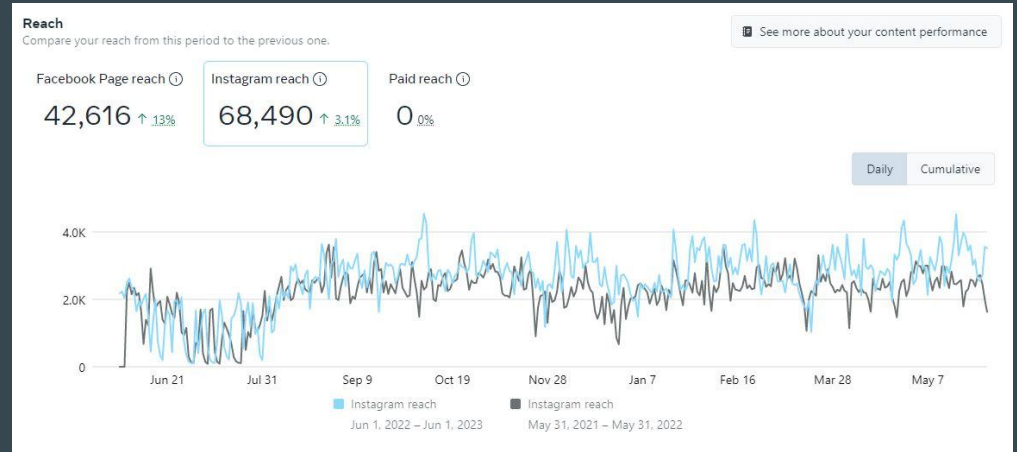
Our social media accounts enjoyed a strong 2022-2023 school year in terms of reporting. We posted to the account at least once during every school day for an eighth year in a row, and we offered our followers diversity in what we posted. Not only did we cover all types of activities, but we also offered both serious and light-hearted content: news, feature and opinion; and we posted different forms of content: posts, stories and reels. We expanded our Instagram audience by more than 735 followers, and we saw similar percentage increases in followers on our Facebook and Twitter accounts. We had 133 Instagram posts (and three Facebook) posts reach more than 3,000 accounts. That is a substantial increase over the previous year when we had only 38 (and three) such posts reach that threshold. We are going to share these posts here so you can get a sense of the range of posts that we offered throughout the year.

All three of our social media platforms gained followers.

	June 1, 2023	June 24, 2022	Net gain
Facebook page likes	1,008	1,178	+170
Twitter followers	685	750	+65
Instagram followers	5,001	5,736	+735

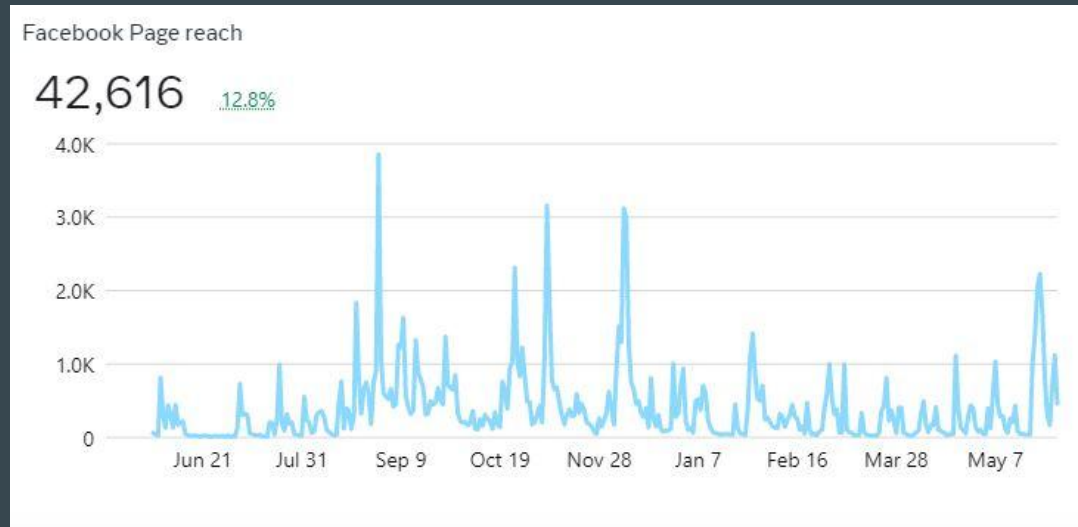
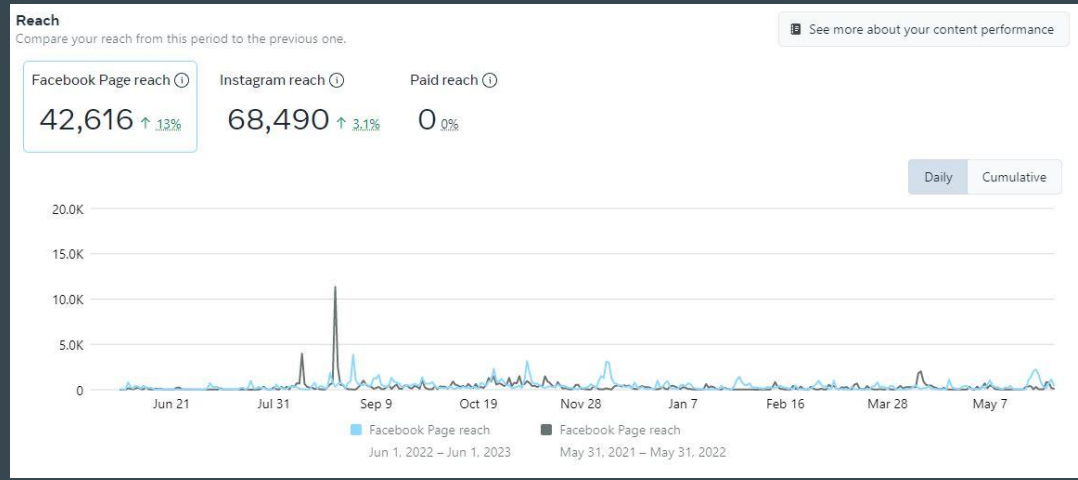
Our Insta reach expanded in 2022-2023

The growth of our follower audience led to increase in the viewership of our reporting. We reached 68,490 viewers on our Instagram account from June 1, 2022 to June 1, 2023. That's an improvement of 2.8 percent over the same time period for the previous year.



Our FB reach also expanded in 2022-2023

The growth of our Facebook page likes led to increase in the viewership of our reporting. We reached 42,616 unique viewers throughout the school year, an increase of 12.8% from the previous year.



A representative sample based on audience reached

We had 133 Instagram posts (or reels) and three Facebook posts reach more than 3,000 unique viewers.

And we had nine tweets make more than 2,000 impressions.

We include these social media posts here a representative sample of some of our strongest reporting throughout the current school year. These posts, after all, represent the reporting that garnered the widest audience. We believe they show the range of subjects that we covered and also the range in tone from serious to light-hearted.

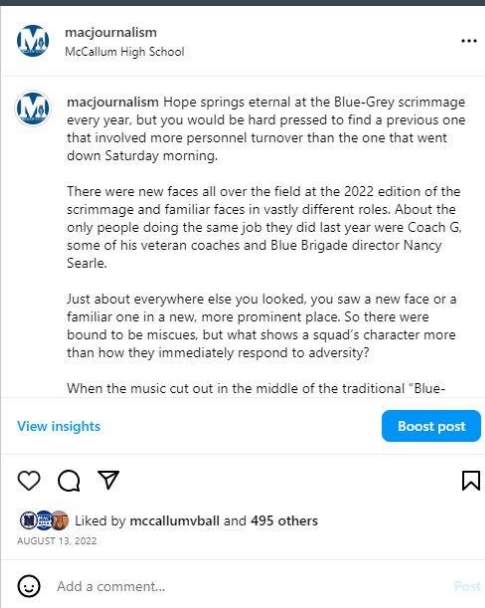
Insta: @macjournalism Twitter: @macstudentmedia Facebook.com/macjournalism

Our top 133 Instagram posts based on accounts reached



Insta: [@macjournalism](#) Twitter: [@macstudentmedia](#) Facebook.com/[macjournalism](#)

No. 133: Hope springs eternal at Blue-Gray scrimmage



SPORTS GALLERY

Reach: 3,006

Likes: 496

Comments: 4

Shares: 60

Aug. 13, 2022

<https://www.instagram.com/p/ChOPIe2LXq8/>

No. 132: Hoco Week to start on Monday with Pajama Day



M O N D A Y

PAJAMA DAY

HOCO WEEK 2022

Next Up: Jersey Day (Tuesday)

macjournalism
McCallum High School

macjournalism A friendly reminder that Homecoming Week spirit days start on Monday with the easiest spirit day to dress up for: Pajama Day. Don't be one of those sad people who forgets and comes to school in normal clothes.

And on a related note, you can cast your vote for the spirit day you are most looking forward to by visiting our home page at macshieldonline.com. If you don't know which day is leading currently, you can sleep on it and the answer will probably come to you.

File photos by Liv Pallante, Annabel Winter and Dave Winter.

#MAChoco2022 #hoco2022

Edited · 34w

[View insights](#) [Boost post](#)

Liked by [mccallumvball](#) and 370 others

OCTOBER 2, 2022

Add a comment...

HOCO PREVIEW

Reach: 3,010

Likes: 371


Comments: 2

Shares: 27

Oct. 2, 2022

<https://www.instagram.com/p/CjO314mr4jP/>

No. 131: Board votes to extend superintendent's contract

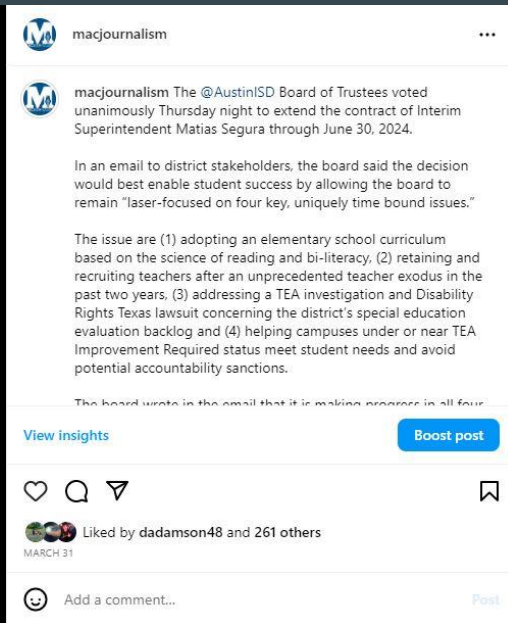


“AUSTIN ISD HAS HAD FOUR SUPERINTENDENTS IN THE PAST THREE YEARS. RIGHT NOW, OUR DISTRICT NEEDS STRONG SYSTEMS AND STABILITY, AND WE BELIEVE THAT BRINGING A NEW SUPERINTENDENT INTO AISD THIS SUMMER IS NOT THE BEST CHOICE FOR OUR STUDENTS, OUR STAFF OR OUR DISTRICT’S LONG-TERM SUCCESS.”

– BOARD OF TRUSTEES EMAIL TO AISD STAKEHOLDERS

CITING NEED TO STAY ‘LASER-FOCUSED’ ON FOUR ISSUES, BOARD OF TRUSTEES VOTES UNANIMOUSLY TO EXTEND CONTRACT OF INTERIM SUPERINTENDENT THROUGH JUNE 2024

ura praised for background in creating systems, belief in collaboration



macjournalism

macjournalism The @AustinISD Board of Trustees voted unanimously Thursday night to extend the contract of Interim Superintendent Matias Segura through June 30, 2024.

In an email to district stakeholders, the board said the decision would best enable student success by allowing the board to remain “laser-focused on four key, uniquely time bound issues.”

The issue are (1) adopting an elementary school curriculum based on the science of reading and bi-literacy, (2) retaining and recruiting teachers after an unprecedented teacher exodus in the past two years, (3) addressing a TEA investigation and Disability Rights Texas lawsuit concerning the district’s special education evaluation backlog and (4) helping campuses under or near TEA Improvement Required status meet student needs and avoid potential accountability sanctions.

The board wrote in the email that it is making progress in all four

View insights

Boost post

Liked by dadamson48 and 261 others

MARCH 31

Add a comment...

NEWS POST

Reach: 3,014

Likes: 262

Comments: 3

Shares: 3

March 31, 2023

<https://www.instagram.com/p/CqdNVe-LcK2/>

No. 130: Cheer practices stunts at Day 1 of summer camp



SPORTS REEL

Reach: 3,019

Likes: 282

Comments: 4

Shares: 13

June 1, 2023

<https://www.instagram.com/reel/Cs-NTlfgwgs/>

No. 129: Introduciendo El Escudo (Introducing Spanish Shield)



OPINION PROMO

Reach: 3,023

Likes: 380

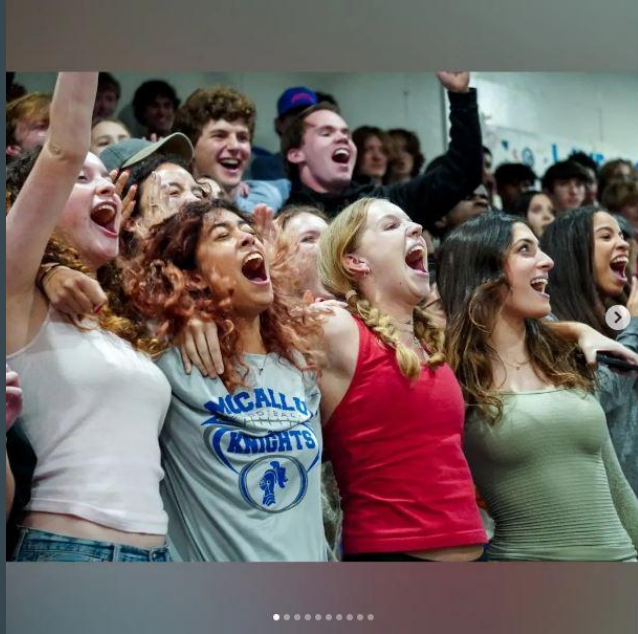
Comments: 9


Shares: 26


Sept. 17, 2022

<https://www.instagram.com/p/CinSG8VLqHI/>

No. 128: Battle of the Bell pep rally photo gallery



 **macjournalism**
McCallum High School




 **macjournalism** The last pep rally of the semester took place in the large gym Friday to honor the volleyball team's district championship and to get fans ready for the Battle of the Bell traditional rivalry game between McCallum and Travis. The bell has been awarded to the winner of the game since both schools opened in 1953. The first Shield staff purchased the bell in partnership with their newspaper counterparts at Travis.



At the pep rally, the senior football players joined the senior cheerleaders, Blue Brigade and band members in performing a senior dance. The seniors also won the last class Battle Cry contest and set off confetti canons to celebrate.


Caption by Emerson Merritt. Photos by Naomi Di-Capua, Monte Richardson and Dave Winter.

Edited · 30w

[View insights](#) [Boost post](#)

 Liked by  mccallumvball and 612 others
OCTOBER 28, 2022

 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,023

Likes: 613

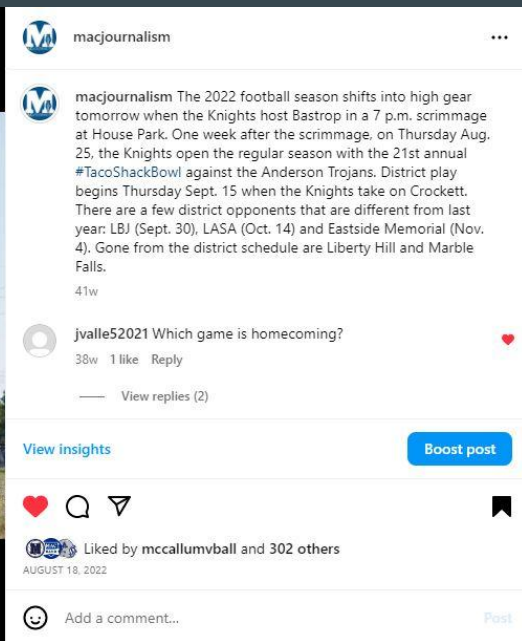
Comments: 1

Shares: 84

Oct. 28, 2022

<https://www.instagram.com/p/CkRGRauLA8x/>

No. 127: 2022 varsity football schedule released



SPORTS PREVIEW

Reach: 3,028

Likes: 303

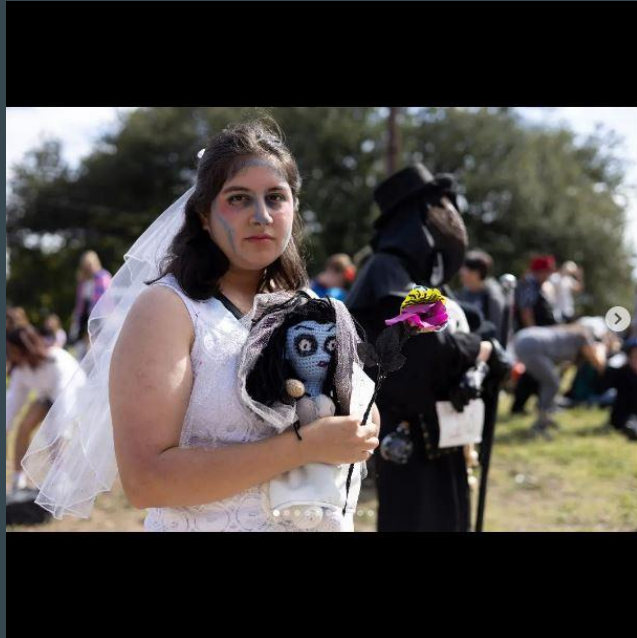
Comments: 5


Shares: 34

Aug. 17, 2022

<https://www.instagram.com/p/ChY6eN3AAoR/>

No. 126: Art Society costume contest attracts ghoulish crowd



 **macjournalism**
McCallum High School



Dead by Daylight.

































Best Group costume went to the cast (and car) from Ferris Bueller's Day Off (Lily Greendyk, Simon Beaton, Ava Escamilla and Harper Freach), Nick Boehle won Funniest Costume by dressing as the girl down the street. River Pena and Nate Brookshire earned Most Creative Costume honors for their Daft Punk-themed costumes. The Best Overall Costume award went to Maily Gil for her Dia De Los Muertos-themed costume, which came with some exquisite face painting.

The contest judges were Mr. Wydeven, Mr. Stanchos, Mr. Winter and Ms. Gun.

Caption by Devin Neal. Reporting by Ingrid Smith. Photos by JoJo Barnard, Gergo Major, Satya Morgan and Dave Winter.
Edited · 30w

[View insights](#) [Boost post](#)

 Liked by                                                             

No. 125: Junior wins Latino Academic Achievement Award



macjournalism
McCallum High School

macjournalism When Fidel Julián Sánchez-Rosas started elementary school, his English skills were underdeveloped, which made it difficult for him to understand and participate in class activities. His parents were always there for him, to teach him the English language every step of the way. By the first grade, he could speak English with fewer errors except for minor stuttering.

Fast forward to Friday when Sanchez was presented with the Latino Academic Achievement Award for Outstanding Academic Progress in the English as a Second Language Program. Though he is aware of how much hard work he has put in to improve his language proficiency, Sanchez wasn't expecting the award because of the competition he faced to win it.

"As soon as I got the email that they were going to celebrate me for winning this award, I felt so much pride within myself" Sanchez said. "All my hard work and dedication paid off, and I

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♡ 💬 ▼

Liked by violetcrownphotoworks and 428 others
APRIL 30

😊 Add a comment... [Post](#)

PEOPLE POST

Reach: 3,058

Likes: 429

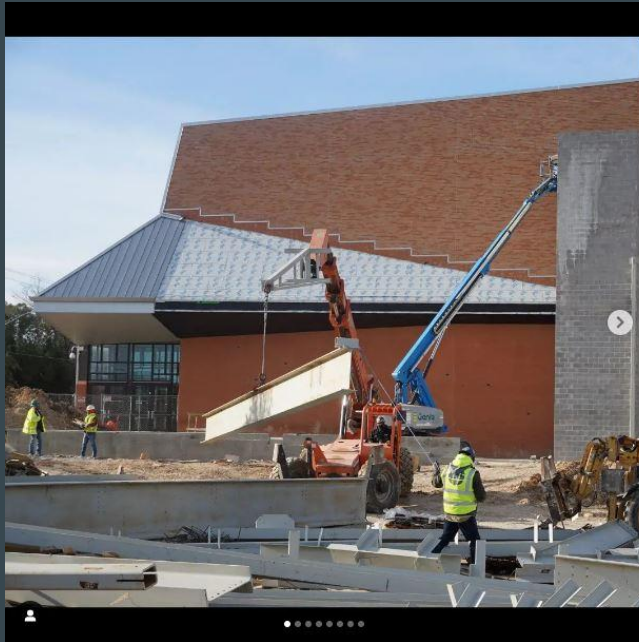
Comments: 13

Shares: 9

April 30, 2023

<https://www.instagram.com/p/CrrZRaoLR6Y/>

No. 124: Dance studio construction progress update



macjournalism and macyouthdanceco
McCallum Performing Arts Center

macjournalism OUT OF SITE: The construction crew building the new two-story, two-studio dance center has shifted from preparing the site to building the new dance building.

Associate principal Andy Baxa said that site preparation is always the longest and most cumbersome part of a build.

"Once they start doing the framework, the rest of it goes pretty quickly," Baxa said.

Crews worked today to install huge beams to form the framework of the building, which is scheduled to be finished in November and ready for use in January 2024.

Co-dance director Rachel Murray told MacJournalism today that the building has been a passion project for her since she arrived at McCallum 12 years ago.

View insights Boost post

👍 🗨️ 📌

👤👤👤 Liked by macknightsbaseball and 396 others
FEBRUARY 17

😊 Add a comment... Post

NEWS GALLERY

Reach: 3,063

Likes: 397

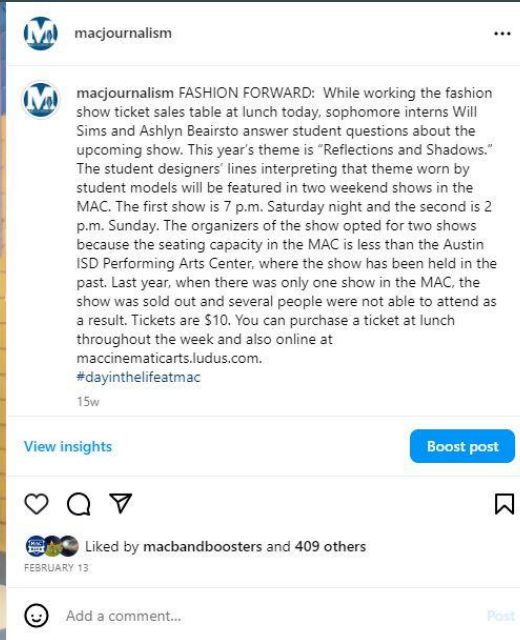
Comments: 2

Shares: 17

Feb. 17, 2023

<https://www.instagram.com/p/Coyt77aMADF/>

No. 123: Fashion show ticket sales PSA



A&E PSA POST

Reach: 3,067

Likes: 410

Comments: 15

Shares: 36

Feb. 13, 2023

<https://www.instagram.com/p/ConYtUdvDX0/>

No. 122: Sabina Guardado #MACseniorwall23 profile



macjournalism

macjournalism Sabina Guardado always loved the technical aspects of both math and art.

"Art has been something that has been present in my life," Guardado said, "and with mathematics, I love the puzzle aspect of it."

After applying to eight different schools, Guardado concluded that the University of Texas in Austin would challenge her to develop a deeper understanding and long-term opportunities in both of her chosen disciplines.

"With UT, I saw them push me to consider why I wanted to pursue my major, and I've heard wonderful things about their program," Guardado said.

Because of this, Sabina Guardado will pursue both a bachelor of arts degree in studio art and a bachelor's of science degree in

View insights [Boost post](#)

👍 🗨️ 🗑️

👤👤 Liked by violetcrownphotoworks and 396 others

APRIL 17

😊 Add a comment... [Post](#)

PEOPLE POST

Reach: 3,067

Likes: 397

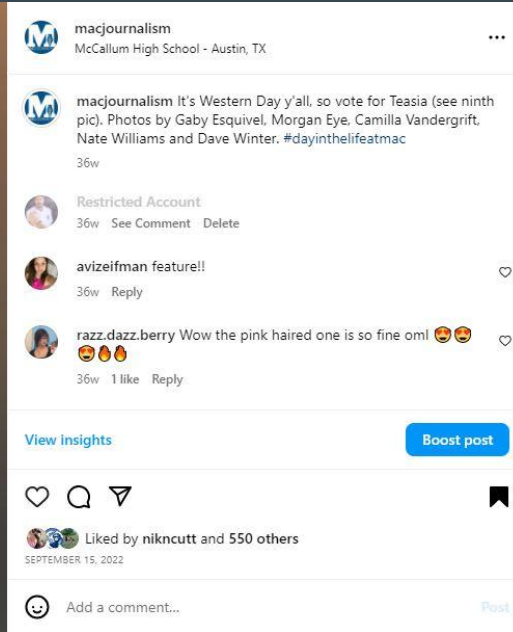
Comments: 11

Shares: 15

April 17, 2023

<https://www.instagram.com/p/CrJCrmqrKsi/>

No. 121: Western Day (dress-up spirit day) photo gallery



PEOPLE GALLERY

Reach: 3,072

Likes: 551

Comments: 5

Shares: 79

Sept. 15, 2022

<https://www.instagram.com/p/Cii0uWer8O0/>

No. 120: Raccoon on the loose breaking news update



macjournalism
McCallum High School

macjournalism Updating our previous post, Austin ISD animal control has arrived, and the raccoon has been caught and removed from campus. Photo by Sena. #dayinthelifeatmac
7w

drowning_fishy Bruh hes just trying to get an education thats not a crime
7w · 13 likes · Reply

nicole.wayman Came here for the comments ... They did not disappoint 🤔
7w · 4 likes · Reply

amandasoisson Hilarious that AISD has to have an animal control team. Lord help us.

[View insights](#) [Boost post](#)

👍 🗨️ 📌

👍👍👍 Liked by violetcrownphotoworks and 475 others
APRIL 10

😊 Add a comment... [Post](#)

NEWS POST

Reach: 3,072

Likes: 476

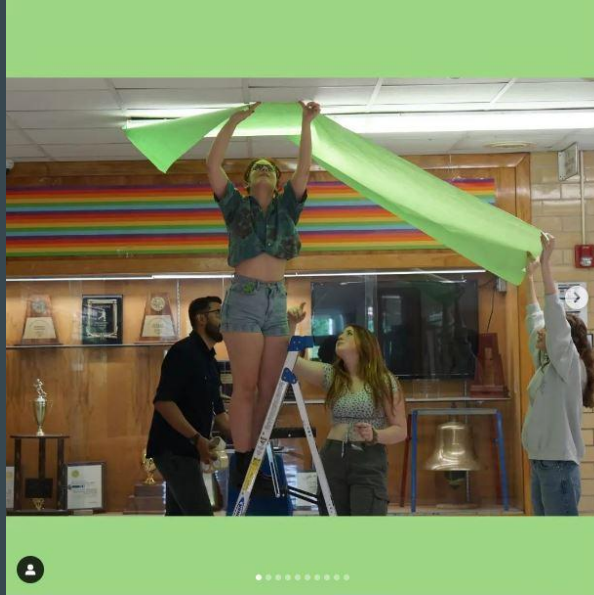
Comments: 17


Shares: 27


April 10, 2023

<https://www.instagram.com/p/Cq24zjfrjME/>

No. 119: Green Week public service announcement preview



 **macjournalism**
McCallum High School





 **macjournalism** GETTING READY FOR GREEN WEEK. Immediately after school on Friday, the @environmental_knights set up for the upcoming Green Week to celebrate Earth Day, which is next Saturday, April 22.


Sophomore Hazel Johnson, the president of Environmental Knights, is leading the operation and is trying to get the rest of the school involved in being more environmentally friendly and aware of how they can help their planet.

Johnson said Green Week is important because celebrating it is an important first step to mobilizing the campus for larger projects in the future.


"I wanted to have a Green Week because I feel like it's our job as the environmental club to get the school involved in Earth Day and the ideas that it stands for," Johnson said. "I hope that from

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 Liked by violetcrownphotoworks and 370 others

APRIL 16

 Add a comment... [Post](#)

NEWS GALLERY

Reach: 3,072

Likes: 371

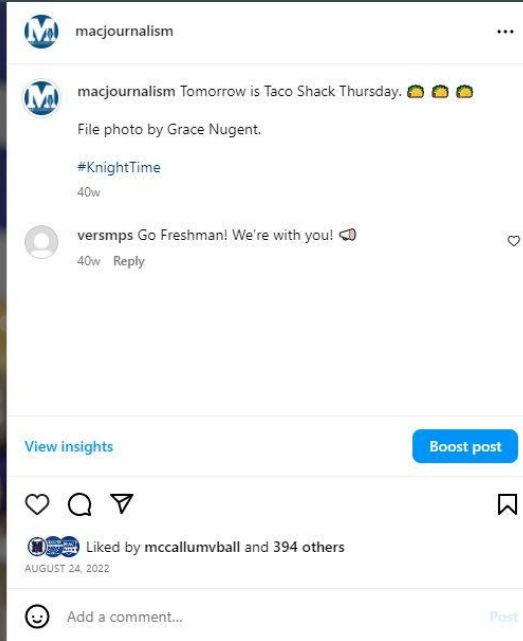
Comments: 2

Shares: 21

April 16, 2023

https://www.instagram.com/p/CrHkqETr9_b/

No. 118: Taco Shack bell schedule public service post



NEWS POST

Reach: 3,076

Likes: 395

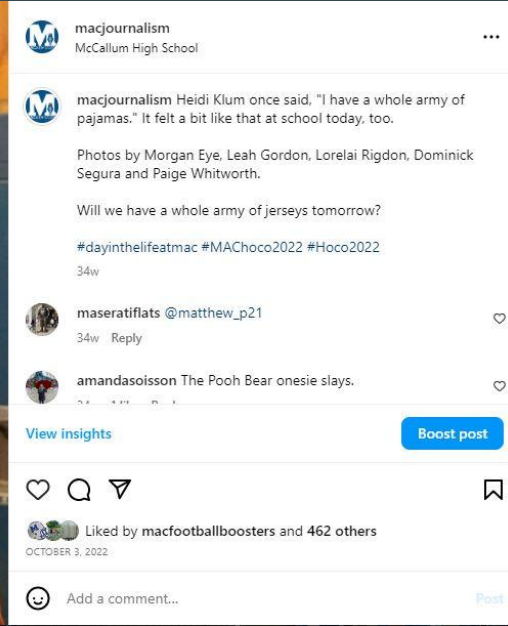
Comments: 1

Shares: 80

Aug. 24, 2022

<https://www.instagram.com/p/ChqsHmagmAI/>

No. 117: Pajama Day HOCO dress-up spirit event gallery



PEOPLE GALLERY

Reach: 3,076

Likes: 463

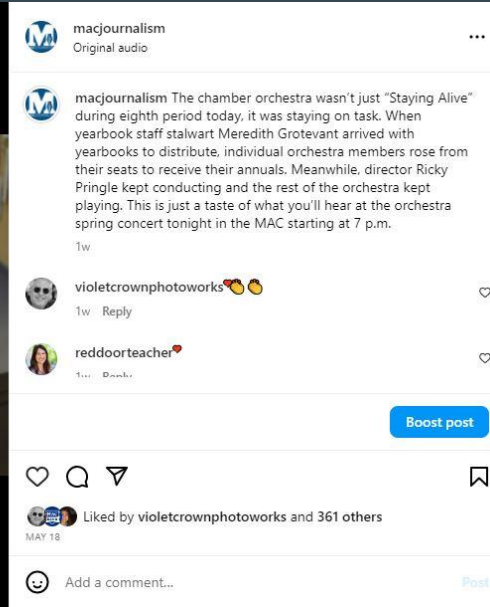
Comments: 2

Shares: 46

Oct. 3, 2022

<https://www.instagram.com/p/CjRdn3ZIZYK/>

No. 116: Orchestra keeps practicing as yearbooks distributed



A&E REEL

Reach: 3,081

Likes: 362

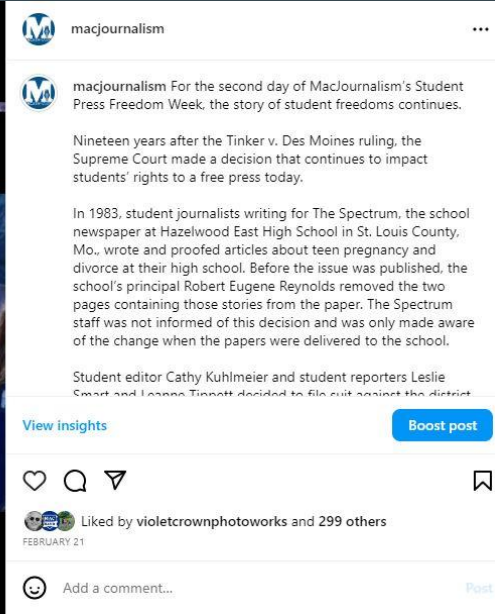
Comments: 3

Shares: 22

May 18, 2023

<https://www.instagram.com/p/CsZt7viA1pM/>

No. 115: Student Press Freedom Day 2 Hazelwood synopsis



MACJ PROMO

Reach: 3,085

Likes: 300

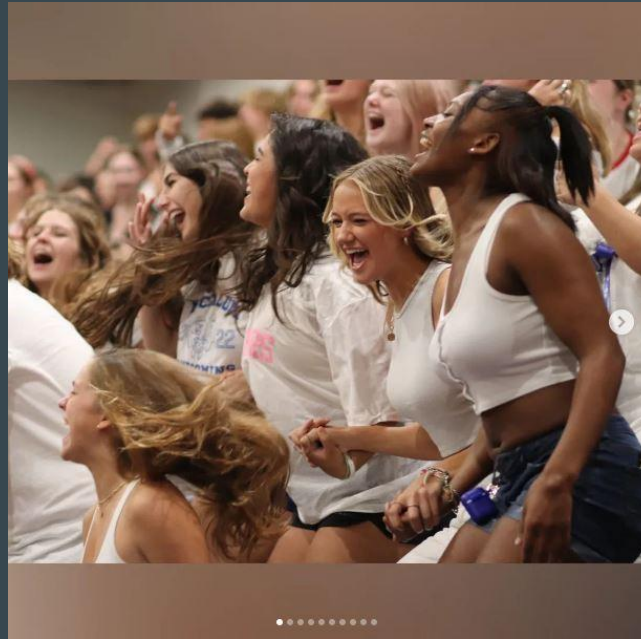
Comments: 4

Shares: 6

Feb. 21, 2023

<https://www.instagram.com/p/Co87AKWMT4D/>

No. 114: Homecoming pep rally defies low expectations



macjournalism
McCallum High School

macjournalism Speculation throughout the day that the combination of an early release day and ACL would decimate attendance at the homecoming pep rally was proven false by the large crowd that assembled in the gym for a boisterous pep rally in which the juniors were announced as the winners of the homecoming hallway decorating contest and the seniors were crowned the winners of the rally-cry spirit contest. The seniors make the score 2-1 on the juniors and 2-0 on everyone else when they won a ring toss pep rally game where volunteers tried to loft hula hoops high in the air and have them land around cheerleaders who were atop pyramids three cheerleaders high. The members of the homecoming court were announced, and emcee Chastity Colbert-Davis teased the crowd with a sentence beginning ... "and the winner is...." only to inform the crowd that the homecoming royalty would be announced at halftime of the football game between the Knights and the Northeast Raiders. Kickoff is at 7:30 p.m.

[View insights](#) [Boost post](#)

♡ 🔍 📌

Liked by **mccallumvball** and 575 others

OCTOBER 7, 2022

😊 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,090

Likes: 576

Comments: 0

Shares: 38

Oct. 7, 2022

<https://www.instagram.com/p/CjbkWS0LjOe/>

No. 113: Senior Who's Who 2023 announcement web tease



macjournalism
McCallum High School

macjournalism The wait is finally over. After diligently tallying up the points, we are proud to present the 2023 Who's Who winners. These 15 remarkable seniors might look familiar, seeing as their smiling faces frequent almost all corners of the McCallum community, including fine arts, athletics, tutoring centers, service clubs and more. If you would like to read more about how these phenomenal Knights have made their mark on our campus over the last four years, please visit macshieldonline.com or click the link in our bio.

1w

thejayshields 🍷🍷🍷
1w Reply

the_lyrical_bea Ave, Thea!
1w

[View insights](#) [Boost post](#)

🍷🍷🍷 Liked by [violetcrownphotoworks](#) and 548 others
7 DAYS AGO

😊 Add a comment... [Post](#)

PEOPLE PROMO

Reach: 3,094

Likes: 551

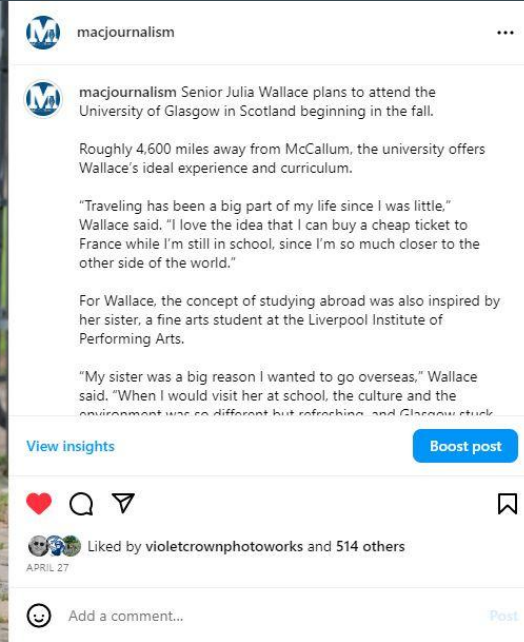
Comments: 7

Shares: 13

May 24, 2023

<https://www.instagram.com/p/Cspx5iWgnF2/>

No. 112: Julia Wallace #MACseniorwall23 profile



PEOPLE POST

Reach: 3,099

Likes: 515

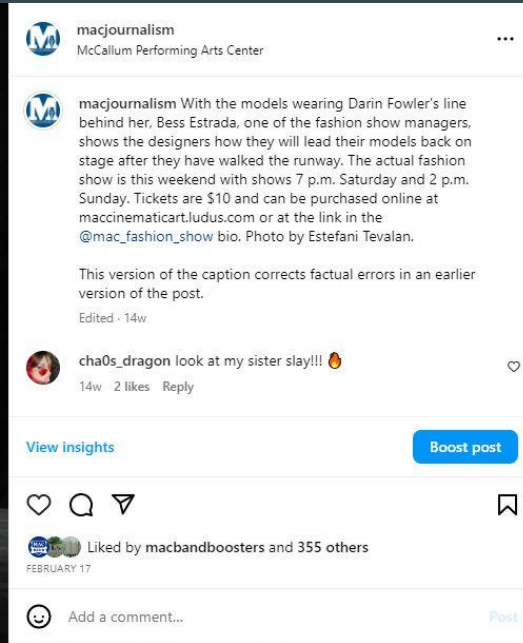
Comments: 19

Shares: 15

April 27, 2023

<https://www.instagram.com/p/CjbkWS0LjOe/>

No. 111: Fashion show rehearsal post/ticket sales PSA



A&E PSA POST

Reach: 3,103

Likes: 356

Comments: 3

Shares: 21

Feb 17, 2023

<https://www.instagram.com/p/CoxyS3ivK13/>

No. 110: McCallum wins UIL District 24-5A Academic Meet



macjournalism
LBJ High School

macjournalism BREAKING UIL NEWS: McCallum High School won the overall sweepstakes title at the District 24-5A Academic Meet by a large margin over second-place LASA and third-place Crockett.

McCallum's point total of 473.5 included bonus points for team victories in five competitions: journalism, number sense, science, social studies and spelling. McCallum also earned bonus points for a second-place finish in mathematics.

Shield co-editor in chief Alice Scott placed first in four events (ready writing, news writing, feature writing and editorial writing), and sophomore Kalliope Haltom earned a pair of first-place awards in number sense and spelling. Other first-place winners included Malia Walewski (calculator apps), Ingrid Smith (copy editing), Teddy Ibsen (current issues), Lanie Sepehri (headline writing) and William Perkins (social studies).

[View insights](#) [Boost post](#)

♥ 🗨 📌

👤👤 Liked by violetcrownphotoworks and 501 others

MARCH 25

😊 Add a comment... [Post](#)

NEWS POST

Reach: 3,113

Likes: 502

Comments: 6

Shares: 22

March 25, 2023

<https://www.instagram.com/p/CqPHNg3rDMq/>

No. 109: NSPA awards MacJ Insta Best Social Media Reporting



macjournalism
McCallum High School

macjournalism As we approach the Thanksgiving holiday, we are taking the time to reflect on the things we are most thankful for. Earlier this month, the @nationalstudentpress named Macjournalism the top scholastic journalism program in the nation for our social media reporting.

We feel fortunate to have received that distinction from NSPA four times in the past five years. It is absolutely fitting that the picture on our first place plaque was an image that head custodian Daniel Sena snapped on March 21 with his cell phone and sent to us on the day that he raised the school's PRIDE flag for the first time.

We work hard to make our social media relevant and meaningful, but we could not do it without the help of the students, parents, teachers, custodians and administrators, who help us in small and large ways every day.

[View insights](#) [Boost post](#)

👍 💬 🗑️

👍 Liked by macbandboosters and 525 others

NOVEMBER 22, 2022

😊 Add a comment... [Post](#)

NEWS POST

Reach: 3,117

Likes: 526

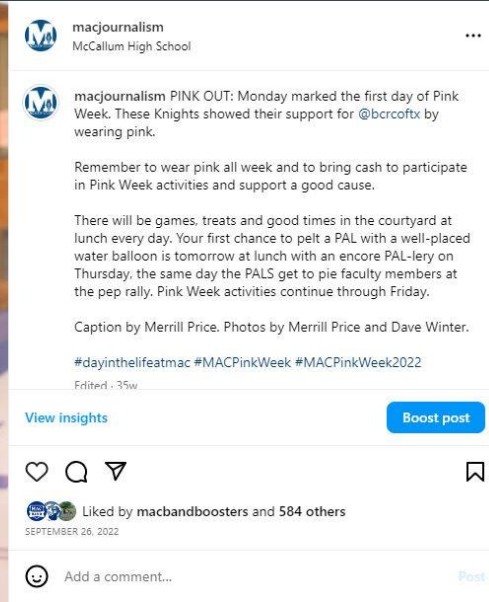
Comments: 9

Shares: 54

Nov. 22, 2022

<https://www.instagram.com/p/CIRI1SPvHXd/>

No. 108: PALS, Knights kick off Pink Week by wearing pink



PEOPLE GALLERY

Reach: 3,122

Likes: 585

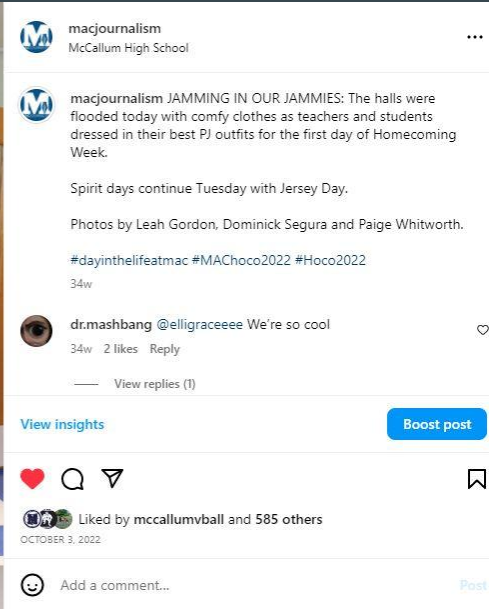
Comments: 12

Shares: 55

Sept. 26, 2022

https://www.instagram.com/p/Ci_g6TdLC_/

No. 107: Knights dress out for HOCO Spirit Week Pajama Day



PEOPLE GALLERY

Reach: 3,131

Likes: 586

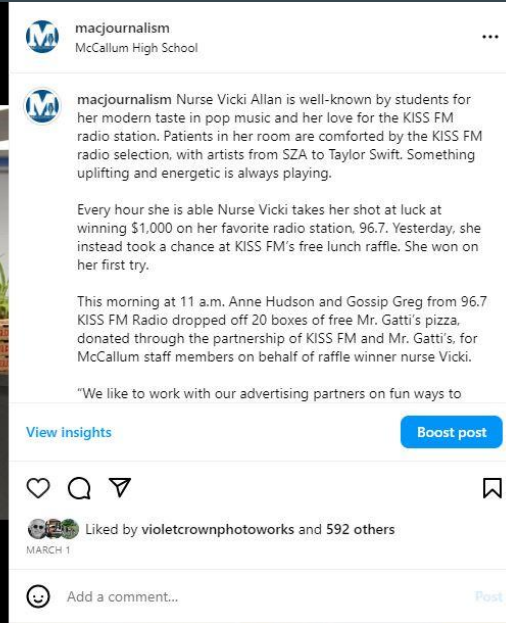
Comments: 2

Shares: 53

Oct. 3, 2022

<https://www.instagram.com/p/CjQ9YJ2vvd5/>

No. 106: KISS FM thanks listener Nurse Vicki with 20 pizzas



A&E GALLERY

Reach: 3,131

Likes: 593

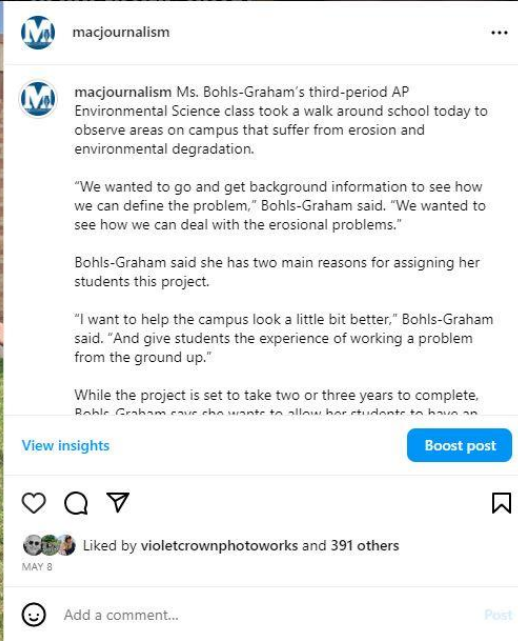
Comments: 1

Shares: 57

March 1, 2023

https://www.instagram.com/p/CpRY-Z_sr7z/

No. 105: Environmental science students study campus erosion



A&E GALLERY

Reach: 3,131

Likes: 392

Comments: 2

Shares: 32

May 8, 2023

https://www.instagram.com/p/CpRY-Z_sr7z/

No. 104: Late Levy FG lifts Knights past Cougars, 31-28



SPORTS GALLERY

Reach: 3,140

Likes: 624

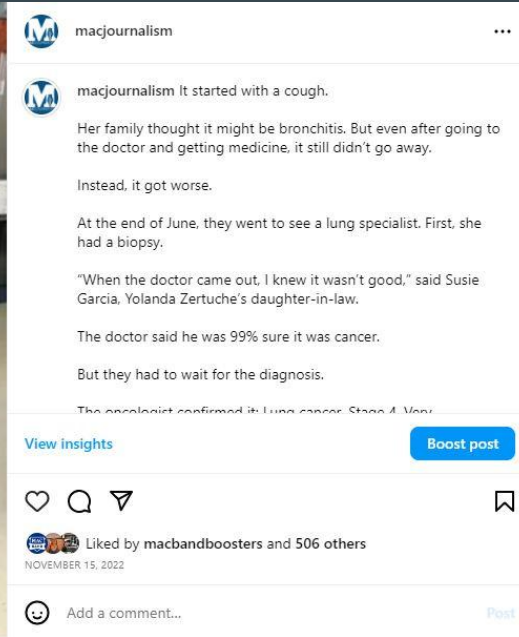
Comments: 6

Shares: 59

Sept. 8, 2022

<https://www.instagram.com/p/CiRh5ZfANj/>

No. 103: Remembering Yolanda Zertuche (web profile tease)



PEOPLE PROMO

Reach: 3,154

Likes: 507

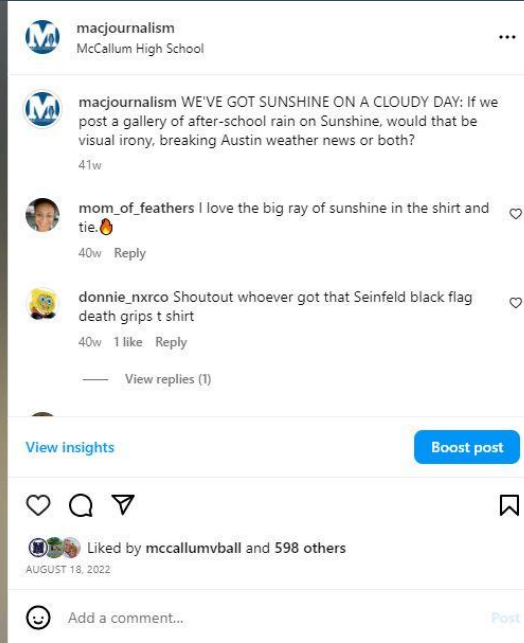
Comments: 5

Shares: 10

Nov. 15, 2022

<https://www.instagram.com/p/CIAJXrurn9K/>

No. 102: Sunshine Drive pelted with afterschool rain



NEWS GALLERY

Reach: 3,159

Likes: 599

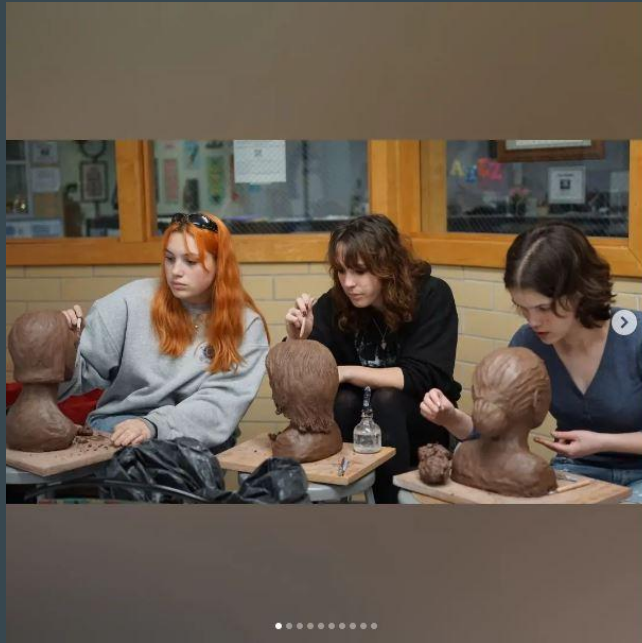
Comments: 6

Shares: 29

Aug. 18, 2022

<https://www.instagram.com/p/ChbSQBrA8xE/>

No. 101: Knight at McCallum open house photo gallery



macjournalism
McCallum High School

macjournalism Here are a few of our favorite images from this evening's "A Knight at McCallum" showcase. Photos by Merrill Price and Maya Tackett. #dayinthelifeatmac
28w

paigebdarby Way to go @maya.tackett @merrillprice08 🥰🥰 Love that y'all are together at McCallum💙
28w 2 likes Reply

[View insights](#) [Boost post](#)

👍 🗨️ 📌

Liked by **dadamson48** and 630 others
NOVEMBER 14, 2022

😊 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,159

Likes: 631

Comments: 2

Shares: 46

Nov. 14, 2022

<https://www.instagram.com/p/Ck972JuOfVi/>

No. 100: AISD cancels classes second day of 4-day ice storm

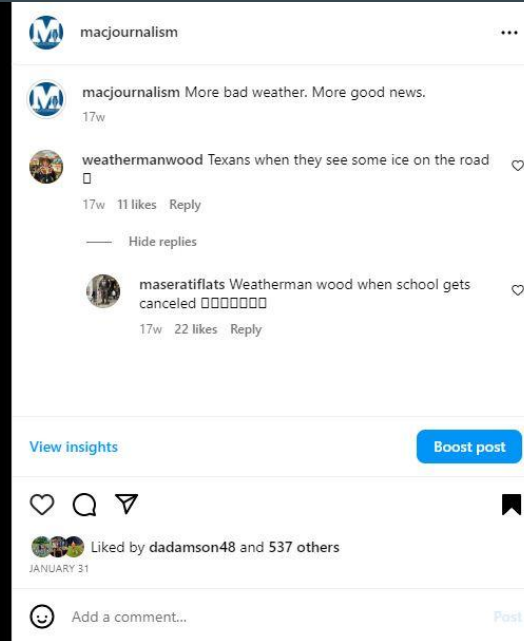


AUSTIN
Independent School District



**AUSTIN ISD CANCELS
CLASSES ON WEDNESDAY**

**BECAUSE OF EXPECTED
INCLEMENT WEATHER
AND ICY ROAD CONDITIONS,
ALL OFFICES AND SCHOOLS
ARE ALSO CLOSED FOR
TOMORROW, FEB. 1.
WE WILL CONTINUE TO
MONITOR WEATHER
CONDITIONS AND PROVIDE
UPDATES REGARDING OUR
SCHEDULE ON THURSDAY.**
— AUSTIN ISD EMAIL 11:51 A.M. TODAY



macjournalism

macjournalism More bad weather. More good news.
17w

weathermanwood Texans when they see some ice on the road
17w 11 likes Reply

maseratiflats Weatherman wood when school gets canceled
17w 22 likes Reply

View insights Boost post

Liked by dadamson48 and 537 others
JANUARY 31

Add a comment...

NEWS POST

Reach: 3,178

Likes: 538

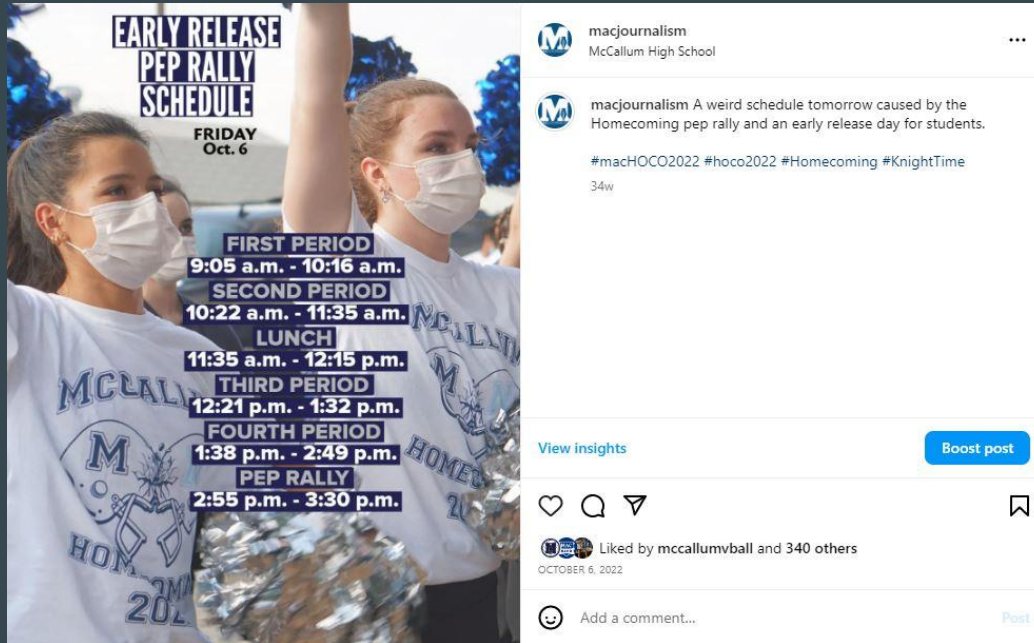
Comments: 2

Shares: 56

Jan. 31, 2023

<https://www.instagram.com/p/CoFrsaBLf7z/>

No. 99: HOCO pep rally/early release bell schedule announced



NEWS POST

Reach: 3,182

Likes: 341



Comments: 2

Shares: 30

Oct. 6, 2022

<https://www.instagram.com/p/CjZVyZ-oyq3/>

No. 98: TEA to appoint conservator to oversee AISD special ed

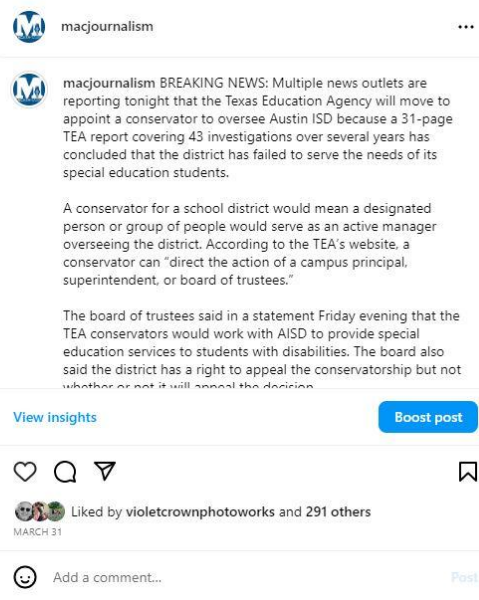


“THE AGENCY HAS DEVELOPED A RIGOROUS PLAN FOR AISD TO IMPLEMENT SO IT CAN RETURN TO STATE AND FEDERAL COMPLIANCE AND BEGIN APPROPRIATELY SERVING STUDENTS IN NEED OF SPECIAL EDUCATION SERVICES AS QUICKLY AS POSSIBLE.”
— TEXAS EDUCATION AGENCY PRESS RELEASE, MARCH 31

“I AM DISMAYED BY [TEA COMMISSIONER MIKE] MORATH’S DECISION TO INSTALL A CONSERVATORSHIP IN OUR SCHOOL DISTRICT AT THIS TIME. ... THIS IS A SEVERE INTERVENTION.”
-- REP. GINA HINOJOSA, D-AUSTIN PRESS RELEASE, MARCH 31

BREAKING NEWS

Texas Education Agency says it will appoint a conservator to oversee Austin ISD services to special education students



macjournalism

macjournalism BREAKING NEWS: Multiple news outlets are reporting tonight that the Texas Education Agency will move to appoint a conservator to oversee Austin ISD because a 31-page TEA report covering 43 investigations over several years has concluded that the district has failed to serve the needs of its special education students.

A conservator for a school district would mean a designated person or group of people would serve as an active manager overseeing the district. According to the TEA’s website, a conservator can “direct the action of a campus principal, superintendent, or board of trustees.”

The board of trustees said in a statement Friday evening that the TEA conservators would work with AISD to provide special education services to students with disabilities. The board also said the district has a right to appeal the conservatorship but not whether or not it will appeal the decision.

View insights Boost post

Liked by violetcrownphotoworks and 291 others

MARCH 31

Add a comment... Post

NEWS POST

Reach: 3,182

Likes: 292

Comments: 3

Shares: 23

March 31, 2023

<https://www.instagram.com/p/CqemG-2sQfA/>

No. 97: Catalina Flores #MACseniorwall23 profile



 macjournalism

 macjournalism FOR FLORES, OREGON FITS THE BILL: Catalina Flores will attend University of Oregon in the fall to study human physiology. Oregon has always had a place in her mind—from rocking a University of Oregon sweatshirt as a baby to smiling extra wide as she read her acceptance letter.

“I’ve kind of grown up visiting Oregon, and my dad went to Oregon as well.” Flores said. “I think I definitely prioritized my application there, but I wasn’t sure. I was definitely keeping my options open.”

After years of traveling to University of Oregon for an annual volleyball tournament, Flores knew she had to apply. But when she visited Eugene over spring break, she gained a new appreciation for the school. Surrounded by greenery and good energy, Flores’ anxiety about going to college out of state disappeared.

[View insights](#) [Boost post](#)

 Liked by violetcrownphotoworks and 538 others

APRIL 19

 Add a comment... [Post](#)

PEOPLE POST

Reach: 3,182

Likes: 539

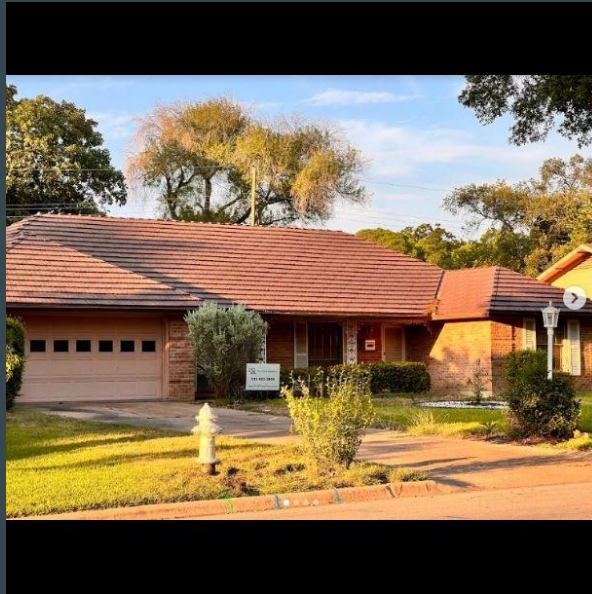
Comments: 24

Shares: 10

April 19, 2023

<https://www.instagram.com/p/CrPa8qPrYU9/>

No. 96: Remembering lives lived 2606 Greenlawn Parkway



macjournalism
The Allandale Neighborhood

macjournalism Back in the 1950s, when cattle grazed in open fields in Allandale, John and Connie Lawrence moved into the first house built on Greenlawn Parkway.

John and Connie raised their two boys, Marc and Jack, in that house at 2606 Greenlawn Parkway. When the brothers weren't outside building forts or chasing rabbits in the backyard that led to an open field, they spent much of their quality time in the home's small kitchen but not in the den because Connie didn't want them to track mud on the room's white carpet.

"The Lawrences were great," said Ms. Nancy Macken, their longtime next-door neighbor. "Jack and I were big buddies, and Connie and John and our parents became good friends and went places together. It was a great combination of people and we all got along."

View insights [Boost post](#)

Like Comment Share

Liked by mcallumvball and 471 others
OCTOBER 23, 2022

Add a comment... [Post](#)

PHOTO TEASE

Reach: 3,192

Likes: 472

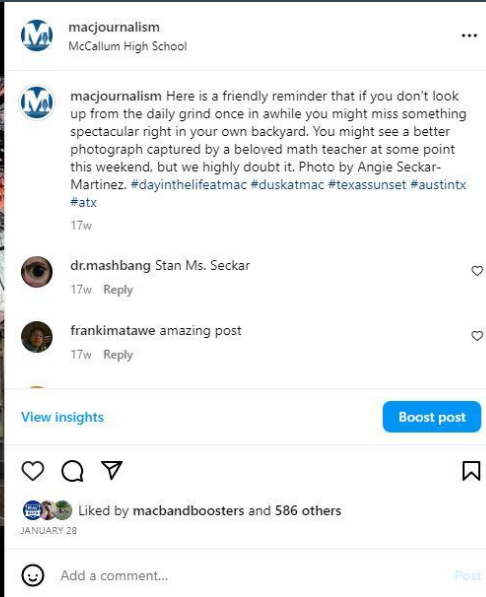
Comments: 9

Shares: 10

Oct. 23, 2022

<https://www.instagram.com/p/CkEG20zrFop/>

No. 95: Math teacher captures twilight sunset over campus



PEOPLE POST

Reach: 3,192

Likes: 587

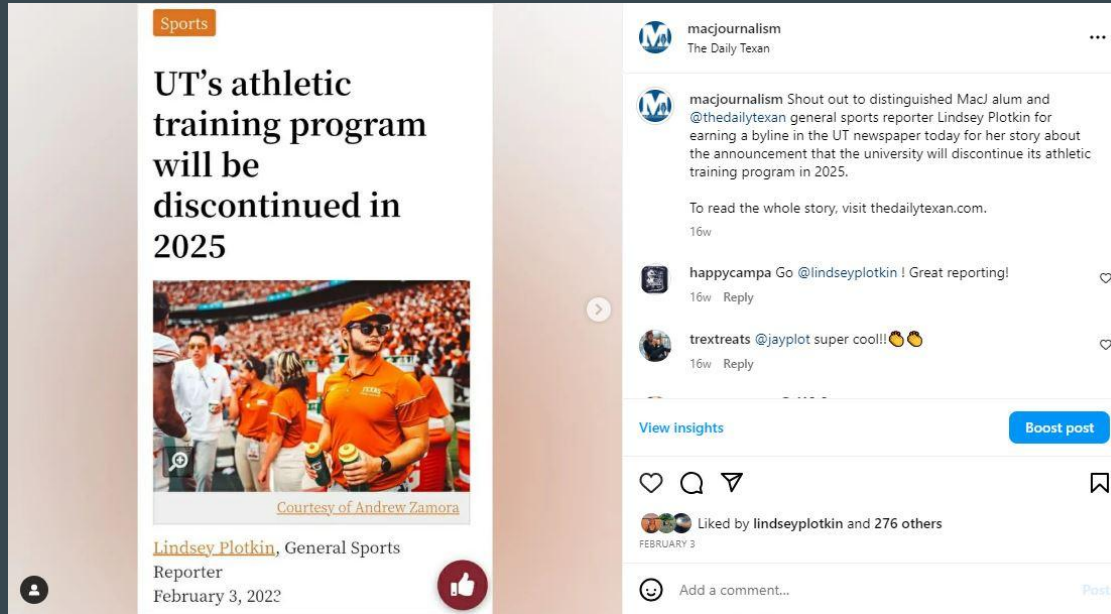
Comments: 3

Shares: 9

Jan. 28, 2023

<https://www.instagram.com/p/Cn-TksuPven/>

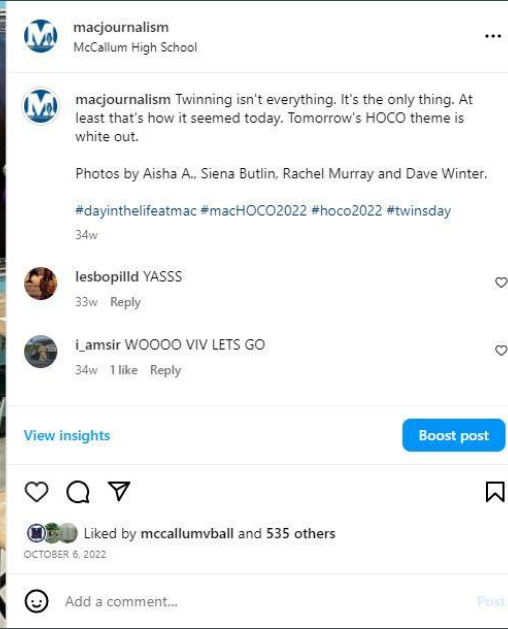
No. 94: MacJ alum earns Daily Texan byline for trainers story



BRAG POST
Reach: 3,192
Likes: 277
Comments: 6
Shares: 6
Feb. 3, 2023

https://www.instagram.com/p/CoOV2K_L61b/

No. 93: Knights dress up for HOCO Week's Twin Day



PEOPLE GALLERY

Reach: 3,201

Likes: 536

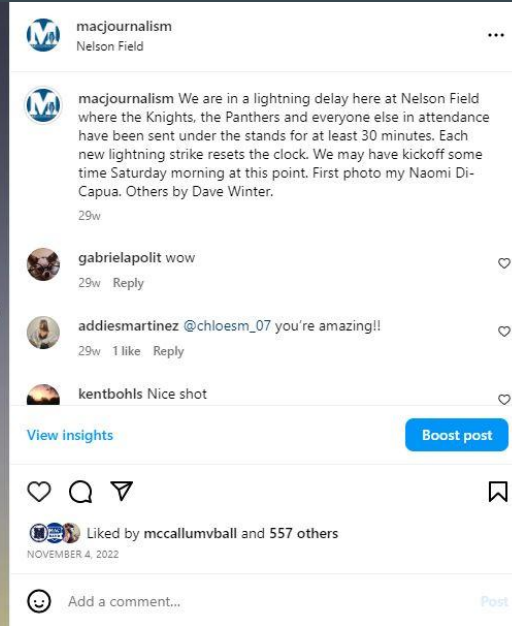
Comments: 3

Shares: 77

Oct. 6, 2022

<https://www.instagram.com/p/CjZloczg-Vy/>

No. 92: Lightning delays Mac-Eastside varsity football game



SPORTS POST

Reach: 3,206

Likes: 558

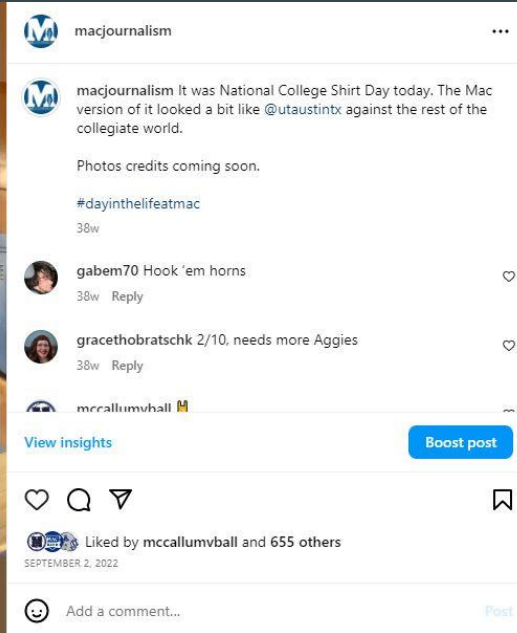
Comments: 7

Shares: 35

Nov. 4, 2022

<https://www.instagram.com/p/Ckix-juLqHZ/>

No. 91: Knights show spirit, dress up for College Shirt Day



PEOPLE GALLERY

Reach: 3,216

Likes: 656

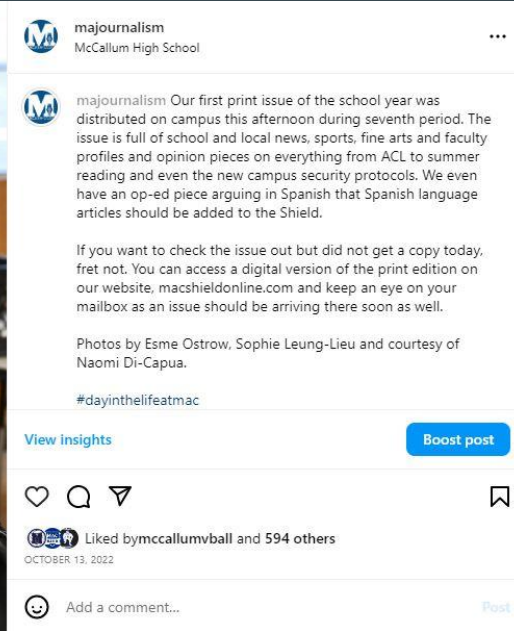
Comments: 3

Shares: 65

Sept. 2, 2022

<https://www.instagram.com/p/CiBZEQ7LqD8/>

No. 90: Shield staff distributes first print issue of school year



PROMO GALLERY

Reach: 3,216

Likes: 595

Comments: 8


Shares: 54


Oct. 13, 2022

<https://www.instagram.com/p/Cjq3kQur95C/>

No. 89: Shield Online profile leads to Hershey's commercial



 majournalism
McCallum High School

 majournalism Life—the famous line from Forrest Gump goes—is like a box of chocolates. You never know what you're going to get. That may be true in the movies and in a lot of place in real life, but it's not true in McCallum's hallways.

At least not when Officer Bob Bedard is around.




With Bedard, life is still a bowl of chocolate, but Mac students know exactly what they are going to get.


An act of kindness and a @Hersheys Chocolate Kiss.


Bedard, who always has a supply of the Hershey's signature sweet, supplies them to passersby with considerate abandon.

His penchant for kindness and dispensing Hershey's Kisses was chronicled last February in a feature profile written by current

[View insights](#) [Boost post](#)

 Liked by mccallumvball and 550 others
NOVEMBER 6, 2022

 Add a comment... [Post](#)

PEOPLE POST
Reach: 3,221
Likes: 551
Comments: 10
Shares: 57
Nov. 6, 2022

<https://www.instagram.com/p/CkpEzTLLFe5/>

No. 88: AP Stats students dress as their teacher on test day



PEOPLE POST

Reach: 3,225

Likes: 501

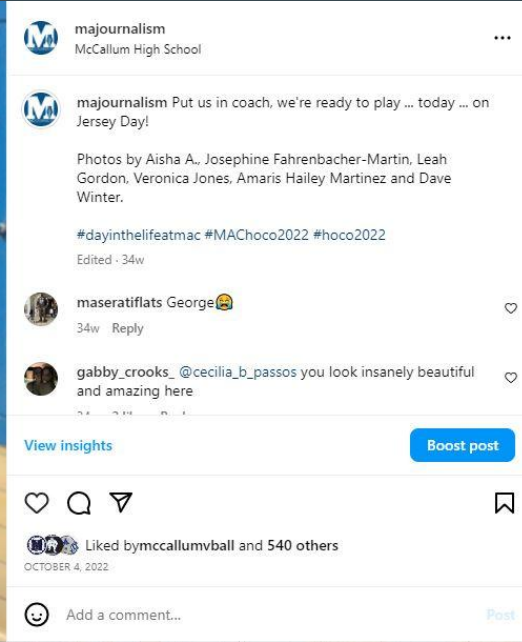
Comments: 6

Shares: 18

May 4, 2023

https://www.instagram.com/p/Cr1J_BRLU0z/

No. 87: Knights dress out for HOCO Spirit Week Jersey Day



PEOPLE GALLERY

Reach: 3,230

Likes: 541

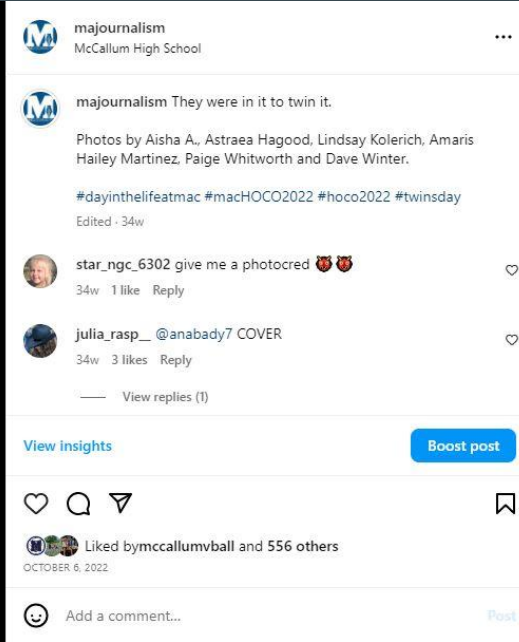
Comments: 6

Shares: 73

Oct. 4, 2022

<https://www.instagram.com/p/CjUJpK3oeLb/>

No. 86: Knights dress out for HOCO Spirit Week Twin Day



PEOPLE GALLERY

Reach: 3,230

Likes: 557

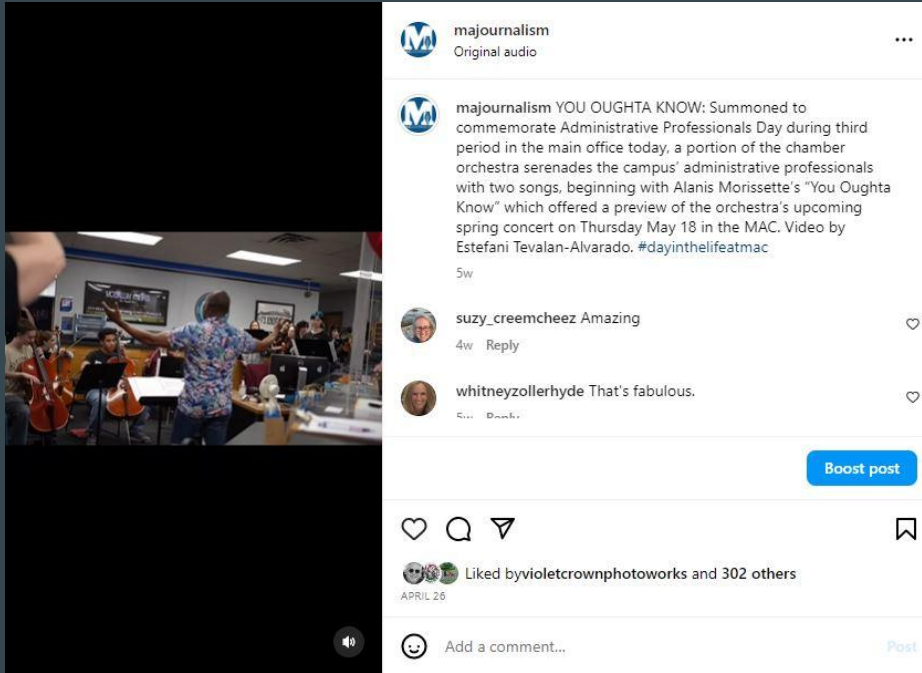
Comments: 3

Shares: 130

Oct. 6, 2022

<https://www.instagram.com/p/CjZYg6xoYb6/>

No. 85: Orchestra plays pop music for front office staff



A&E REEL

Reach: 3,230

Likes: 303

Comments: 3

Shares: 22

April 26, 2023

<https://www.instagram.com/p/CrhtTILAakN/>

No. 84: Darin Fowler named 2023 Fashion Show winner



majournalism
McCallum High School

majournalism FROM RENDERING TO RUNWAY: This past weekend, McCallum put on its annual fashion show giving students an opportunity to showcase their handcrafted fashion designs created for the show. The theme this year, Reflections and Shadows allowed designers to interpret the idea and turn it into something for their models to show off to the audience. Given last year's high demand for the show leading to sold out tickets, the fashion show was extended to two shows over two days this year. Viewers of the second show on Sunday received the treat at the end of getting to see the winner be announced. For the winner—junior Darin Fowler—the opportunity was unprecedented.

"I mostly focused on the reflection part of the theme, and I took it in more of a metaphorical sense rather than literal," Fowler said. "Each look reflects a certain time of my life."

[View insights](#) [Boost post](#)

❤️ 💬 🚩

Liked by [mccallumball](#) and 639 others
FEBRUARY 21

😊 Add a comment... [Post](#)

A&E GALLERY

Reach: 3,235

Likes: 640

Comments: 2

Shares: 83


Feb. 21, 2023

https://www.instagram.com/p/Co8t_Z2LGDW/

No. 83: Purkiss celebrates retirement with faculty peers



 majournalism
La Mancha Tex Mex Tavern




 majournalism PURKISS RETIRES: Colleagues headed to La Mancha Tuesday afternoon to celebrate the career of SCORES teacher Chris Purkiss and to wish him well on the occasion of his retirement at semester's end.


The event was made more meaningful for the current and former teachers in attendance because Purkiss' son Wyeth, Class of 2020, joined the celebration.


Science teacher Sarah Noack spoke of Purkiss' impact at Mac after he was voted Teacher of the Year just under two years ago.

"Mr. Purkiss is a miracle worker," Noack said. "He's never in a hurry, never stressed about a thing. It feels like you can take a deep breath around him, you know what I'm saying? He has the most de-escalating presence."

[View insights](#) [Boost post](#)

 Liked by macbandboosters and 488 others
DECEMBER 22, 2022

 Add a comment... [Post](#)

PEOPLE POST
Reach: 3,255
Likes: 489
Comments: 10
Shares: 24
Dec. 22, 2022

<https://www.instagram.com/p/Cme8VervQLJ/>

No. 82: School releases extended advisory schedule



<https://www.instagram.com/p/CoZDSwqgQNW/>

NEWS POST

Reach: 3,255

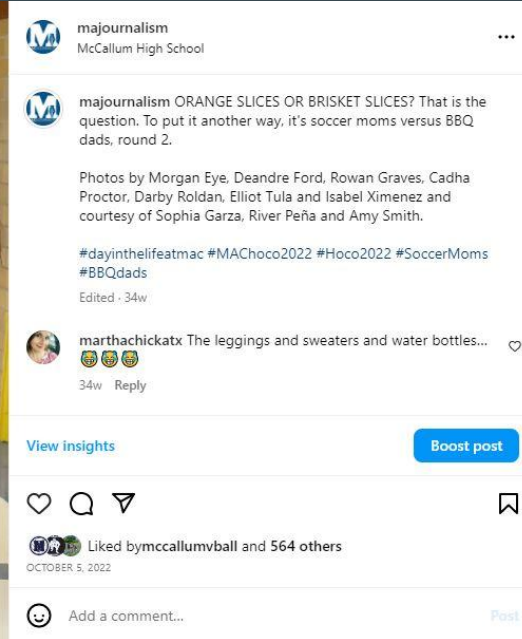
Likes: 298

Comments: 1

Shares: 59

Feb. 7, 2023

No. 81: Knights dress out for Soccer Moms/BBQ Dads Day (2)



PEOPLE GALLERY

Reach: 3,264

Likes: 565

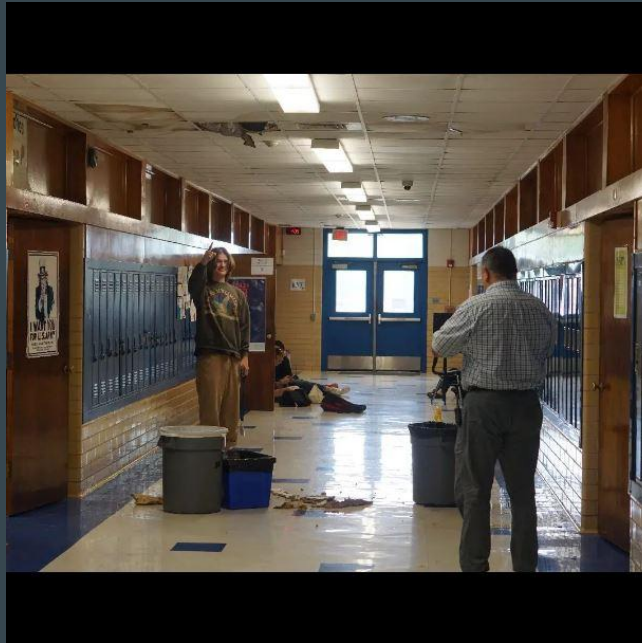
Comments: 9

Shares: 73

Oct. 5, 2022

https://www.instagram.com/p/CjWvLp_ocg8/

No. 80: EDITORIAL: Mac should be on bond modernization list



 majournalism
McCallum High School


 majournalism SHIELD EDITORIAL: McCallum High School does not appear on the modernization list for either @AustinISD bond proposal despite the fact that its campus is arguably more desperate for renovations than any other school in the district due to its poor facility condition, overcrowded student body and significantly aged campus.

When combining McCallum's age with other known deficiencies, it becomes all too clear that McCallum is a mid-20th century building not equipped to educate 21st century students.

We all know from our lived experience that McCallum should be on the modernization lists. The question is what can we—students, parents, teachers and other community stakeholders—do to make that happen. The answer: speak up now.

To read the full editorial, please click the link in our bio.

[View insights](#) [Boost post](#)

 Liked by [bydadamson48](#) and 519 others

JULY 18, 2022

 Add a comment.. [Post](#)

OPINION TEASE

Reach: 3,274

Likes: 547

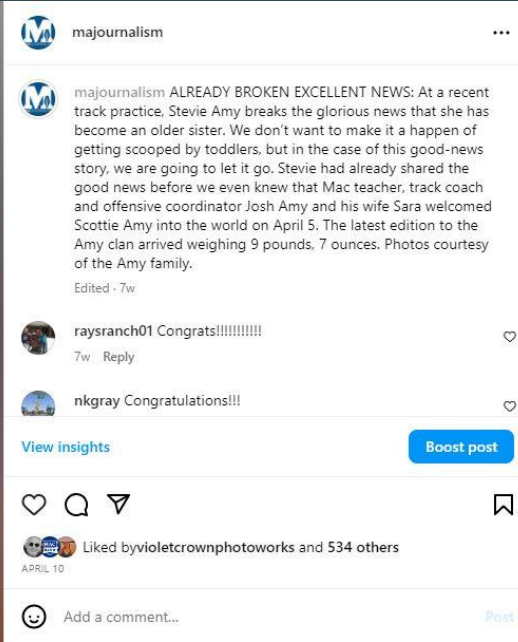
Comments: 21

Shares: 64

July 18, 2022

<https://www.instagram.com/p/CgLcymmsyrM/>

No. 79: Toddler scoops Shield regarding Amy baby news story



PEOPLE POST

Reach: 3,274

Likes: 535

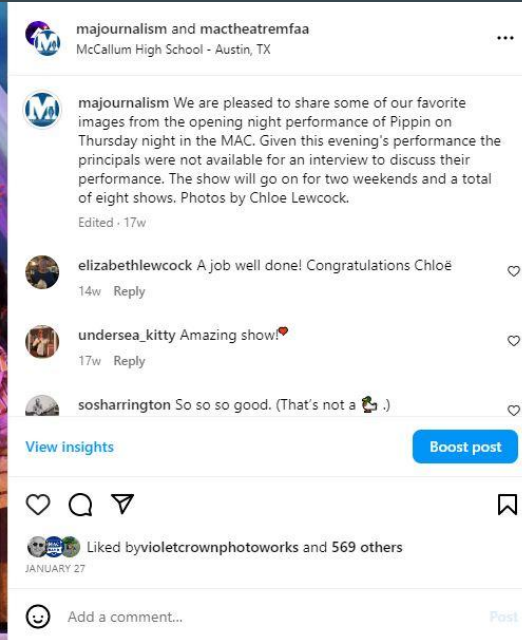
Comments: 11

Shares: 19

April 10, 2023

<https://www.instagram.com/p/Cq3qegTPZFQ/>

No. 78: MacTheatre's 'Pippin' opens two-week run in the MAC



A&E GALLERY

Reach: 3,289

Likes: 570

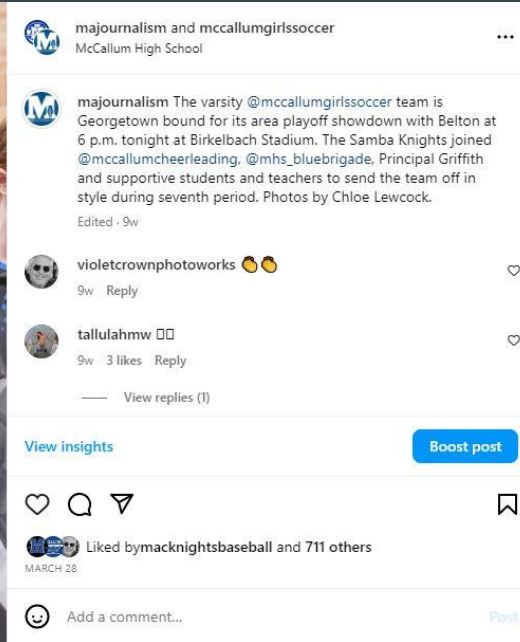
Comments: 9

Shares: 75

Jan. 27, 2023

<https://www.instagram.com/p/Cn8VF8yo3uv/>

No. 77: Campus sends off girls soccer to area playoff match-up



SPORTS GALLERY

Reach: 3,289

Likes: 712

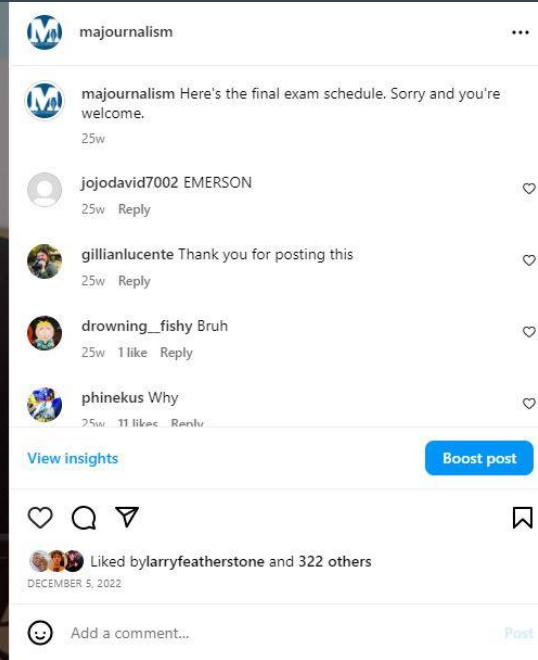
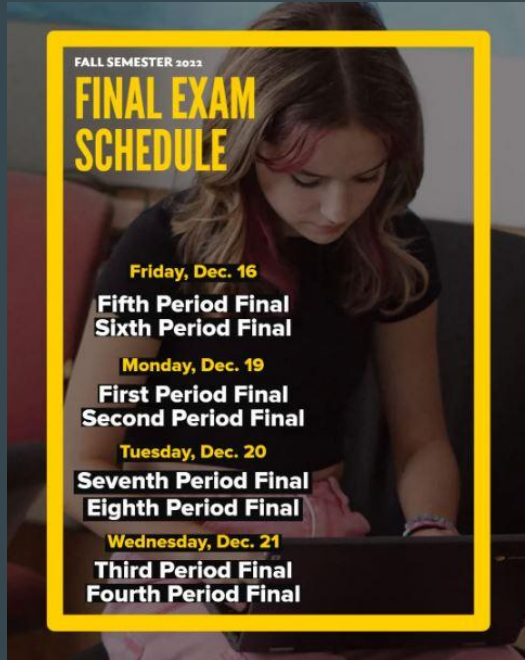
Comments: 12

Shares: 41

March 28, 2023

<https://www.instagram.com/p/CqWI8r9vaFb/>

No. 76: School releases fall-semester final exam schedule



NEWS POST

Reach: 3,299

Likes: 323

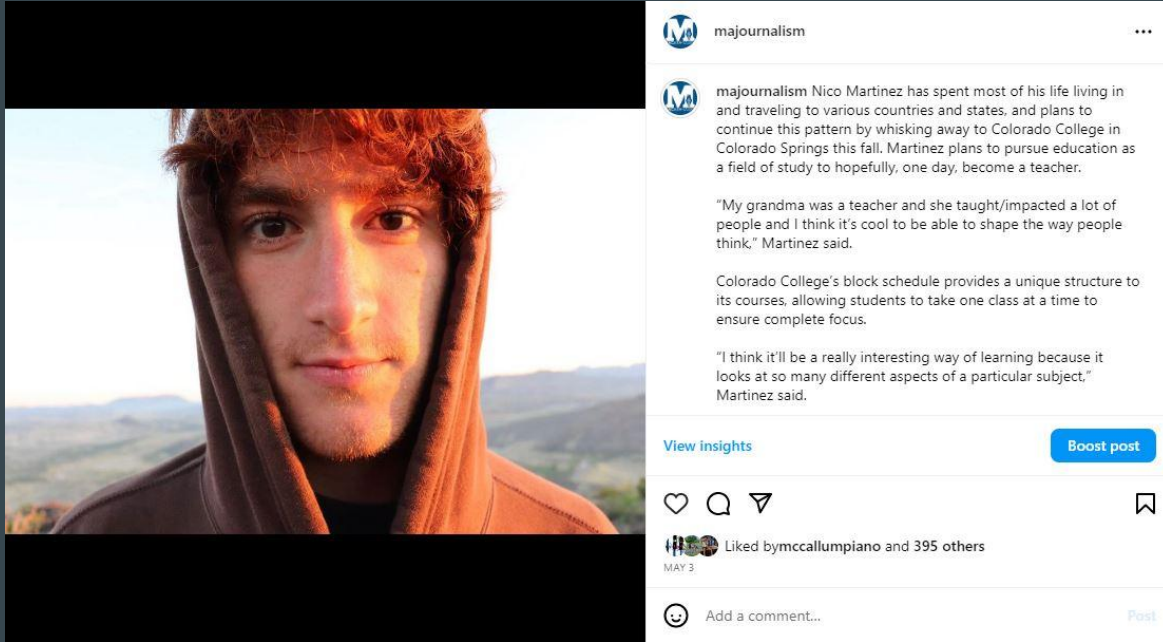
Comments: 4

Shares: 29

Dec. 5, 2022

<https://www.instagram.com/p/Clz6wQDoTPi/>

No. 75: Nico Martinez #MACseniorwall23 profile feature



PEOPLE POST

Reach: 3,299

Likes: 396

Comments: 15

Shares: 22

May 3, 2023

<https://www.instagram.com/p/CrywacbPEPK/>

No. 74: School releases PSAT testing day bell schedule



NEWS POST

Reach: 3,309

Likes: 324

Comments: 6


Shares: 55


Oct. 11, 2022

<https://www.instagram.com/p/Cjl-ee8LAEO/>

No. 73: Seniors feed Knights to raise funds for local food bank







 macjournalism
McCallum High School


 macjournalism PULLED PORK FOR A GOOD CAUSE: Max Yehaskel was back at it again yesterday in the senior lot where he and his friends served pulled pork, bread, mashed potatoes, elote and chips from the back of John Wood's truck, this time for a cause.

Yehaskel set out a donation cup for the Central Texas Food Bank and encouraged people to donate when they came up for food and in total they raised \$197. This is not the first donation drive the group has set up, though. Last year Yehaskel and his friends raised a total of \$1,235 for three different charities: at a carnitas cookout they raised \$180 for the Central Texas Food Bank, \$525 for RAINN at a pulled pork cookout, and \$530 for Refugee Services of Texas at the concert for Mr. Meyers.


"Last year, when we gave out pulled pork we got shut down. I guess for distributing too much food," Yehaskel said. "But we got

[View insights](#) [Boost post](#)

 Liked by macbandboosters and 602 others

FEBRUARY 18

 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,314

Likes: 603

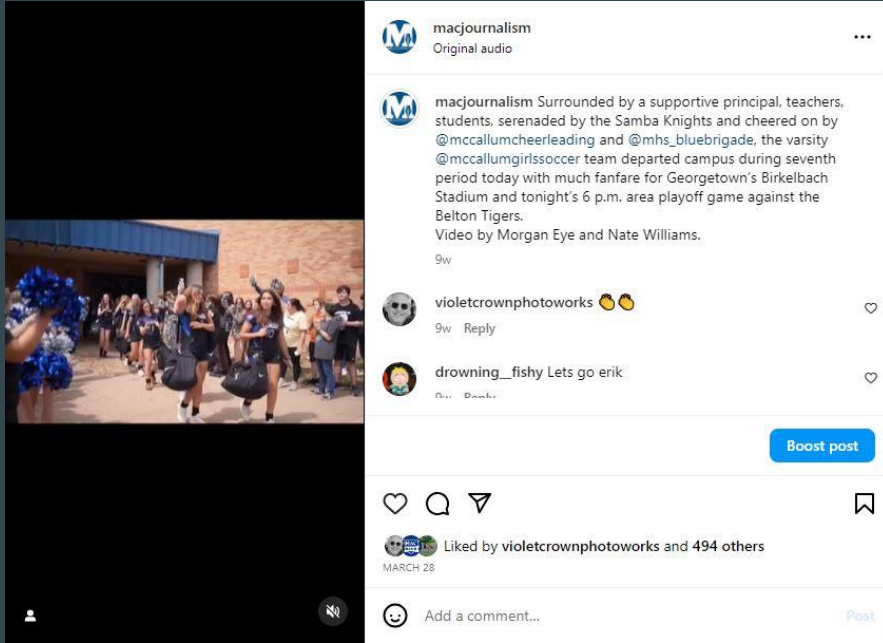
Comments: 7

Shares: 39

Feb. 18, 2023

<https://www.instagram.com/p/Co0PLIkV4ID/>

No. 72: Campus sends off girls soccer to area playoff match-up



SPORTS REEL

Reach: 3,314

Likes: 495


Comments: 5

Shares: 15

March 28, 2023

<https://www.instagram.com/p/CqWZrQNAe9R/>

No. 71: Police, admin deem student threat to be not credible

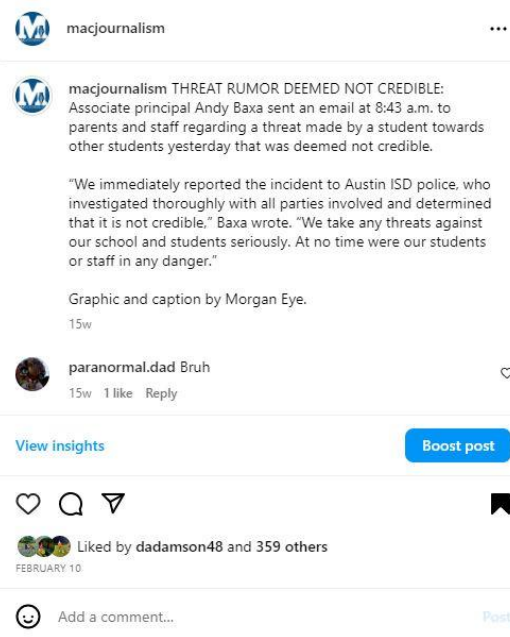


“WE TAKE ANY THREATS AGAINST OUR SCHOOL AND STUDENTS SERIOUSLY. AT NO TIME WERE OUR STUDENTS OR STAFF IN ANY DANGER. WE APPRECIATE OUR STUDENTS AND THANK OUR OFFICERS FOR THEIR QUICK RESPONSE.”

— ASSOCIATE PRINCIPAL ANDY BAXA

AISD POLICE, MAC ADMINISTRATION INVESTIGATE REPORTED THREAT, DEEM IT NOT CREDIBLE

In email sent to families, associate principal Andy Baxa says that students, staff were not in danger, thanks students, officers for quick response



macjournalism

macjournalism THREAT RUMOR DEEMED NOT CREDIBLE: Associate principal Andy Baxa sent an email at 8:43 a.m. to parents and staff regarding a threat made by a student towards other students yesterday that was deemed not credible.

"We immediately reported the incident to Austin ISD police, who investigated thoroughly with all parties involved and determined that it is not credible." Baxa wrote. "We take any threats against our school and students seriously. At no time were our students or staff in any danger."

Graphic and caption by Morgan Eye.

15w

paranormal.dad Bruh

15w 1 like Reply

View insights Boost post

Liked by dadamson48 and 359 others

FEBRUARY 10

Add a comment...

NEWS POST
Reach: 3,319
Likes: 360
Comments: 2
Shares: 38
Feb. 10, 2023

<https://www.instagram.com/p/CogH-zlrNgF/>

No. 70: Heavy rain, construction leads to MAC flooding again



macjournalism
McCallum Fine Arts Academy Thtr

macjournalism RAIN LEADS TO FLOODING (AGAIN): Earlier today, water from last night's heavy rain seeped into the MAC building through the exit door leading into the theater. According to assistant principal Gabe Reyes, the construction process in the adjacent parking lot most likely contributed to the flooding, since land next to the building has been raised, and the gutter from the side of the building has been removed to prepare for new construction.

Eventually, enough water permeated the building to fill the orchestra pit and a solid few inches of water across the floor, forcing classes held in the theater, like senior Mariela Denson's technical theater I class, to migrate to the cafeteria for the remainder of the school day.

"We never went inside. Ms. V [tech theater teacher Kristin Vandenberg] sent us a message about thirty minutes before

[View insights](#) [Boost post](#)

❤️ 💬 🚩

👤 Liked by mccallumvball and 476 others
OCTOBER 17, 2022

😊 Add a comment.. [Post](#)

NEWS POST

Reach: 3,324

Likes: 477


Comments: 14

Shares: 49

Oct. 17, 2022

<https://www.instagram.com/p/Cj1eoXGLy5b/>

No. 69: Bell malfunction prompts cancellation of FIT, advisory



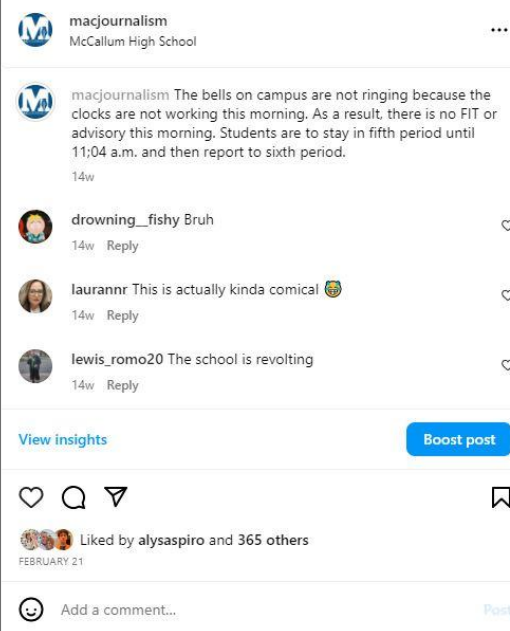
AUSTIN
Independent School District

M

BREAKING: BELLS NOT WORKING
Due to clock malfunction, the bells are off on campus; admin cancels FIT/advisory as a result

AS YOU MAY HAVE SEEN OUR CLOCKS ARE NOT WORKING IN THE BUILDING, WHICH MEANS OUR BELLS WILL NOT WORK. HOLD IN 5TH PERIOD, NO FIT AND NO ADVISORY. WE ARE TRYING TO FIX THE ISSUE.

— ASSOCIATE PRINCIPAL ANDY BAXA
IN EMAIL AND REMIND COMMUNICATIONS THIS MORNING



macjournalism
McCallum High School

macjournalism The bells on campus are not ringing because the clocks are not working this morning. As a result, there is no FIT or advisory this morning. Students are to stay in fifth period until 11:04 a.m. and then report to sixth period.

drowning_fishy Bruh

laurannr This is actually kinda comical 🤔

lewis_romo20 The school is revolting

View insights

Boost post

Liked by alyaspiro and 365 others
FEBRUARY 21

Add a comment...

NEWS POST

Reach: 3,329

Likes: 366

Comments: 3

Shares: 17

Feb. 21, 2023

https://www.instagram.com/p/Co7e6_XrhjR/

No. 68: Sports editor, choir major conflates intermission, halftime



COMIC RELIEF

Reach: 3,334

Likes: 508

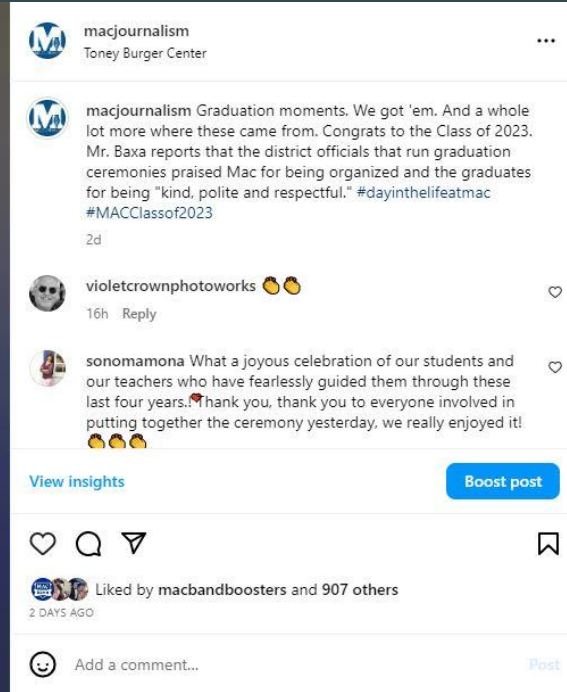
Comments: 5

Shares: 28

Dec. 5, 2022

<https://www.instagram.com/p/Cl0Gu8csHL0/>

No. 67: Class of '23 graduates in classy commencement ceremony



PEOPLE GALLERY

Reach: 3,334

Likes: 924

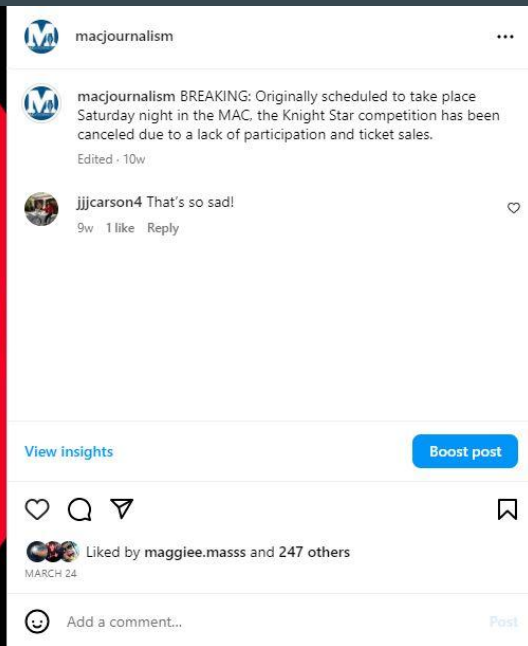
Comments: 5

Shares: 61

May 31, 2023

<https://www.instagram.com/p/Cs7rsR6rEuP/>

No. 66: Knight Star, formerly Mr. McCallum, competition canceled



NEWS POST

Reach: 3,340

Likes: 248

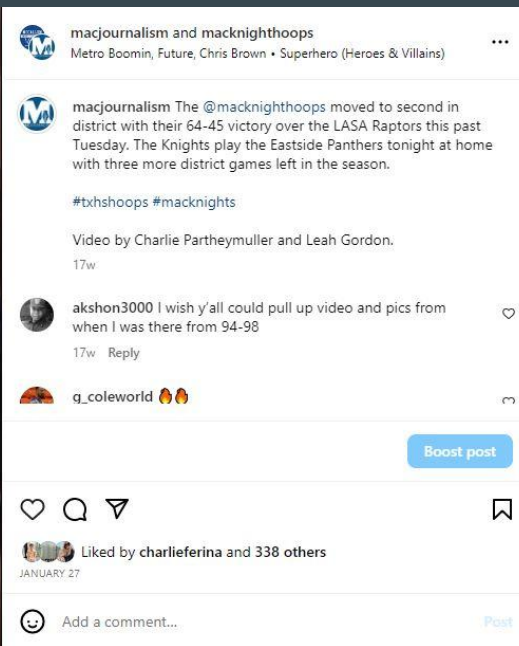
Comments: 6

Shares: 30

March 24, 2023

<https://www.instagram.com/p/CqLjYp-r11Q/>

No. 65: Knights avenge earlier loss by earning road win at LASA



SPORTS REEL

Reach: 3,350

Likes: 339

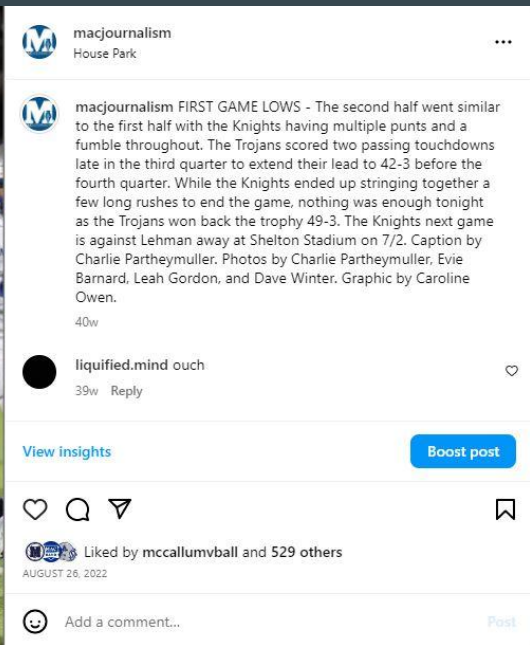
Comments: 7

Shares: 40

Jan. 27, 2023

<https://www.instagram.com/p/Cn8Z6bhotBb/>

No. 64: Trojans blitz Knights in historic Taco Shack blowout



SPORTS GALLERY

Reach: 3,365

Likes: 530

Comments: 7

Shares: 145


Aug. 26, 2022

<https://www.instagram.com/p/Chtq6BcuUwi/>

No. 63: Historic freeze week begins with Tuesday cancellation



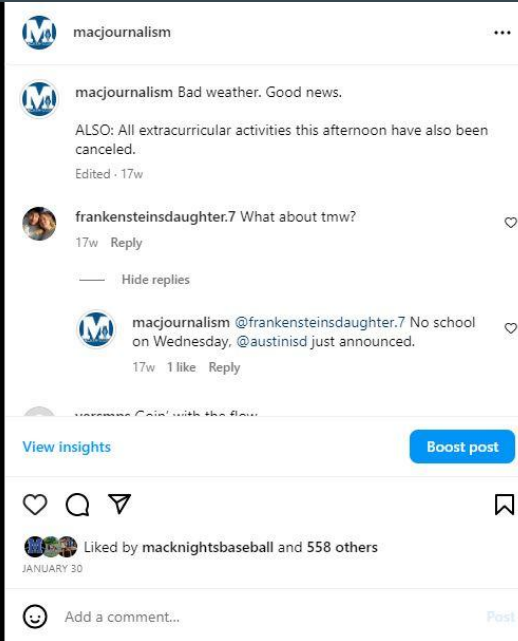
AUSTIN
Independent School District



**AUSTIN ISD CANCELS
CLASSES ON TUESDAY**

**ALL AUSTIN ISD
SCHOOLS AND OFFICES
ARE CLOSED TOMORROW,
JAN. 31, AND ALL CLASSES
ARE CANCELED. WE WILL
CONTINUE TO MONITOR
WEATHER CONDITIONS
AND PROVIDE UPDATES
FOR WEDNESDAY.**

— AUSTIN ISD TWEET 2 P.M. TODAY



macjournalism

macjournalism Bad weather. Good news.

ALSO: All extracurricular activities this afternoon have also been canceled.
Edited · 17w

frankensteinsdaughter.7 What about tmw?
17w Reply

— Hide replies

macjournalism @frankensteinsdaughter.7 No school on Wednesday. @austinisd just announced.
17w 1 like Reply

View insights Boost post

Liked by macknightsbaseball and 558 others
JANUARY 30

Add a comment... Post

NEWS POST

Reach: 3,365

Likes: 559

Comments: 3

Shares: 73

Jan. 30, 2023

<https://www.instagram.com/p/CoDW2m1vjor/>

No. 62: MacJ shares some favorite images from senior carnival



macjournalism
McCallum High School

macjournalism We are pleased to share some of our favorite images from Wednesday's senior carnival. If you want to see some more, let us know and we'll put an encore gallery together.

Photos by Dylan Fissel, Maggie Mass and Lorelai Rigdon.
6d

versmps Bring it on!
4d Reply

owen.mcg.atx more!
4d Reply

amslawrence More! 😊
5d Replv

View insights Boost post

👍 🗨️ 📌

👤👤👤 Liked by violetcrownphotoworks and 673 others
6 DAYS AGO

😊 Add a comment... Post

PEOPLE GALLERY

Reach: 3,365

Likes: 674

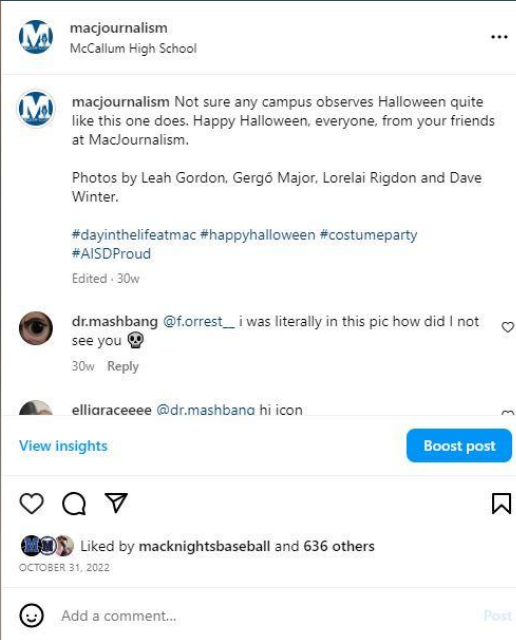
Comments: 6

Shares: 22

May 27, 2023

<https://www.instagram.com/p/Cswa-qrrr9g/>

No. 61: Students, teachers come to school in costumes on Oct. 31



PEOPLE GALLERY

Reach: 3,376

Likes: 637

Comments: 3

Shares: 105

Oct. 31, 2022

<https://www.instagram.com/p/CkZ1uuwOYrN/>

No. 60: Maddie Hello #MACseniorwall23 feature profile



macjournalism

macjournalism Since senior Maddie Hello was 4, she wanted to be a hairdresser. Some of her favorite childhood memories consisted of going to the hair salon where her aunt worked.

"I would always get special treatment as a kid," Hello said. "I got my haircut with the adults."

Almost 14 years later, Hello spent her summer on the other side of the chair, working at a salon co-opened by her aunt. There, she gained experience as a hairdresser and followed closely in the footsteps of her relative.

"I had so much fun there, and it's something I would really want to do," Hello said. "Every client she has is a friend and if I have the opportunity to work with people that I love, I will take it."

This fall, Hello plans to attend Baldwin Beauty School to earn a certification in cosmetology. If other opportunities present

[View insights](#) [Boost post](#)

👍 🗨️ 🚩

👤👤 Liked by macknightsbaseball and 561 others

APRIL 14

😊 Add a comment... [Post](#)

PEOPLE POST

Reach: 3,381

Likes: 562

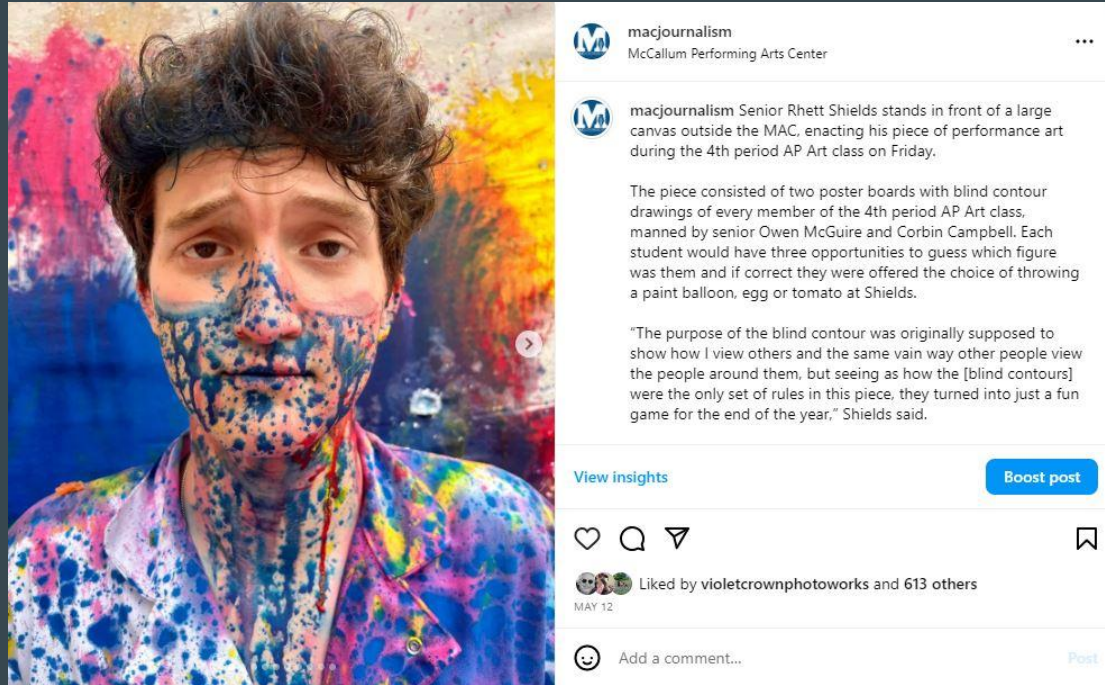
Comments: 13

Shares: 14

April 14, 2023

<https://www.instagram.com/p/CrByxmLvwmY/>

No. 59: Senior Rhett Shield executes colorful performance art



PEOPLE POSE

Reach: 3,386

Likes: 614

Comments: 8

Shares: 33

May 12, 2023

<https://www.instagram.com/p/CsK7IC3gBeR/>

No. 58: MacJ photo walk documents ice storm on campus



NEWS GALLERY

Reach: 3,391

Likes: 701

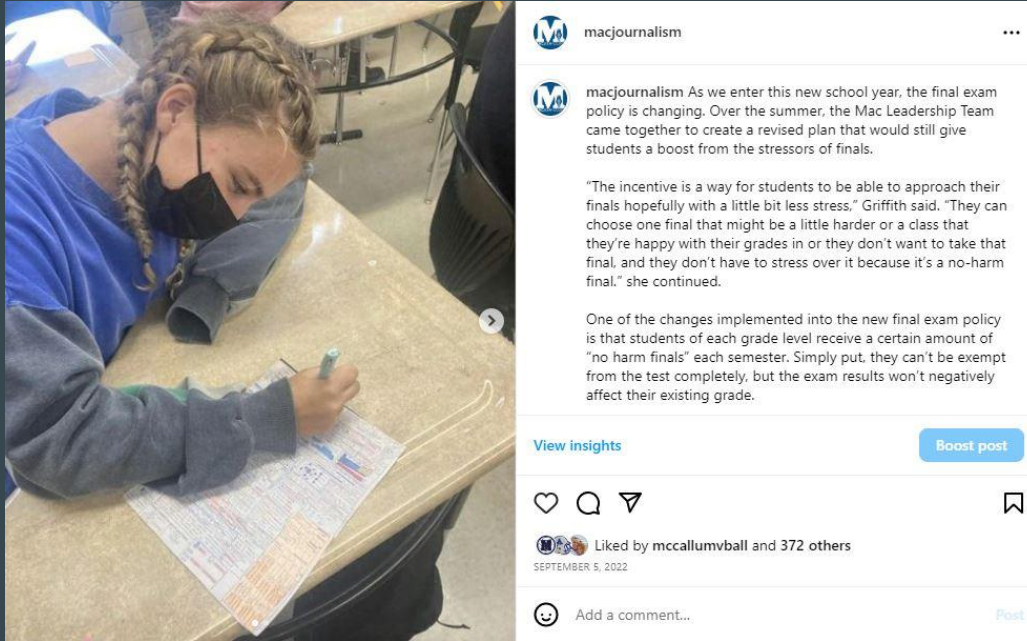
Comments: 4

Shares: 21

Feb. 1, 2023

<https://www.instagram.com/p/Col6SVsLut/>

No. 57: Griffith announces revisions to final exam incentive plan



macjournalism

macjournalism As we enter this new school year, the final exam policy is changing. Over the summer, the Mac Leadership Team came together to create a revised plan that would still give students a boost from the stressors of finals.

"The incentive is a way for students to be able to approach their finals hopefully with a little bit less stress," Griffith said. "They can choose one final that might be a little harder or a class that they're happy with their grades in or they don't want to take that final, and they don't have to stress over it because it's a no-harm final," she continued.

One of the changes implemented into the new final exam policy is that students of each grade level receive a certain amount of "no harm finals" each semester. Simply put, they can't be exempt from the test completely, but the exam results won't negatively affect their existing grade.

View insights Boost post

❤️ 💬 🗑️

Liked by mccallumvball and 372 others

SEPTEMBER 5, 2022

Add a comment... Post

NEWS POST

Reach: 3,397

Likes: 373

Comments: 24

Shares: 45

Sept. 5, 2022

<https://www.instagram.com/p/CilC4J2A0Fr/>

No. 56: Griffith announces she is leaving Mac for Ann Richards



macjournalism
McCallum High School

macjournalism BREAKING NEWS: Principal Nicole Griffith told the faculty today that she has accepted the principal's job at Ann Richards and will assume that role July 1. She thanked the faculty for welcoming her and her family into the Mac community and said the decision was a hard one to make. She called the principal's job at Ann Richards a lifelong dream.
Edited · 1w

violetcrownphotoworks 🙌🙌
1w Reply

tracey_row Happy for my ARS kid and sad for my future Mac kid.
1w 2 likes Reply

[View insights](#) [Boost post](#)

👍 🗨️ 📌

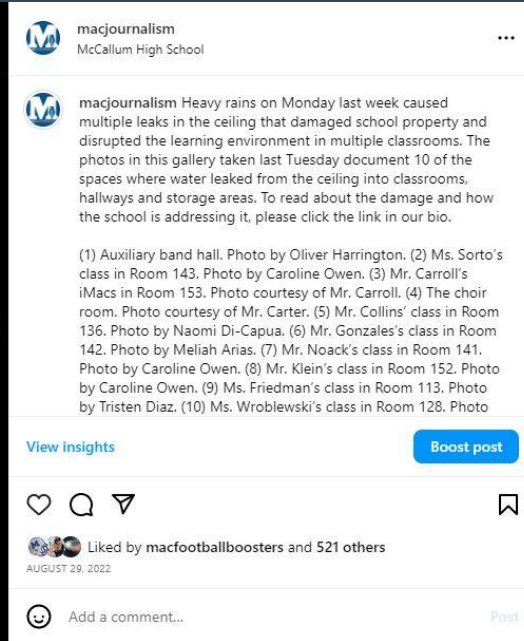
Liked by violetcrownphotoworks and 531 others
MAY 25

😊 Add a comment... [Post](#)

NEWS POST
Reach: 3,397
Likes: 532
Comments: 13
Shares: 57
May 25, 2023

<https://www.instagram.com/p/CsrU0B0P03X/>

No. 55: Heavy rains cause leaks, damage throughout campus



NEWS POST

Reach: 3,402

Likes: 522

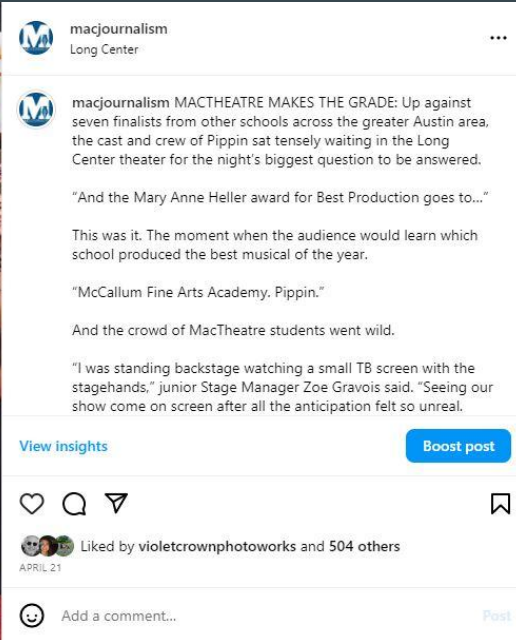
Comments: 27

Shares: 116

Aug. 29, 2022

<https://www.instagram.com/p/Ch2xaldP0Zx/>

No. 54: MacTheatre wins Best Production award for first time



A&E POST

Reach: 3,402

Likes: 505

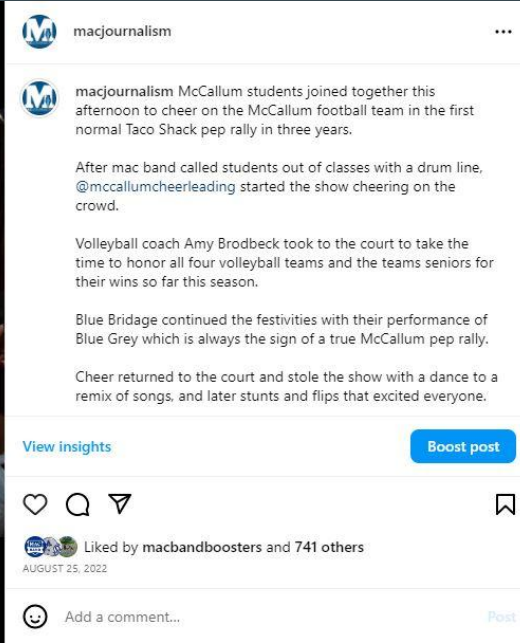
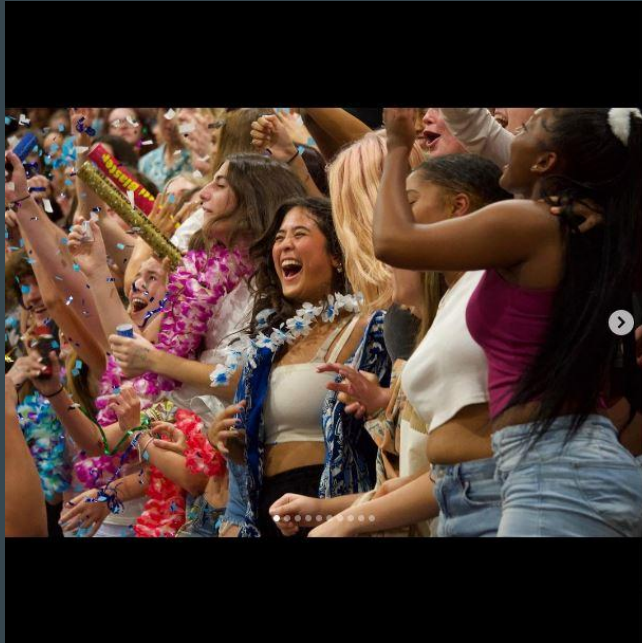
Comments: 7

Shares: 25

April 21, 2023

<https://www.instagram.com/p/CrUqTIOg9zj/>

No. 53: Students enjoy first normal Taco Shack pep rally in 3 years



PEOPLE GALLERY

Reach: 3,439

Likes: 742

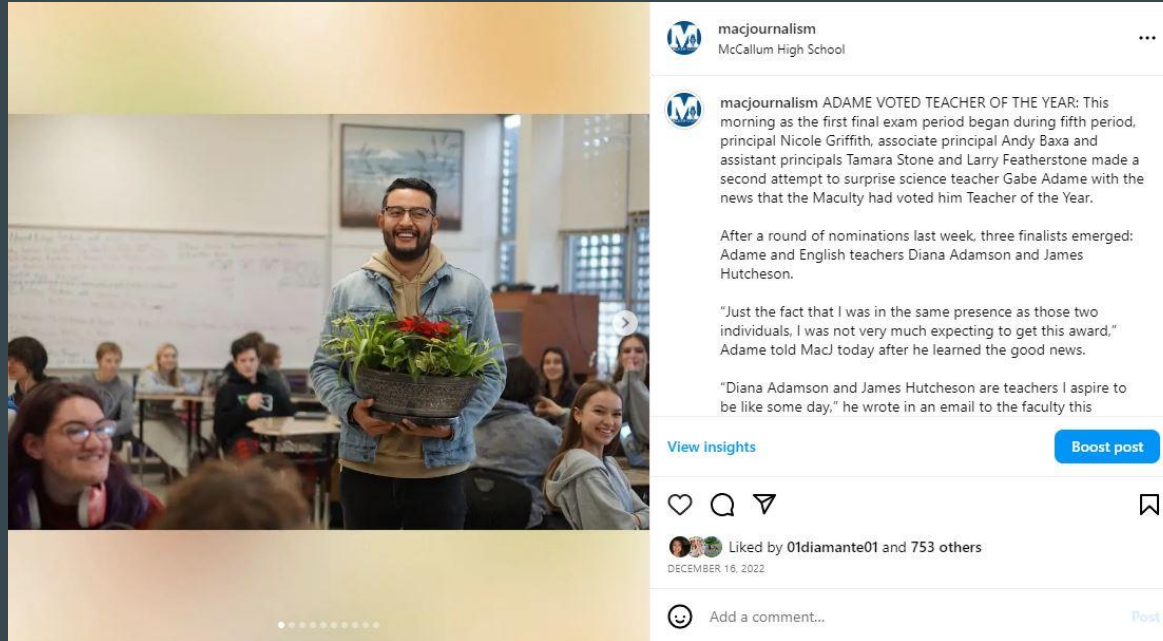
Comments: 2

Shares: 68

Aug. 25, 2022

<https://www.instagram.com/p/Chsz4R9r9q0/>

No. 52: Admin tells Adame he's the 2023 Teacher of the Year



NEWS GALLERY

Reach: 3,439

Likes: 754

Comments: 10


Shares: 54


Dec. 16, 2022

<https://www.instagram.com/p/CmQJw5nLKv/>

No. 51: Football, Blue Brigade, Cheer, trainers honor seniors




 macjournalism

 macjournalism We are pleased to sure these photos from tonight's football game against Travis as senior football, trainer, Blue Brigade and Cheer members were honored.

Gallery 1 of 4

Photos by Dave Winter.
Edited · 31w

 ssgledezma_mario 🍷🍷 Ms. Pat and and Corgan 🍷🍷
31w Reply

[View insights](#) [Boost post](#)

🍷🍷🍷
Liked by mccallumvball and 665 others
OCTOBER 27, 2022

😊 Add a comment... [Post](#)

NEWS GALLERY

Reach: 3,461

Likes: 666

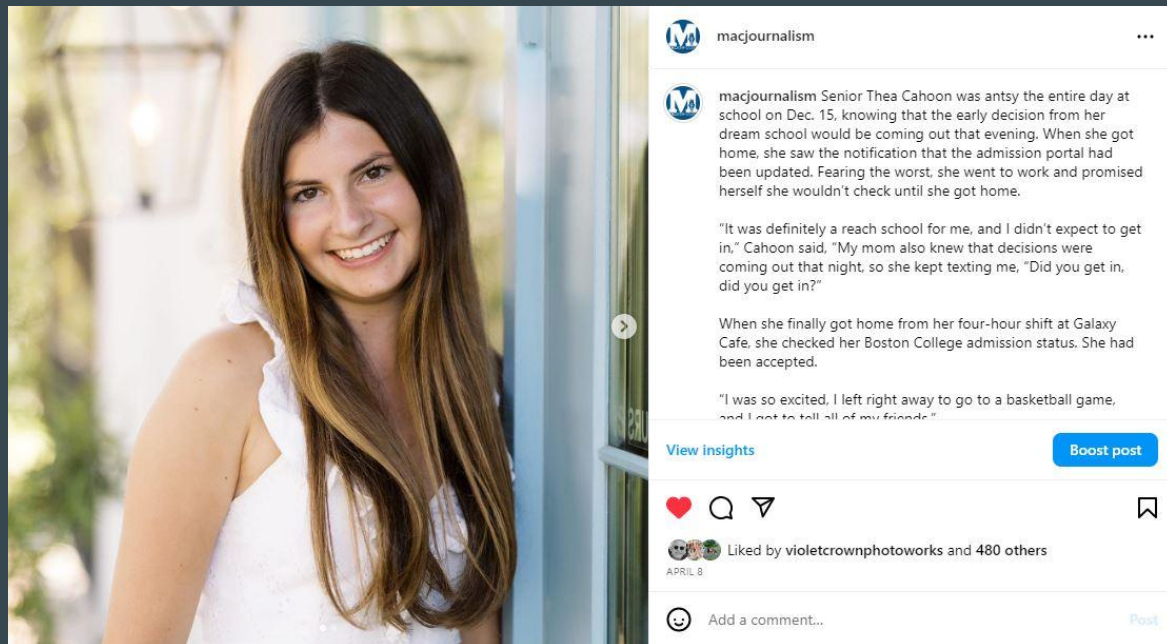
Comments: 1

Shares: 159

Oct. 27, 2022

<https://www.instagram.com/p/CkPNjTvL4qi/>

No. 50: Thea Cahoon #MACseniorwall23 senior profile



PEOPLE POST

Reach: 3,471

Likes: 481

Comments: 23


Shares: 10


April 9, 2023

https://www.instagram.com/p/Cqx_DD8rnyp/

No. 49: MacJ covers the prom with black-and-white slide show







 macjournalism
800 Congress


 macjournalism DANCING QUEENS (cover photo): Just moments after the DJ at Saturday's prom opted to switch the playlist to slower songs, seniors Sophia Gonzalez and Tallulah Wilson take to the dance floor at 800 Congress.

"Everybody started coupling up and me and Sophia decided that we wanted to dance together," Wilson said. "It was really fun. We were spinning and dancing together right in front of the speakers where the music was the loudest and laughing a ton."


For the record (or perhaps on the record), Wilson remembers one of the songs being "Until I Found You" by Stephen Sanchez. Wilson—who attended prom with a large group of friends—expressed appreciation to Ms. Smith and the other faculty sponsors for helping make the prom special and memorable. She also said the details of prom—dresses, reservations and transportation—are stressful, but in the end the overall

[View insights](#) [Boost post](#)

 Liked by dishevelyn and 649 others

APRIL 27

 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,477

Likes: 650

Comments: 2


Shares: 43


April 27, 2023

<https://www.instagram.com/p/CrijqeCKr4O8/>

No. 48: Mac Quinceañera makes comebacks after 4-year hiatus







 macjournalism
McCallum High School


 macjournalism A QUINCEAÑERA COMEBACK STORY: After four years without the annual McCallum Quinceañera, the tradition returned on Saturday night. The dance floor—located this time in the cafeteria—was once again filled with intricate dance moves, delicate dresses and all-around smiling faces. Over the few weeks leading up to the event, Spanish teacher and event coordinator Juana Gun gathered a group of girls yearning to experience an authentic quinceñera. Both the girls and their escorts had to learn a set of dances, as well as become proficient in the act of dancing in their dresses.


For sophomore Mac Lopez, the experience gave her the quinceañera she never thought she would get to have.

"It's always been an event I've been interested in since I was a little girl," Lopez said. "I was always hearing about it from others and wanted to experience it for myself."

[View insights](#) [Boost post](#)

 Liked by mccallumgirlsoccer and 706 others
APRIL 12

 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,499

Likes: 707

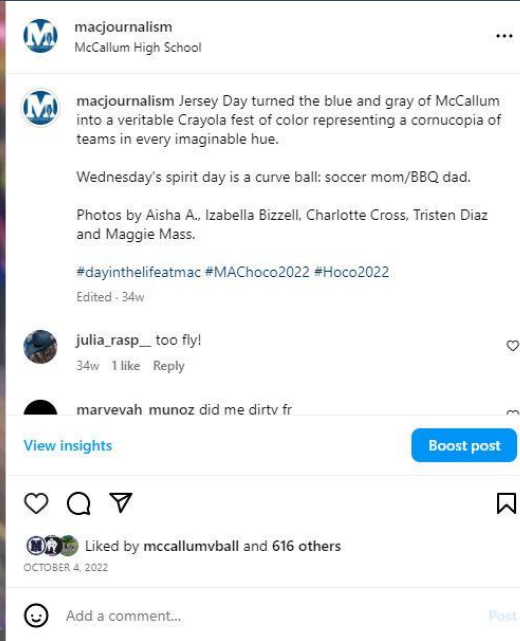
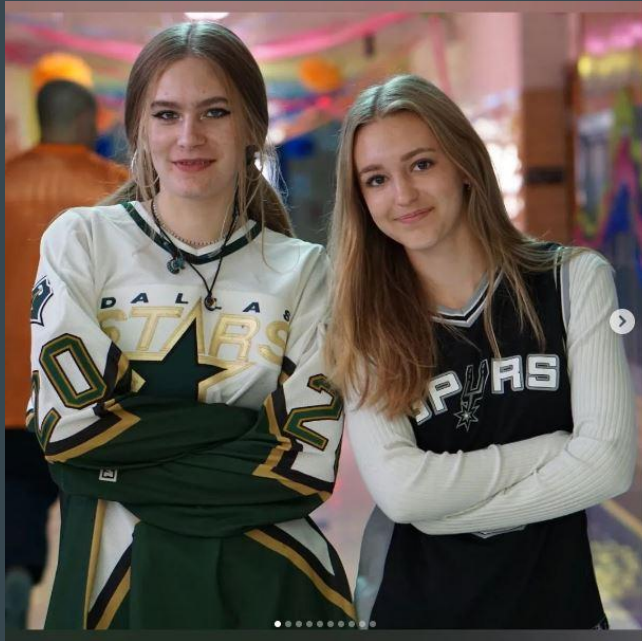
Comments: 12

Shares: 79

April 12, 2023

<https://www.instagram.com/p/Cq9bDzmrWe6/>

No. 47: Campus get sporty for HOCO Spirit Week Jersey Day



PEOPLE GALLERY

Reach: 3,504

Likes: 617

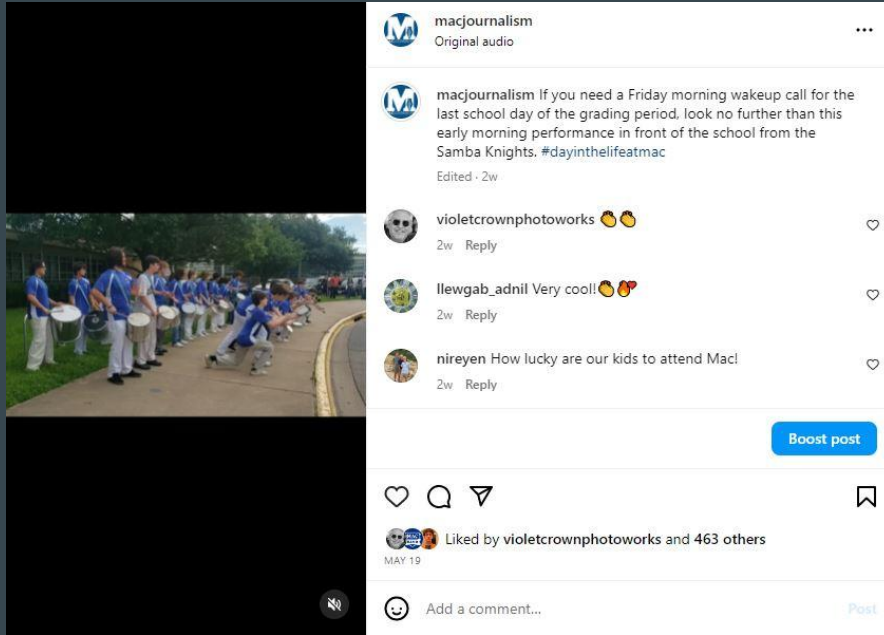
Comments: 13

Shares: 96

Oct. 4, 2022

<https://www.instagram.com/p/CjTzfHpLWeH/>

No. 46: Knights of Steel perform early bird concert at entrance



A&E REEL

Reach: 3,510

Likes: 464

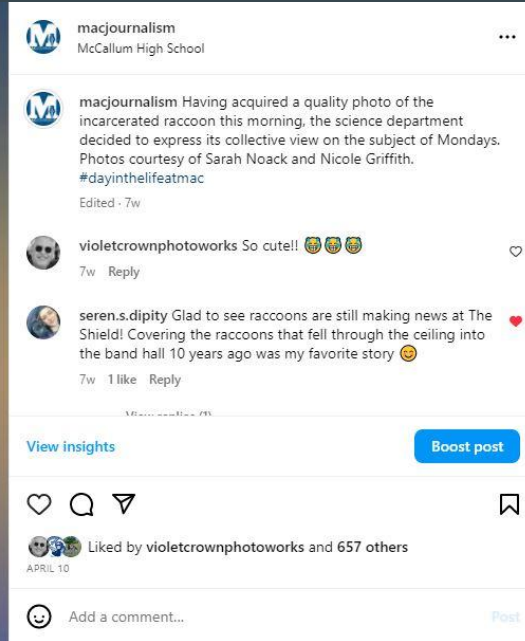
Comments: 10

Shares: 29

May 19, 2023

<https://www.instagram.com/p/CsbTtv5ALo5/>

No. 45: Science teacher turns raccoon pic into Monday meme



COMIC RELIEF

Reach: 3,521

Likes: 658

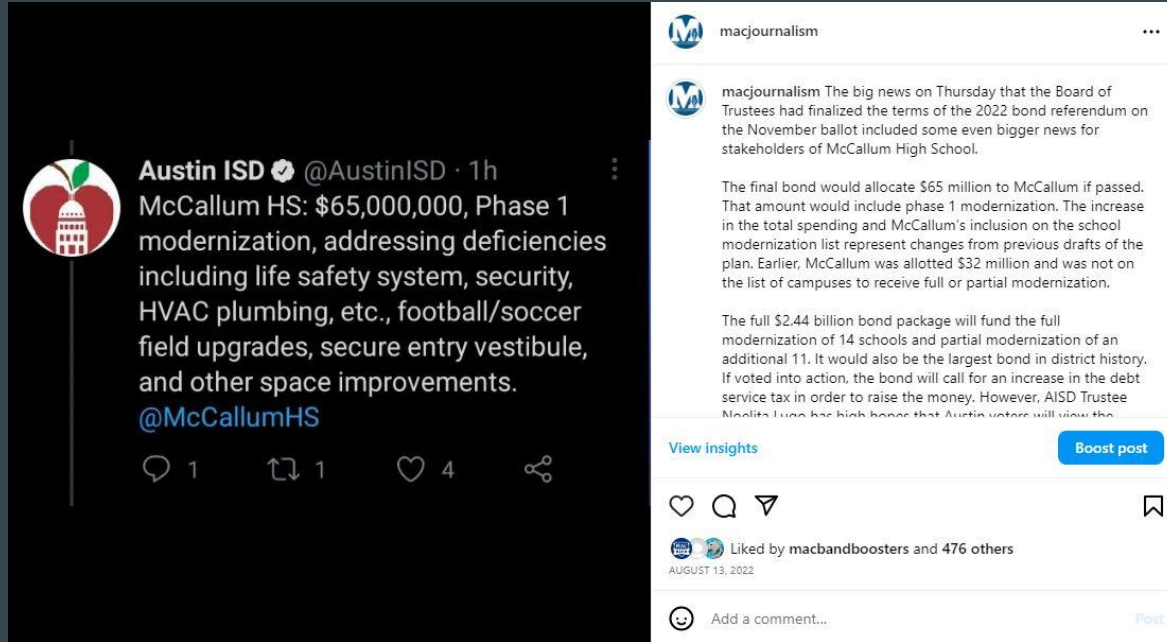
Comments: 16

Shares: 108

April 10, 2023

<https://www.instagram.com/p/Cq3kYZePHZF/>

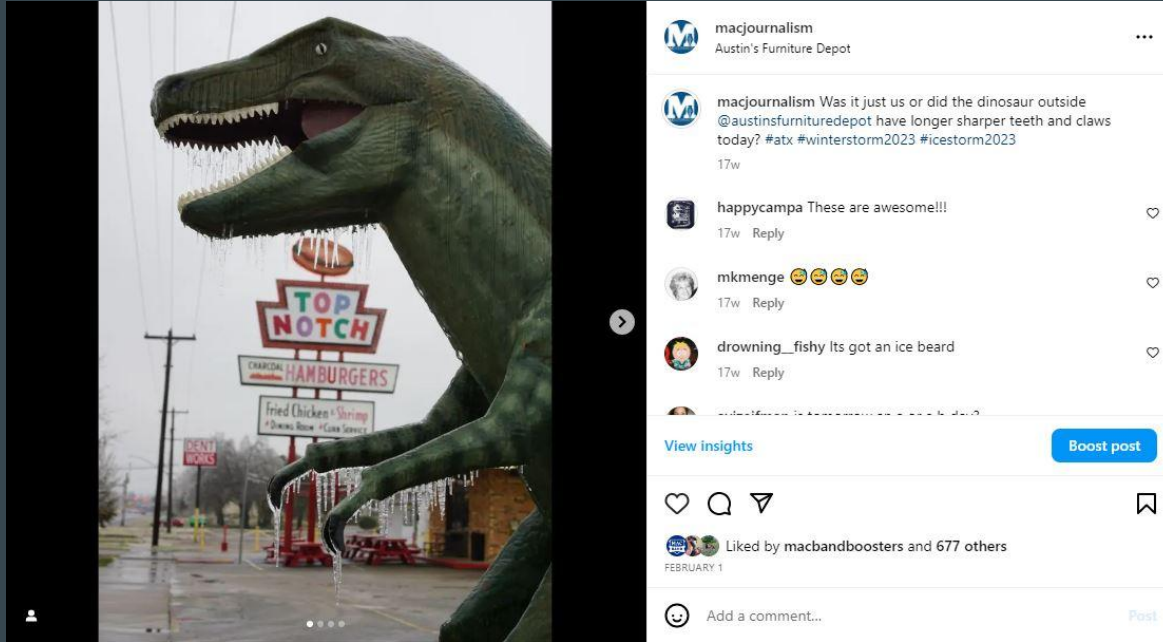
No. 44: Board of Trustees adds Mac to bond modernization list



NEWS POST
Reach: 3,527
Likes: 477
Comments: 13
Shares: 113
Aug. 13, 2022

<https://www.instagram.com/p/ChOXlcyA1MS/>

No. 43: Iconic Austin dino has sharper teeth during ice storm



COMIC RELIEF

Reach: 3,543

Likes: 678

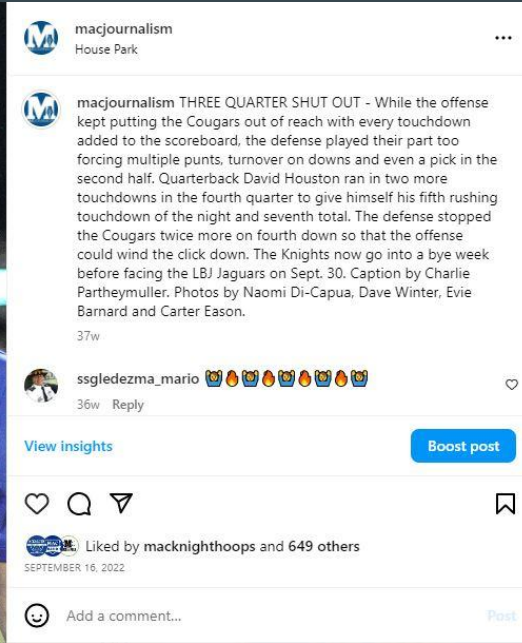
Comments: 6

Shares: 46

Feb. 1, 2023

<https://www.instagram.com/p/CoJgb1Es2uk/>

No. 42: Down 28-7, Knights score 42 straight to beat Crockett



SPORTS GALLERY

Reach: 3,555

Likes: 650

Comments: 7

Shares: 135

Sept. 16, 2022

<https://www.instagram.com/p/CijihdyALNc/>

No. 41: Adamson addresses faculty at her retirement party



PEOPLE REEL

Reach: 3,572

Likes: 489

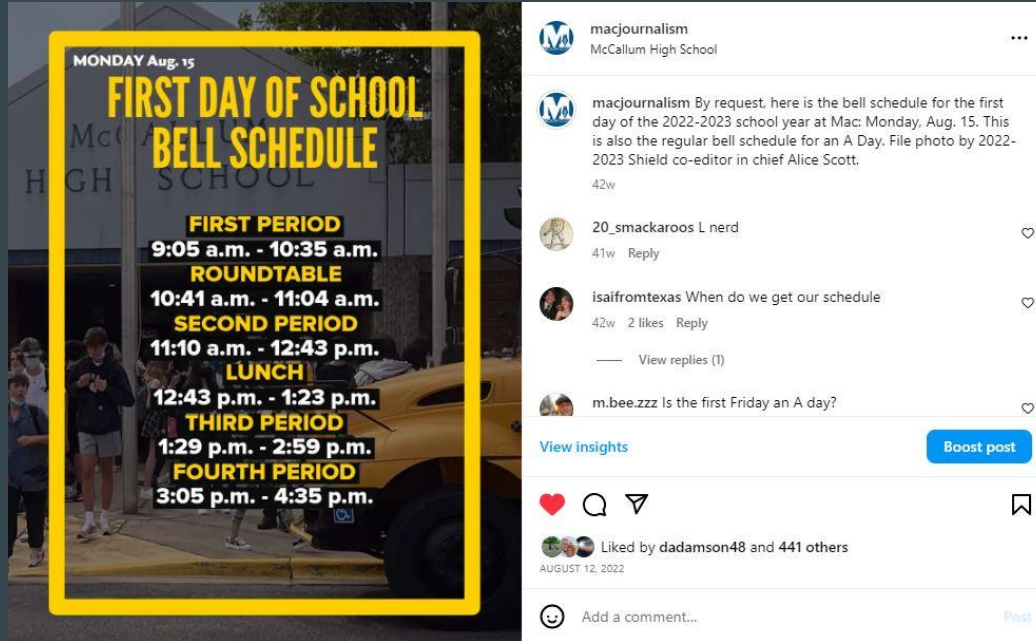
Comments: 22

Shares: 11

May 21, 2023

<https://www.instagram.com/p/CshhyyHA5bs/>

No. 40: MacJ shares bell schedule on eve of first school day



NEWS POST

Reach: 3,578

Likes: 442

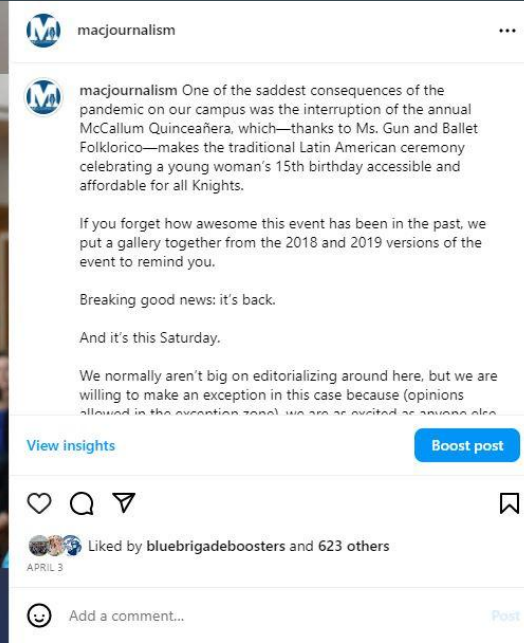
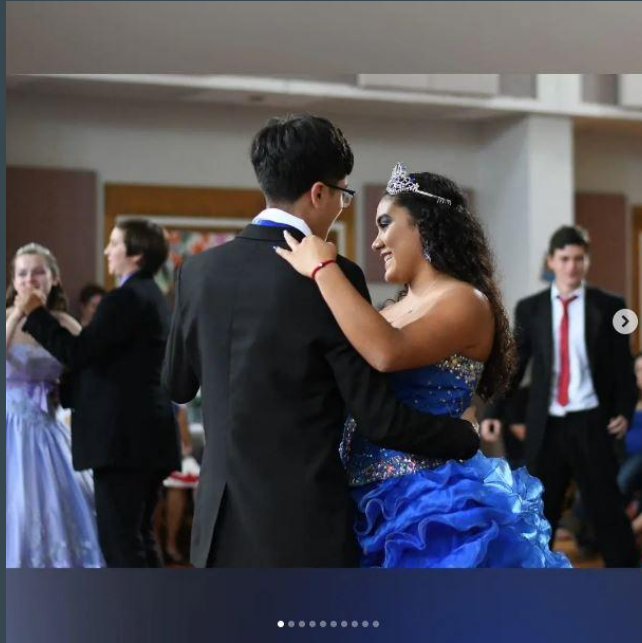
Comments: 9

Shares: 75

Aug. 12, 2022

<https://www.instagram.com/p/ChK0CH-rjoU/>

No. 39: MacJ previews comeback of McCallum Quinceanera



PEOPLE GALLERY

Reach: 3,578

Likes: 624

Comments: 10

Shares: 57

April 3, 2023

<https://www.instagram.com/p/CqkveUSLXEe/>

No. 38: Hershey commercial film crew spends day on campus



macjournalism

macjournalism BOB TO HIT THE BIG SCREEN: Director Carrie Stett and her production team visited the McCallum campus on Thursday to film a commercial for The Hershey Company, featuring officer Bob Bedard. The commercial is one of a series of films, all centering around genuine stories about positivity that are just as sweet as a Hershey's chocolate bar.

Last year, current Shield editors Sophie Leung-Lieu and Naomi Di-Capua published a story centered around Bedard, discussing his impact on the McCallum community and his small acts of kindness: passing out a signature Hershey's chocolate kiss to students during passing periods.

Not long after the publication of the article to The Shield Online, Hershey contacted Bedard.

Hershey Company head of earned media and storytelling Anna Lingaris was one of the Hershey employees that first laid eyes on

View insights Boost post

Liked by mccallumwrestling and 794 others
NOVEMBER 20, 2022

Add a comment...

PEOPLE GALLERY

Reach: 3,583

Likes: 795

Comments: 3

Shares: 33

Nov. 20, 2022

<https://www.instagram.com/p/CINGQWoLUME/>

No. 37: Want some good food? What are you waiting Pho?



A&E TEASE

Reach: 3,595

Likes: 348

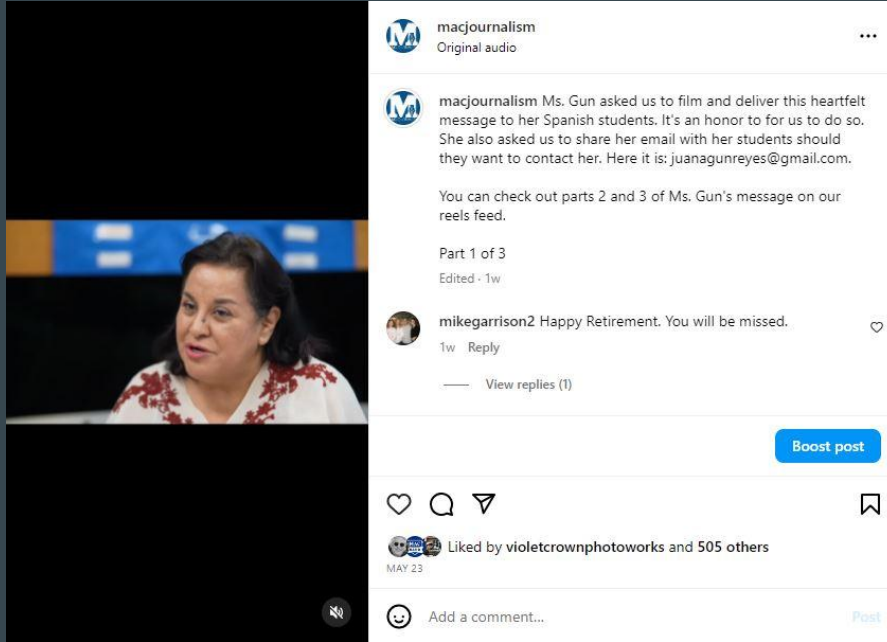
Comments: 0

Shares: 15

Dec. 27, 2022

<https://www.instagram.com/p/CmqSBaAsnpr/>

No. 36: Ms. Gun announces retirement on MacJ Insta reel



NEWS REEL

Reach: 3,595

Likes: 506

Comments: 35

Shares: 49

May 23, 2023

<https://www.instagram.com/p/CsIsjumA5ec/>

No. 35: Retired custodian dies after short bout with cancer



MEDICAL BENEFIT
for **YOLANDA ZERTUCHE**

Chicken Fajita Tacos, Beans, Rice, Soda

September 24th, 2022
From 11am Til We Run Out

\$12

4411 Airport Blvd, Austin, TX 78722

Any Questions Call 512.988.6045

macjournalism

macjournalism Some very sad news to report. Yolanda Zertuche, who served the Mac campus as a custodian from 2012-2017, passed away on Sunday after the sudden onset of Stage 4 lung cancer two months ago.

Yolanda's daughter Christina Chavez reached out to us today to tell us that the family is asking for donations either to a GoFundMe account that the family has established or by purchasing a plate of food at a medial benefit luncheon on Saturday that will begin at 11 a.m. and continue until they run out of plates at 4411 Airport Blvd. in the back of the apartments.

Yolanda's daughter-in-law Susie Garcia writes in the GoFundMe page that the family could not invoke Yolanda's life-insurance policies because her cancer advanced so suddenly that the under two-year restrictions on the policies had not yet elapsed.

"She was just sitting up, talking and joking on Saturday." Susie

View insights [Boost post](#)

❤️ 💬 🚩

Liked by mccallumball and 615 others

SEPTEMBER 20, 2022

Add a comment... [Post](#)

NEWS POST

Reach: 3,642

Likes: 616

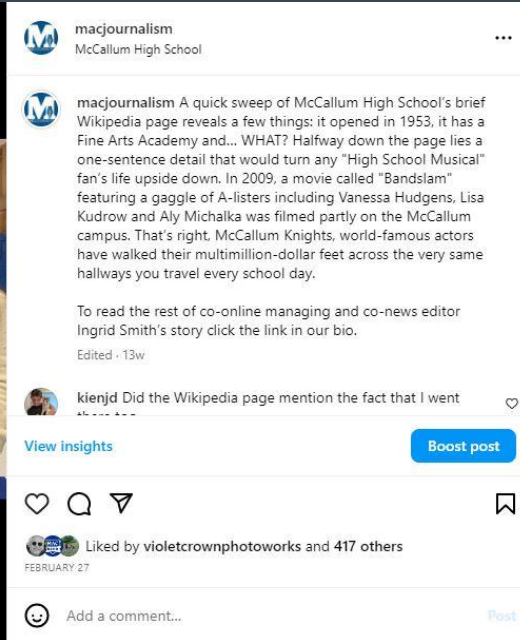
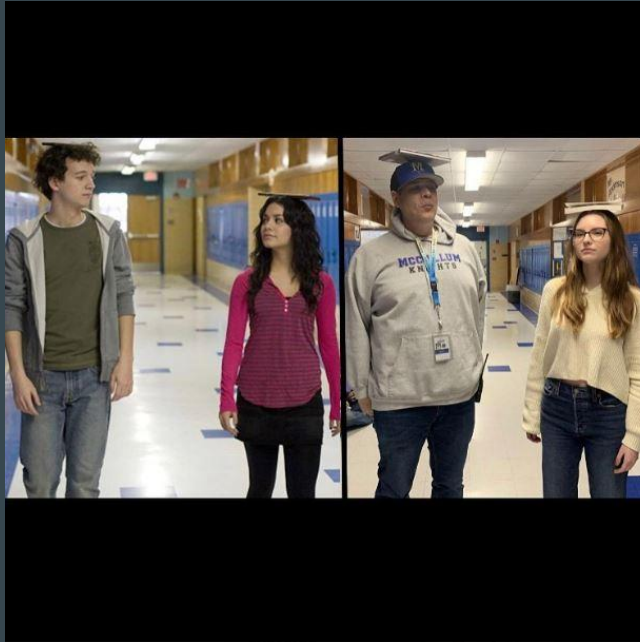
Comments: 5

Shares: 84

Sept. 20, 2022

<https://www.instagram.com/p/CiwlujlrDAO/>

No. 34: Recalling when Mac was site of 2009 film 'Bandslam'



A&E TEASE

Reach: 3,648

Likes: 418

Comments: 3

Shares: 49

Feb. 27, 2023

<https://www.instagram.com/p/CpMTtWGMJYz/>

No. 33: Teacher loses fiance to hit-and-run accident



NEWS POST

Reach: 3,696

Likes: 452

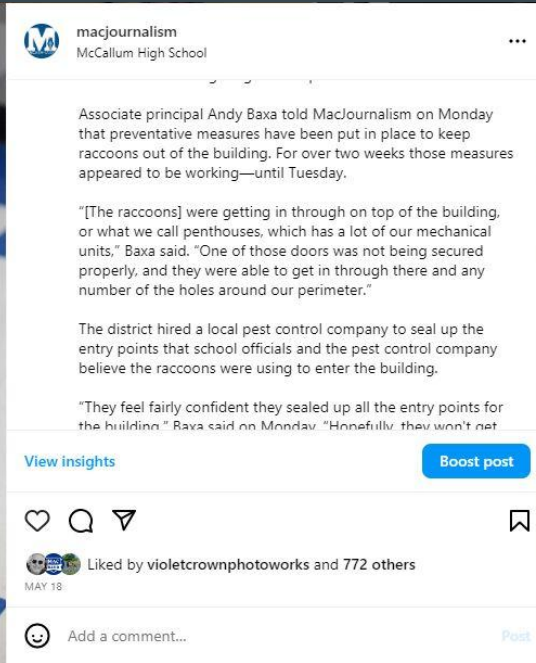
Comments: 9

Shares: 59

Dec. 19, 2022

<https://www.instagram.com/p/CmU6eXDLIOU/>

No. 32: Raccoons return after pest company seals entry points



NEWS POST

Reach: 3,726

Likes: 773

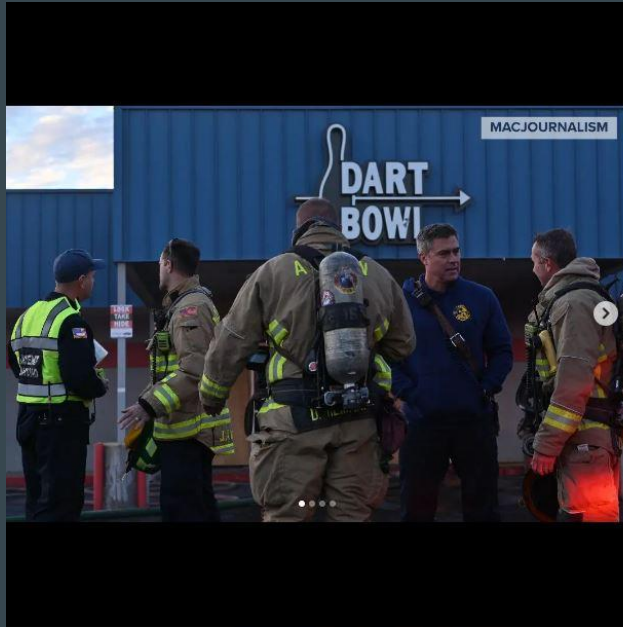
Comments: 19

Shares: 173

May 18, 2023

<https://www.instagram.com/p/CsZm9NMvYDh/>

No. 31: Firefighters extinguish Dart Bowl blaze, suspect arson



macjournalism
DartBowl

macjournalism The Austin Fire Department responded to a call reporting a trash fire at 5700 Grover Ave., the vacant Dart Bowl Bowling Alley, at 4:41 p.m. on Wednesday. According to AISD police officers, the fire started around 1 p.m. in a trashcan in the center of the building.

Nobody was hurt in the incident, said Christie Macias, an Austin EMS paramedic.

Eight fire engines, three command trucks, two EMS and Austin ISD police arrived on scene. The fire was under control by 5:34 p.m., the AFD said via Tweet. Smoke continued to billow out of the building as firefighters opened doors in order to ventilate the building and let the smoke dissipate.

To read our story about Wednesday's fire at Dart Bowl, click the link in our bio or visit macshieldonline.com.

View insights [Boost post](#)

👍 💬 📌

👤 Liked by [dishevelyn](#) and 585 others
NOVEMBER 19, 2022

😊 Add a comment... [Post](#)

NEWS POST

Reach: 3,739

Likes: 586

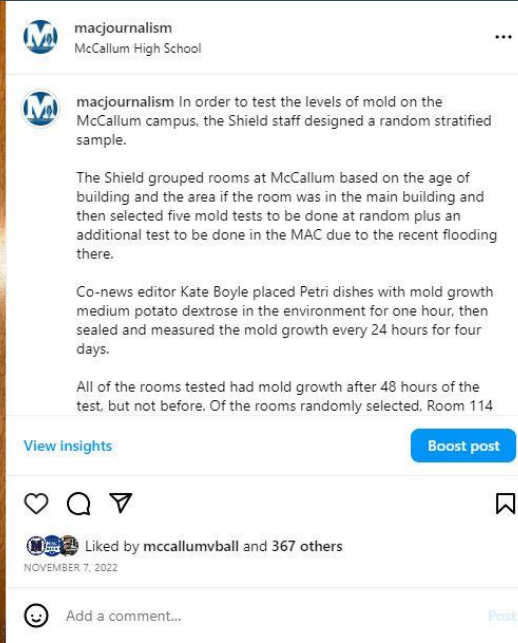
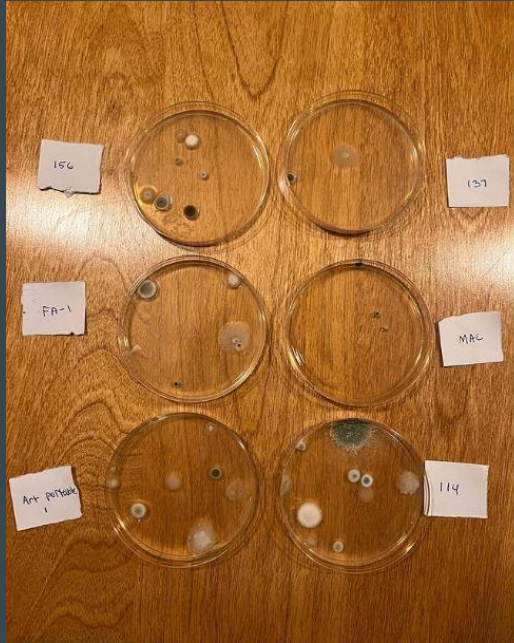
Comments: 7

Shares: 71

Nov. 19, 2022

<https://www.instagram.com/p/CIJ7qWWvh8-/>

No. 30: Shield conducts mold tests in random Mac classrooms



NEWS POST

Reach: 3,751

Likes: 368

Comments: 17

Shares: 84

Nov. 7, 2022

<https://www.instagram.com/p/CkqtEWKLNBW/>

No. 29: Reported threat near campus turns out to be a toy gun



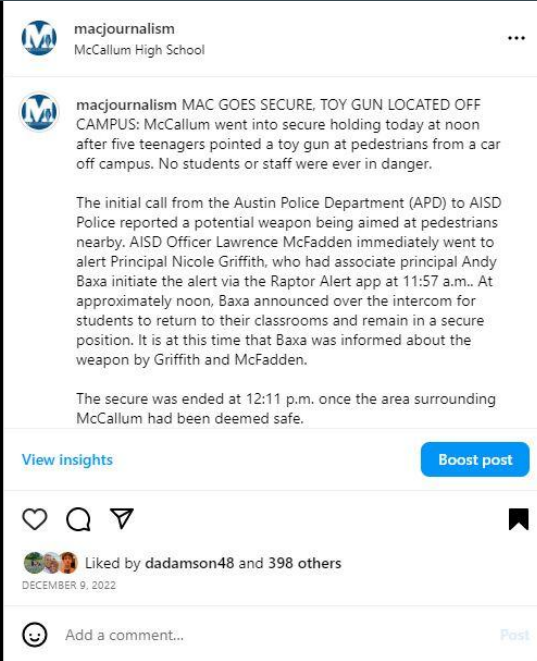
AUSTIN
Independent School District

**MAC CAMPUS GOES INTO 'SECURE HOLDING';
REPORTED THREAT FOUND TO BE TOY GUN**

APD responds to distress call reporting a weapon pointed at pedestrians from a car; students at Mac, Brentwood Elementary secured until neighborhood is deemed safe

"THIS MORNING, OUR CAMPUS WAS PLACED ON A BRIEF SECURE BECAUSE OF AUSTIN POLICE DEPARTMENT ACTIVITY NEAR CAMPUS. DURING A SECURE, ALL ACTIVITIES CONTINUE AS NORMAL BUT NO ONE MAY ENTER OR LEAVE THE BUILDINGS. ONCE THE AREA WAS DETERMINED TO BE SAFE, WE RESUMED NORMAL OPERATIONS."

— PRINCIPAL NICOLE GRIFFITH



macjournalism
McCallum High School

macjournalism MAC GOES SECURE. TOY GUN LOCATED OFF CAMPUS: McCallum went into secure holding today at noon after five teenagers pointed a toy gun at pedestrians from a car off campus. No students or staff were ever in danger.

The initial call from the Austin Police Department (APD) to AISD Police reported a potential weapon being aimed at pedestrians nearby. AISD Officer Lawrence McFadden immediately went to alert Principal Nicole Griffith, who had associate principal Andy Baxa initiate the alert via the Raptor Alert app at 11:57 a.m.. At approximately noon, Baxa announced over the intercom for students to return to their classrooms and remain in a secure position. It is at this time that Baxa was informed about the weapon by Griffith and McFadden.

The secure was ended at 12:11 p.m. once the area surrounding McCallum had been deemed safe.

View insights Boost post

❤️ 💬 📍

👤 Liked by dadamson48 and 398 others
DECEMBER 9, 2022

😊 Add a comment... Post

NEWS POST

Reach: 3,815

Likes: 399

Comments: 6

Shares: 54

Dec. 9, 2022

<https://www.instagram.com/p/Cl-f1nCMHKI/>

No. 28: French classes flip at opportunity to make fresh crepes



PEOPLE REEL

Reach: 3,821

Likes: 396

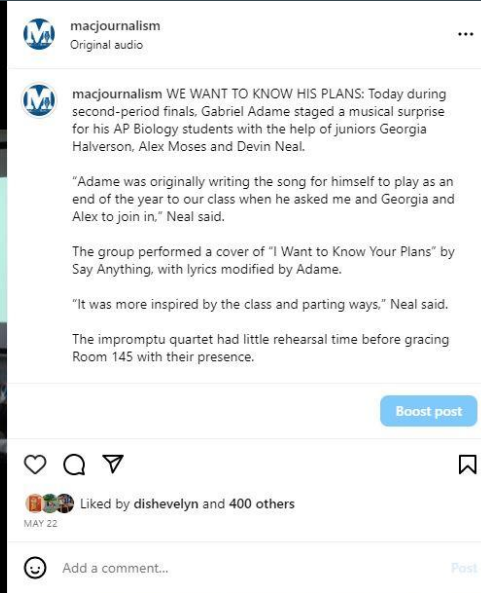
Comments: 5

Shares: 33

May 21, 2023

<https://www.instagram.com/p/CsgdzcpqJiz/>

No. 27: Adame, string trio perform farewell song in AP Biology



PEOPLE REEL

Reach: 3,821

Likes: 401

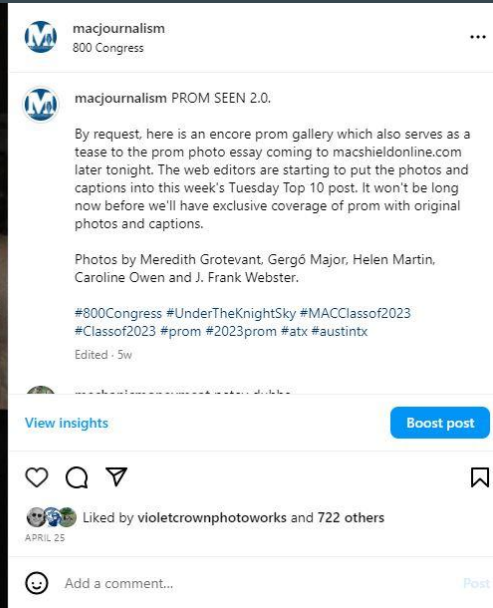
Comments: 6

Shares: 41

May 22, 2023

<https://www.instagram.com/p/CskLrRwAUW0/>

No. 26: By request, MacJ posts encore gallery of prom photos



PEOPLE GALLERY

Reach: 3,827

Likes: 723

Comments: 1

Shares: 157

April 25, 2023

<https://www.instagram.com/p/CrfCyiUgD3r/>

No. 25: French classes flip for chance to make fresh crepes



macjournalism
Original audio

macjournalism FRENCH CLASSES FLIP FOR CRÊPES: Friday May 12 was a crêpe day to be a student in Madame Favrin's advanced French class, for on that day, AP French and French 5 students became the first of Favrin's students to make crêpes. The ostensible purpose of the adventure in cuisine was to celebrate completing the French AP test. On Wednesday of Thursday last week, however, the other classes got their chance to flip over the delectable French delicacy.

Madame Favrin made the batter using her very own family recipe and students signed up to bring all the toppings which included but were not limited to jam, chocolate, whipped cream and more.

It was a real feast, some students tried to flip a crêpe in the air and Madame Favrin reports that (almost) all of them were

Boost post

♥️ 💬 📌

👤👤👤 Liked by violetcrownphotoworks and 395 others
MAY 21

😊 Add a comment... Post

PEOPLE REEL

Reach: 3,827

Likes: 396

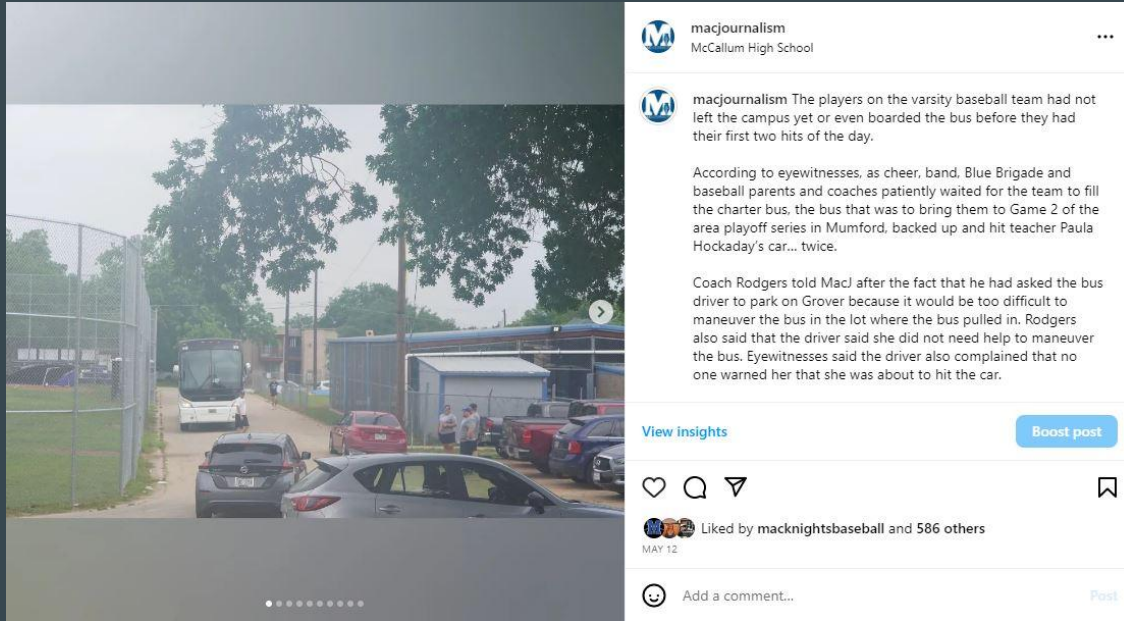
Comments: 5

Shares: 33

May 21, 2023

<https://www.instagram.com/p/CsgdzcpqJiz/>

No. 24: Charter bus hits teacher car, strands baseball team



SPORTS GALLERY

Reach: 3,847

Likes: 587

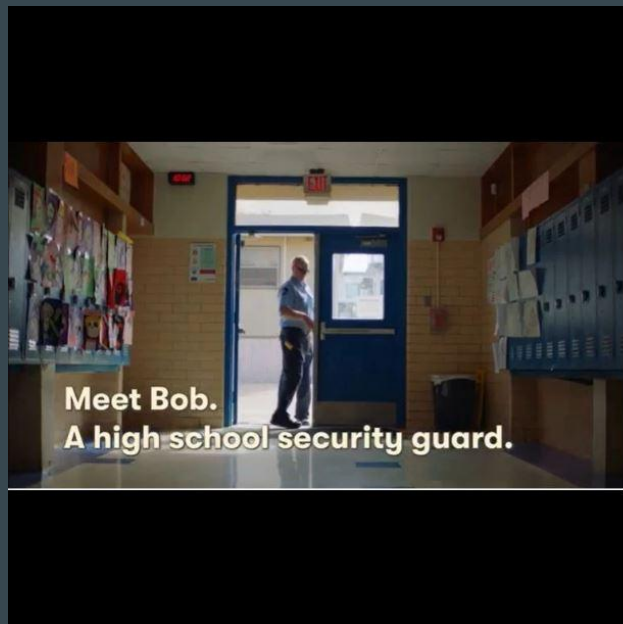
Comments: 15

Shares: 61

May 12, 2023

<https://www.instagram.com/p/CsKG28nPa9s/>

No. 23: Hershey drops Officer Bob commercial spot on YouTube



macjournalism
McCallum High School

macjournalism The long-awaited Hershey's video commercial—that was made possible when the chocolate company learned of Officer Bob Bedard through Sophie Leung-Lieu and Naomi Di-Capua's feature profile of him on the Shield Online and that was filmed at McCallum last November—has finally dropped.

Hershey's released the commercial on its YouTube Channel on May 22. It features a ton of McCallum students both on camera and speaking about the popular security officer. Ironically, Bedard retired at the end of the same week, saying goodbye to the faculty and the campus on Friday.

To see the commercial, visit macshieldonline.com or click the link in our bio.

Edited · 3d

View insights [Boost post](#)

♥ 📍

Liked by violetcrownphotoworks and 704 others
3 DAYS AGO

PEOPLE GALLERY

Reach: 3,867

Likes: 707

Comments: 10

Shares: 45

May 30, 2023

<https://www.instagram.com/p/Cs5lcleABeG/>

No. 22: Yehaskel grills, gives away 30 brats during lunch



macjournalism

macjournalism TAILGATING IN THE SENIOR LOT: Food-handler licensed senior Max Yehaskel makes 30 bratwurst sausages from the trunk of his car to share with the McCallum community today at lunch. Tailgating is a weekly occurrence for Yehaskel, who cooks in the senior lot every Friday.

When asked why he decided to make such a large quantity of sausages Yehaskel said that "he was hungry."

Last week he made his highly-praised chili and cornbread. He plans to continue his weekly tradition. #dayinthelifeatmac

Photos and caption by Morgan Eye.

16w

tiredjavi Bold of him to share all 30. Seeing as he was hungry.

16w · 5 likes · Reply

[View insights](#) [Boost post](#)

Liked by mccallumvball and 824 others

FEBRUARY 10

Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,900

Likes: 825

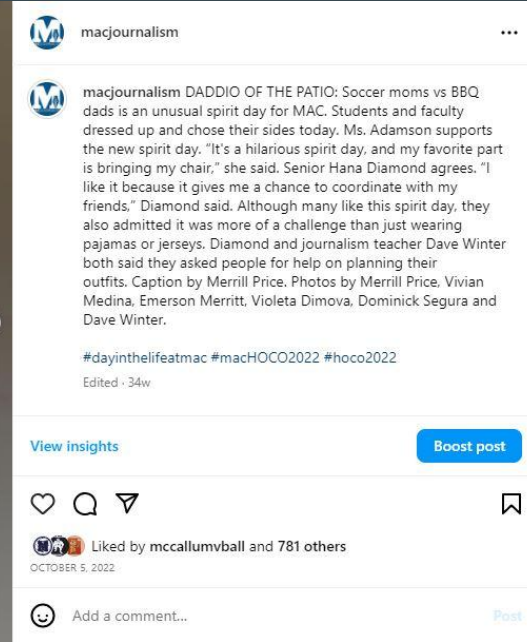
Comments: 18

Shares: 114

Feb. 10, 2023

<https://www.instagram.com/p/CofpNcgvS1e/>

No. 21: Soccer Moms/BBQ Dads Day makes HOCO week debut



PEOPLE GALLERY

Reach: 3,907

Likes: 782

Comments: 10

Shares: 129

Oct. 5, 2022

https://www.instagram.com/p/CjV4_pGLDQo/

No. 20: Student Council stages winter dance in cafeteria



macjournalism
McCallum High School

macjournalism HAPPY FACES ALL AROUND. The winter dance finally took place after lots of discussion and planning.

Sophomores Mac Lopez, Kalliope Haltom, and James Nesbitt pause for a quick photo. Haltom (center) got to see her own and the rest of the @mccallumstuco's hard work pay off.

"Setting up was great," Haltom said. "I was surprised how many decorations had been set up. I think it went so amazing because so many more people came than we expected and had a great time."

Stay tuned to this feed and to our website at macshieldonline.com, for more winter dance coverage later this week.

Reporting by Callen Romell. Photos by Charlotte Cross, Iris

[View insights](#) [Boost post](#)

❤️ 💬 🚩

Liked by [mccallumgirlssoccer](#) and 669 others
DECEMBER 12, 2022

😊 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 3,907

Likes: 670

Comments: 5


Shares: 94


Dec. 12, 2022

<https://www.instagram.com/p/CmDt88UAaCK/>

No. 19: At least 100 students walk out in support of gun control



 macjournalism
McCallum High School





 macjournalism At noon today at least 100 students walked out as part of a statewide walkout organized by Students Demand Action. The McCallum specific walkout was organized by junior Teddy Ibsen.


"It was kind of last-minute," Ibsen said. "I had only decided to do this yesterday, and this morning I put up flyers."

Ibsen said the purpose of the walkout was to demand action and show solidarity.


"We're in the state capital," Ibsen said. "We can't just let this opportunity to help and demand action slip away. It was to show solidarity in the fight for gun control and regulation. It was important because we need to demand action from our state representative, especially because of the House Bill 2744 which raised the age of buying a semiautomatic weapon."

[View insights](#) [Boost post](#)

 Liked by violetcrownphotoworks and 841 others

MAY 11

 Add a comment... [Post](#)

PEOPLE TEASE

Reach: 3,934

Likes: 842

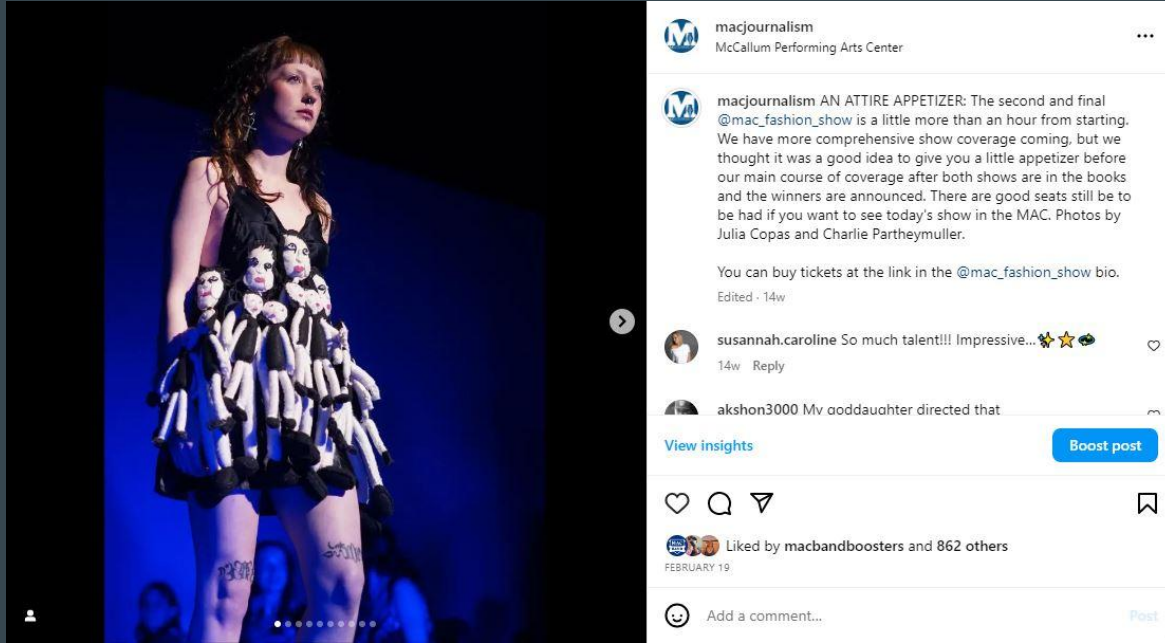
Comments: 17

Shares: 91

May 11, 2023

<https://www.instagram.com/p/CsIBtjxrVjA/>

No. 18: MacJ posts first fashion show gallery before second show



A&E GALLERY

Reach: 3,961

Likes: 863

Comments: 7

Shares: 128

Feb. 19, 2023

<https://www.instagram.com/p/Co2s63jPhLW/>

No. 17: Family of hit-and-run victim seeks info about driver



macjournalism

macjournalism STUDENT INJURED IN HIT AND RUN; FAMILY SEEKS ANSWERS: A McCallum family is requesting help from the community to find video surveillance and information regarding a hit-and-run accident on the intersection of Guadalupe Street and Nelray Boulevard, on March 11 at 6:54 p.m. A white SUV struck a McCallum student on his bike while crossing the street and fled the scene. According to the family, the student is recovering from their injuries.

According to the student, the vehicle pulled over for an estimated 10 to 20 seconds after striking them before taking off. The student said the suspects never exited the vehicle and failed to render aid.

An image of the suspect vehicle was recovered from Guadalupe Marco House. The license plate is not visible. Other nearby businesses contacted by the Shield were unable to recover video.

View insights Boost post

Liked by violetcrownphotoworks and 470 others

MARCH 30

Add a comment...

NEWS POST

Reach: 3,968

Likes: 471

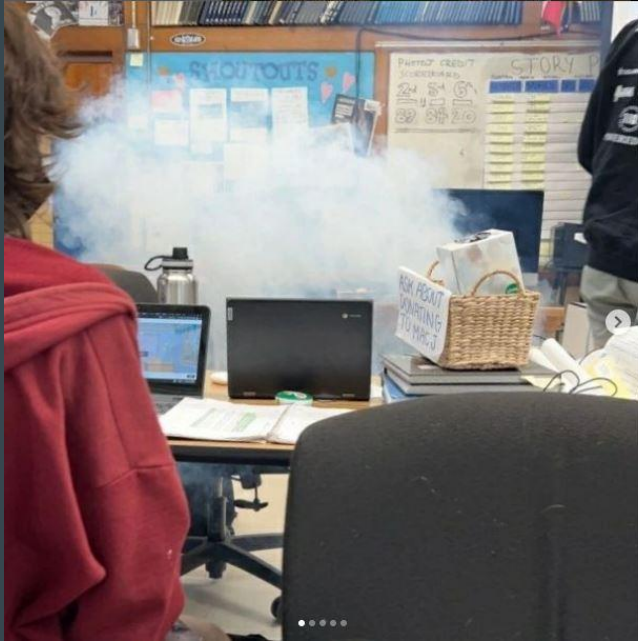
Comments: 13


Shares: 47


March 30, 2023

<https://www.instagram.com/p/CqbOV4DPKZL/>

No. 16: Smoking Chromebook prompts classroom evacuation







 macjournalism
McCallum High School


 macjournalism Today in Mr. Winter's second-period digital media class a Chromebook interrupted a class Kahoot! Game when it suddenly started to emit smoke and fill the class with an unpleasant smell. The class and owner of the computer, freshman Dashiell Carmical were surprised by the shocking moment.

"I thought it was going to start exploding, but thankfully it only started smoking," Carmical said. "I'm still a bit shaken up from it, but now I can say my computer has blown up before."


As students began to realize the extent of the fumes distance and smell, they left the classroom and made their way to the cafeteria. Freshmen Merrill Price, a student during the incident felt confused and not sure what to do during the first few moments of the smoke.

[View insights](#) [Boost post](#)

 Liked by [dadamson48](#) and 662 others

APRIL 3

 Add a comment... [Post](#)

NEWS GALLERY

Reach: 3,968

Likes: 663

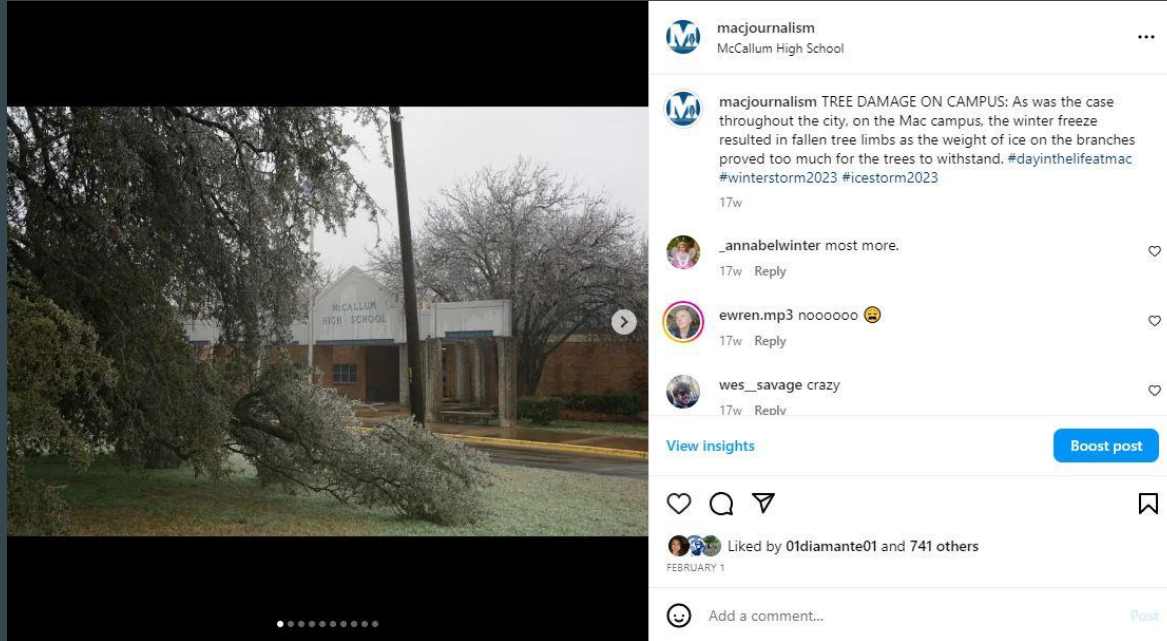
Comments: 32

Shares: 158

April 3, 2023

<https://www.instagram.com/p/CeeOCBWLuYk/>

No. 15: Winter freeze causes tree damage on McCallum campus



NEWS GALLERY

Reach: 4,046

Likes: 742

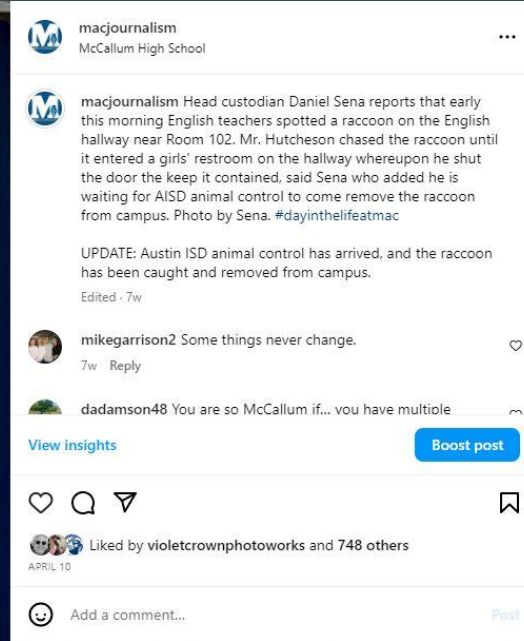
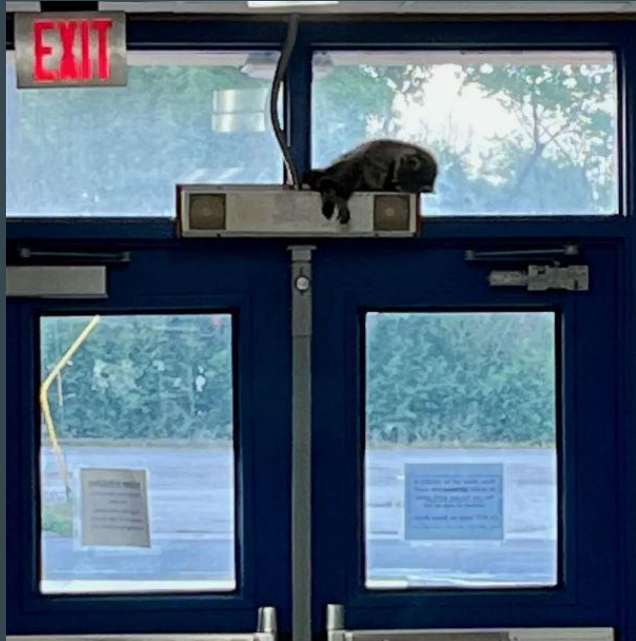
Comments: 14

Shares: 75

Feb. 1, 2023

<https://www.instagram.com/p/ColuTsGPPIY/>

No. 14: English teachers trap raccoon in hallway restroom



NEWS POST
Reach: 4,090
Likes: 749
Comments: 22
Shares: 150
April 10, 2023

<https://www.instagram.com/p/Cq23oJprE8C/>

No. 13: Senior prank damages campus, creates work for custodians



macjournalism

macjournalism At 11 p.m. last night, approximately 20 students arrived on campus in the breezeway and orchestrated a senior prank. The students wrapped caution tape around the picnic area, filled an old dishwasher with sand and concrete, and attempted to seal the doors leading into the main hall with foam and Gorilla glue. The students were wearing masks and hoods, but will possibly be able to be identified. AISD Officer Riley cannot speak on the identity of the students at this time.

One of the issues that arises with senior pranks is the cleanup that is required of custodians. According to custodian Kenneth Sterling the prank took about an hour to clean up.

Custodians were notified at 8 a.m. while they were cleaning their typical classrooms.

"They used foam and glue on the door," Head custodian Daniel Sosa said. "I believe the foam kept the glue from drying. I could

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♥️ 💬 🚩

Liked by [nikncutt](#) and 661 others

MAY 19

😊 Add a comment... [Post](#)

NEWS POST

Reach: 4,090

Likes: 662

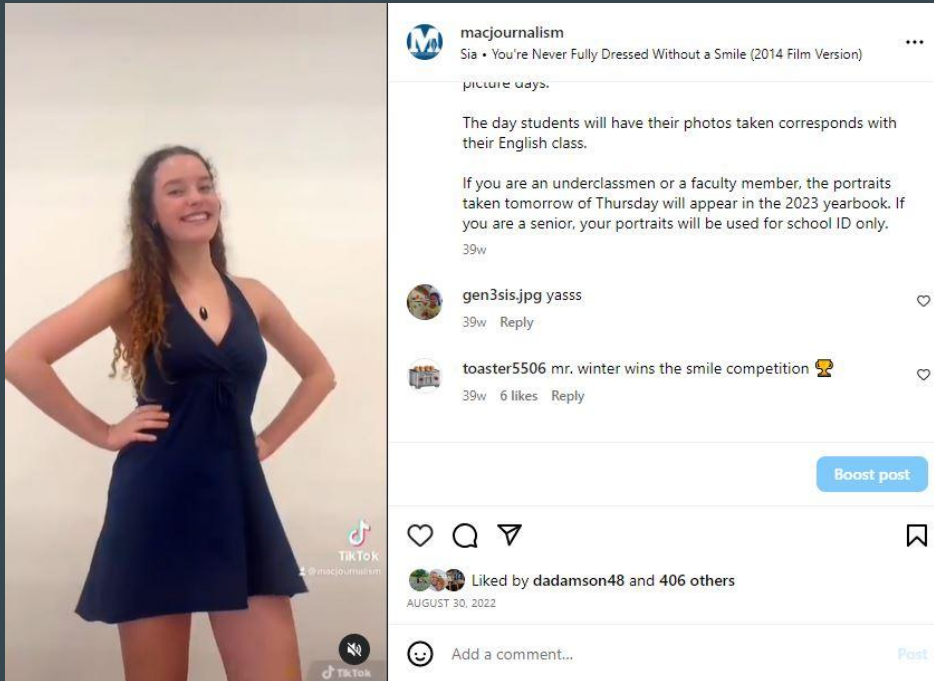
Comments: 32

Shares: 135

May 19, 2023

<https://www.instagram.com/p/CsbhMkcLT5c/>

No. 12: Yearbook takes to TikTok to promote school picture day



PROMO REEL

Reach: 4,165

Likes: 407

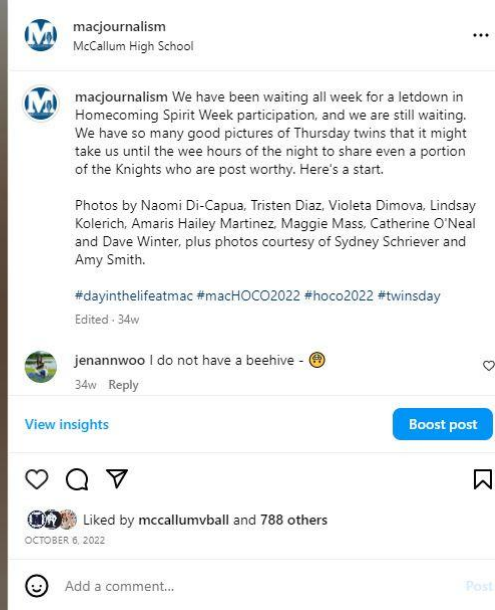
Comments: 2

Shares: 27

Aug. 30, 2022

<https://www.instagram.com/p/Ch6Ujw7ARnJ/>

No. 11: Knights go all in on Twin Day to show their HOCO spirit



PEOPLE GALLERY

Reach: 4,173

Likes: 789

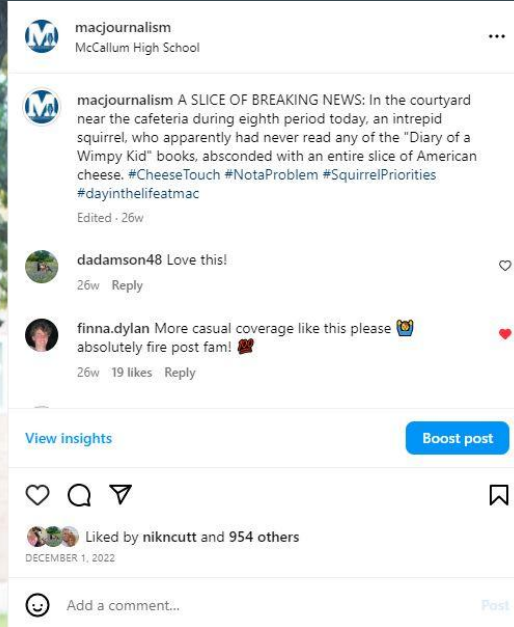
Comments: 12

Shares: 122

Oct. 6, 2022

<https://www.instagram.com/p/CsbhMkcLT5c/>

No. 10: Intrepid squirrel absconds with entire slice of cheese



COMIC RELIEF

Reach: 4,173

Likes: 955

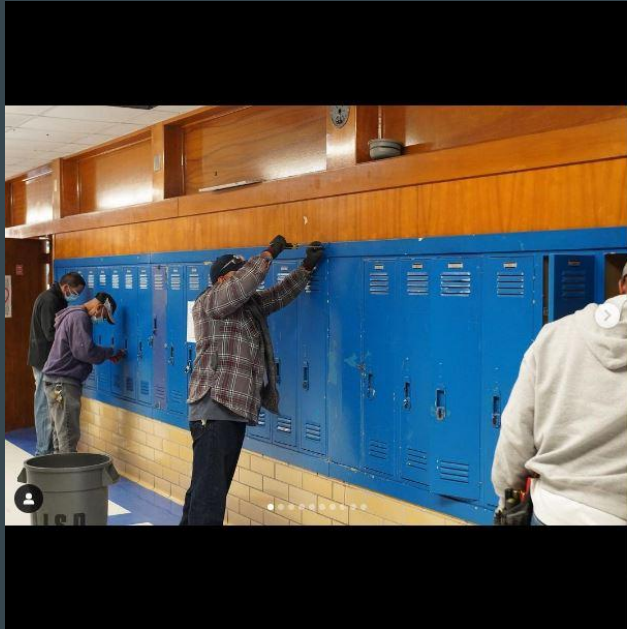
Comments: 28

Shares: 148

Oct. 6, 2022

<https://www.instagram.com/p/Clp4ozuAPS7/>

No. 9: Animal control extracts dead raccoon from hallway wall



macjournalism
McCallum High School - Austin, TX

macjournalism "WHAT'S THAT SMELL?": All day many students were seen holding their noses near the history hall making guesses as to what caused the potent odor. If you guessed it was a dead animal you have won yourself bragging rights.

A dead raccoon was recovered from the wall above the lockers during second period today by the AISD maintenance crew. Since this morning, the odor has stagnated across campus from the front office to the history wing where the strength of the stench is the strongest. Some, however, believe the stench originated much earlier than this morning.

History-hallway teacher Joe Carcione claimed that he originally detected the smell on Thursday of last week, although it was nothing too startling at the time.

"Thursday mid-afternoon I was leaving, and right after last period

[View insights](#) [Boost post](#)

👍 🗨️ 📌

👤 Liked by violetcrownphotoworks and 661 others
MARCH 27

😊 Add a comment... [Post](#)

NEWS GALLERY

Reach: 4,173

Likes: 662

Comments: 10

Shares: 202

March 27, 2023

<https://www.instagram.com/p/CqUGbnELbw0/>

No. 8: Collard, Wolleben named royalty at 2023 Mac prom



macjournalism
800 Congress

macjournalism EMBRACING THE MOMENT: The senior class gathered last night for a prom Under the Knight Sky. As the attendees walked through the brightly lit doors of 800 Congress, they were greeted by a room of dancing, snacks and a photo booth.

For many, including senior Sophia Dawson, prom lived up to its long held reputation.

"I was super excited to see everyone," Dawson said. "I was very surprised how lively the venue was, but I knew that it would be a very memorable night."

As the night went on, Ellie Collard and Ron Wolleben were crowned prom royalty. Following the crowning, dancing continued, and prom came to a shining close.

[View insights](#) [Boost post](#)

❤️ 💬 ▼ [Bookmark](#)

Liked by mccallumgirlsoccer and 1,029 others
APRIL 23

😊 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 4,211

Likes: 1,030

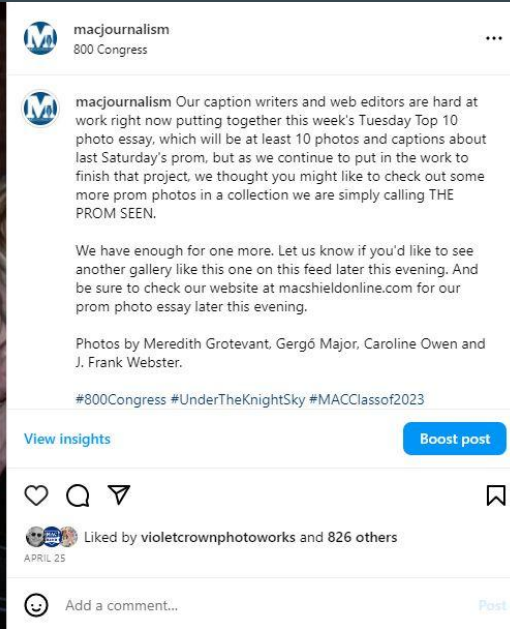
Comments: 8

Shares: 114

April 23, 2023

<https://www.instagram.com/p/CrZfrQprtMK/>

No. 7: MacJ post second prom gallery to tease web photo essay



PEOPLE GALLERY

Reach: 4,243

Likes: 827

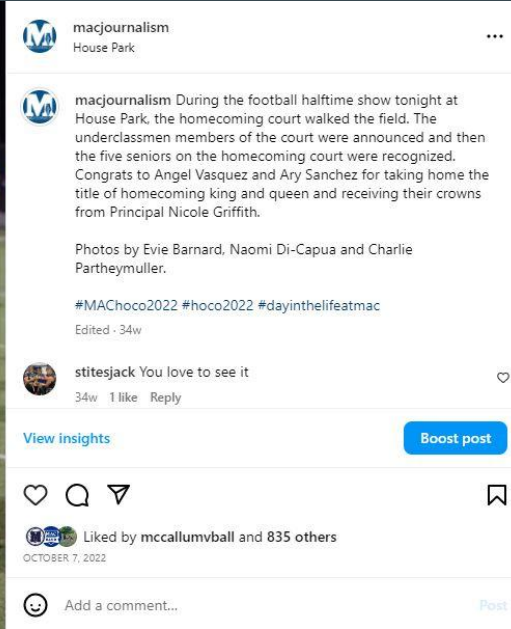
Comments: 12

Shares: 96

April 25, 2023

<https://www.instagram.com/p/Cre7r1xrhTR/>

No. 6: Vasquez, Sanchez named homecoming king and queen



PEOPLE GALLERY

Reach: 4,283

Likes: 836

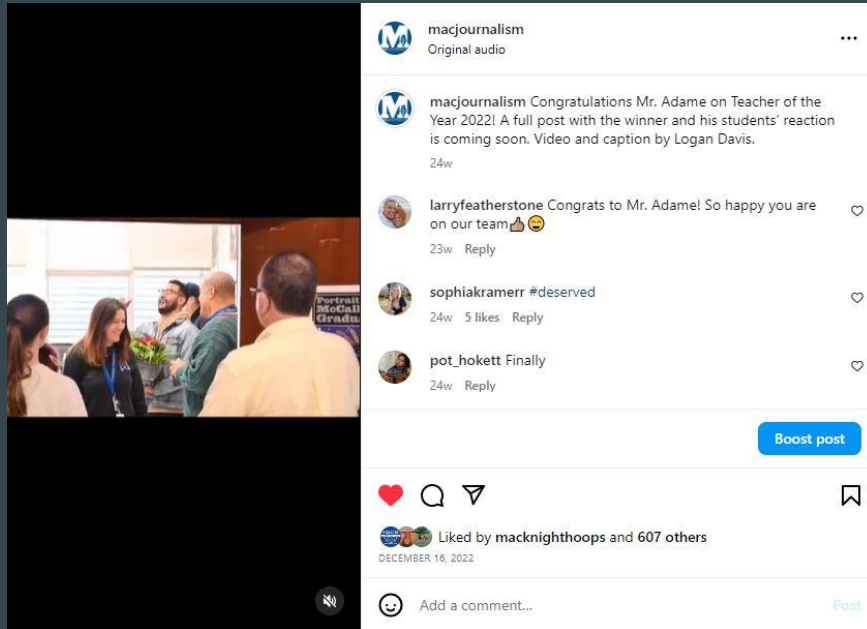
Comments: 18

Shares: 202

Oct. 7, 2022

<https://www.instagram.com/p/CjcBZQtAGee/>

No. 5: Admin team surprises Adame with teacher of year reveal



NEWS REEL

Reach: 4,487

Likes: 608

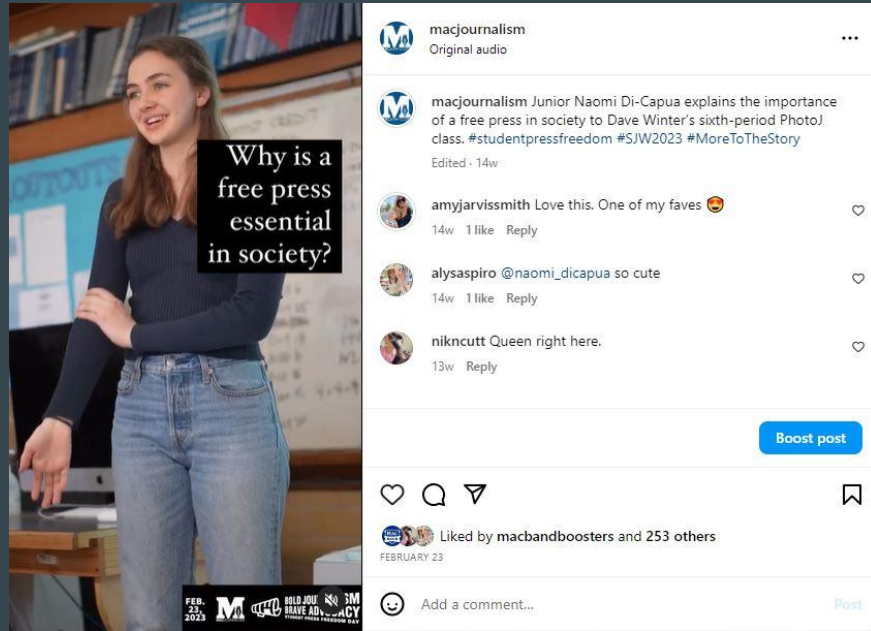
Comments: 25

Shares: 22

Dec. 16, 2022

<https://www.instagram.com/p/CmPBmtKA4cd/>

No. 4: Di-Capua explains why free press essential to democracy



PROMO REEL

Reach: 4,655

Likes: 254

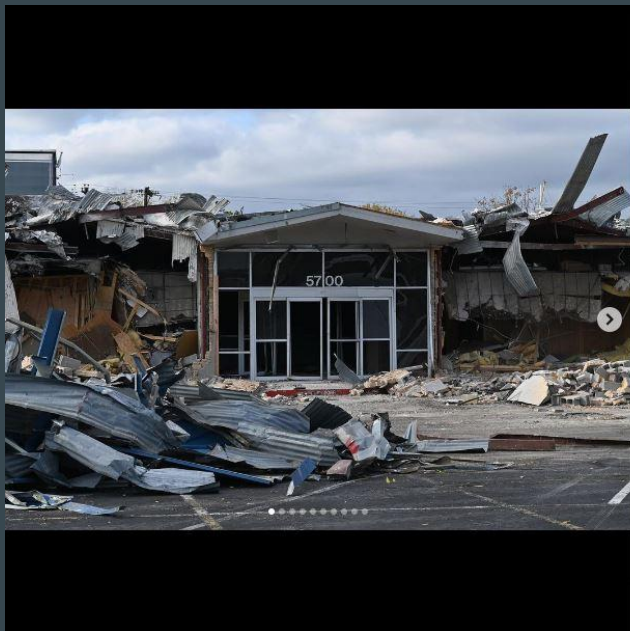
Comments: 6


Shares: 6


Feb. 23, 2023

<https://www.instagram.com/p/CpBZK38grLC/>

No. 3: Historic Dart Bowl demolished two years after its closure



 macjournalism
DartBowl




 macjournalism DART BOWL DEMOLISHED: Two years following its closure, a demolition crew has begun tearing down the historic building on 5700 Grover Ave, the site of Dart Bowl Bowling Alley.


After struggling to keep the business afloat amidst the COVID-19 pandemic, property owner John Donovan decided to permanently close the location after a 62-year-long run on July 16, 2020.

The property was approved for demolition in early November by Austin's Historic Landmark Commission.


On Nov. 16, not long after a welding crew came to reseal the doors of Dart Bowl, the location was broken into and a trash can set ablaze around 1 p.m.. Smoke emitting from the roof was reported to the Austin Fire Department at 4:41 p.m. and under

[View insights](#) [Boost post](#)

 Liked by macbandboosters and 834 others

DECEMBER 5, 2022

 Add a comment... [Post](#)

NEWS GALLERY

Reach: 4,734

Likes: 835

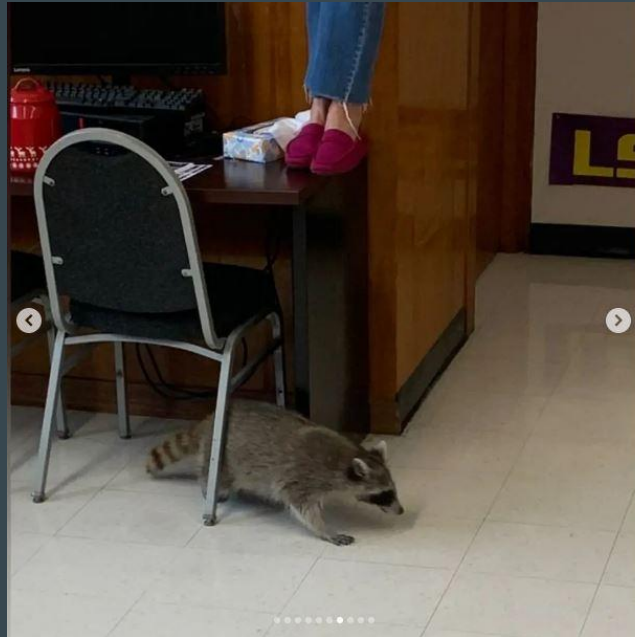
Comments: 38

Shares: 207

Dec. 5, 2022

<https://www.instagram.com/p/Ci0FQxMsZQF/>

No. 2: Three raccoons make landfall; one eludes apprehension



macjournalism
McCallum High School

macjournalism RACCOONS MAKE LANDFALL: After an ordinary start to the school day today, the early morning calm within classes was abruptly and chaotically put to an end just as first period drew to a close. Mac found itself the victim of yet another raccoon infiltration. Unlike the singular corpse that caused widespread and odorous torment to most in the main campus building several weeks ago, however, this invasion was carried out by several young, very much alive counterparts.

Campus safety monitor Bob Bedard was, as usual, among the first to know of and respond to the initial encounter with the mammalian marauders around 10:15 a.m., when he was alerted to the presence of two of the creatures after they entered the main hallway via a weak ceiling tile. Bedard noted that they split up to pursue opposite directions simultaneously, in a way that resembled coordination.

[View insights](#) [Boost post](#)

👍🗨️🚩

👤👤👤 Liked by violetcrownphotoworks and 1,192 others
APRIL 26

😊 Add a comment... [Post](#)

NEWS GALLERY

Reach: 5,757

Likes: 1,193

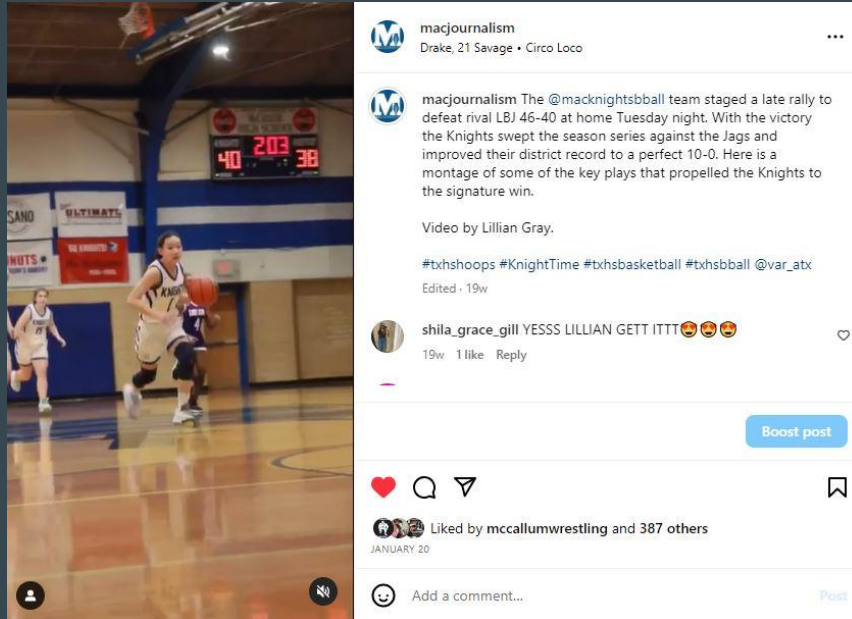
Comments: 64

Shares: 485

April 26, 2023

<https://www.instagram.com/p/CrhcrZ0LMam/>

No. 1: Girls varsity beats second-place LBJ to stay undefeated



SPORTS REEL

Reach: 6,188

Likes: 388

Comments: 6

Shares: 32

Jan. 20, 2023

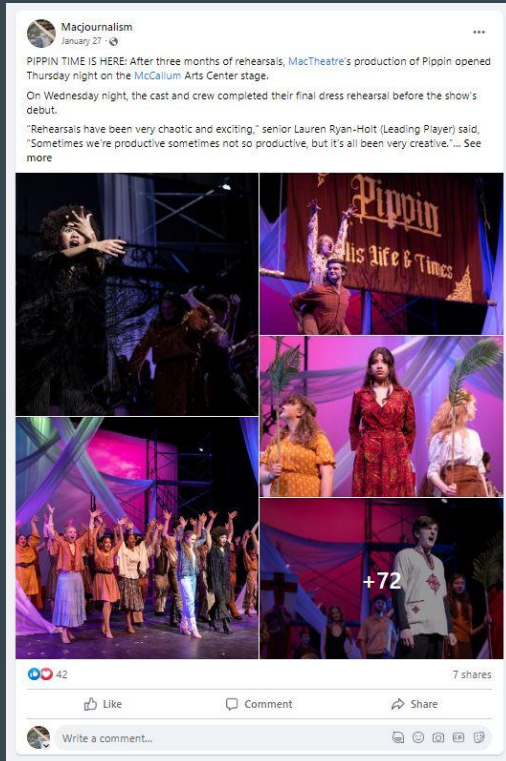
<https://www.instagram.com/p/Cnpz-xA861/>

Our top 11 Facebook posts based on accounts reached



Insta: @macjournalism Twitter: @macstudentmedia Facebook.com/macjournalism

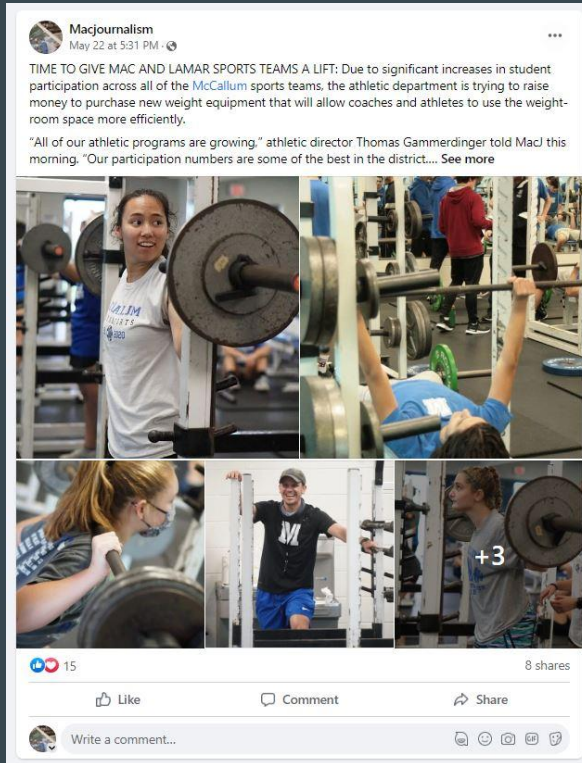
No. 11: MacTheatre's 'Pippin' enjoys strong opening weekend



Reach: 2,101
Reactions: 123
Likes: 42
Shares: 7
Jan. 27, 2023

<https://www.facebook.com/macjournalism/posts/pfbid02fbK7kfJc99FoA5bGgJV5D8ZydekCsDuMMLr5CELC1HisbwjS52ksbSP6p7EfffZdl>

No. 10: Athletics teams seek donations to upgrade weight room



Reach: 2,158

Reactions: 44

Likes: 15

Shares: 8

May 22, 2023

<https://www.facebook.com/macjournalism/posts/pfbid0ti59GuKvSAwmQzYpfExR7WBibaywSqvd99UeTpgRR18cvzs4REe9fhnoZtbozYiel>

No. 9: Reyes leaves Mac after accepting district leadership post



Reach: 2,190

Reactions: 88

Likes: 43

Shares: 3

Oct. 24, 2022

<https://www.facebook.com/macjournalism/posts/pfbid02NN9eUTEYVCNx08jCWj2fqMJHA51so5ofdfnr2AebCtqGAatJdoiHv3NRdHnCX1x1I>

No. 8: After 22 years at Mac, Adamson to retire at end of year

 **Macjournalism**
January 6 · 🌐

When school resumes next week, it will begin English department chair Diana Adamson's final semester as a teacher before she retires. McCallum has always been more than just a school to Adamson. It's been a place to fill her students with knowledge to pursue the world, their dreams, and push them to be anything they believe they can be. But after over 20 years of teaching at McCallum, the English teacher and department head decided it's finally time for change. Her impact on ... [See more](#)



MACSHIELDONLINE.COM
Adamson to say adieu
McCallum has always been more than just a school to Diana Adamson. It's been a place to fill ...

 52 10 comments 5 shares

 Like  Comment  Share

Reach: 2,234

Reactions: 135

Likes: 52

Shares: 5

Jan. 6, 2023


<https://www.facebook.com/macjournalism/posts/pfbid0U81LcTzqnTpaCWuLy99G6Mc92mXHTALvagN GvXp7bdWqh8cvu3zkJGePMrP1pCowl>

No. 7: KXAN interviews Shield reporters about facility issues

Macjournalism
September 26, 2022 · 🌐

Reporter [Nabil Remadna](#) turned the tables on three of MacJ's finest today turning our intrepid reporters into interview subjects for a [KXAN News](#) story and broadcast package about MacJ's role in covering the persistent facility problems on the McCallum campus and the upcoming November [Austin ISD](#) school bond that would raise \$66 million toward ameliorating those campus ailments.

"It's been a long time since I've been on the receiving end of an interview so I was a bit out of my... [See more](#)



KXAN.COM
'When it rains we have to set up trashcans': McCallum HS students highlight daily struggles

👍👎❤️ 27 3 comments 7 shares

👍 Like 💬 Comment ➦ Share

Reach: 2,392

Reactions: 63

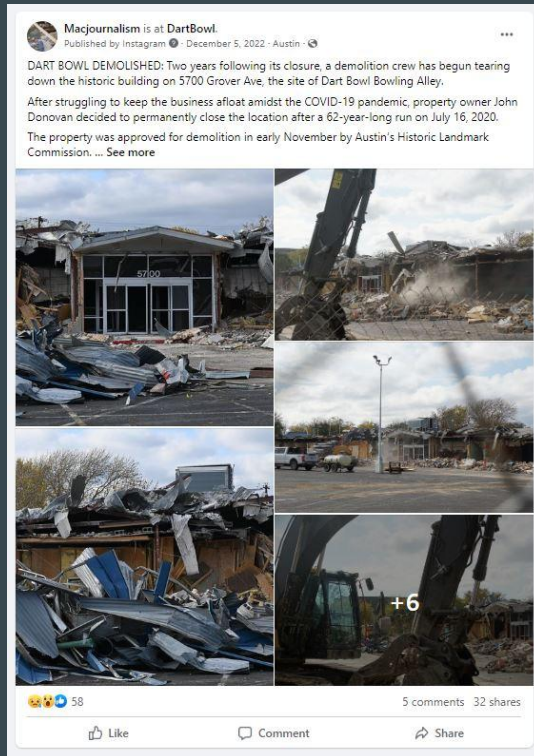
Likes: 27

Shares: 7

Sept. 26, 2022

<https://www.facebook.com/macjournalism/posts/pfbid09bhvXb2jaDzYaT6hWSPRhMetjhVHrJKXENJx91rGpa4aSLftdkyEqyiEhHKgrWWU>

No. 6: Two years after it closed, historic Dart Bowl demolished



Reach: 2,796

Reactions: 180

Likes: 58

Shares: 32

Dec. 5, 2022

<https://www.facebook.com/macjournalism/posts/pfbid0WtDZkYZ7s7EPLTUASiFBHccj57K1cQnXZdTjUdLywzkjyj6DdZ4is7DzwFiSLH6G>

No. 5: Varsity football opens season with Bastrop scrimmage



Reach: 2,896

Reactions: 95

Likes: 13

Shares: 8

Aug. 19, 2022

<https://www.facebook.com/macjournalism/posts/pfbid0yXedpVosDkCg1J24DvccaS4GYQqtB1DdJzjebrDikaExnnLBns3aFEyd8vgnicJ6l>

No. 4: Shield conducts mold tests in six random Mac classrooms



Reach: 4,120

Reactions: 152

Likes: 44

Shares: 20

Nov. 7, 2022

<https://www.facebook.com/macjournalism/posts/pfbid0BDX1nuzEtEmxCwhPbxru1e2SpoxgwF7HvE2VRhonGrPjqsFXKXHD5NYy6H1XaUvfl>

No. 3: MacTheatre fall musical, 'Descendants,' enters tech week



Reach: 5,183

Reactions: 133

Likes: 19

Shares: 10

Aug. 30, 2022

<https://www.facebook.com/macjournalism/posts/pfbid0fE231bfpP32ZT5hJe77V3sGTsghg9rus4XuY6ZXZx5XMAxute2M4yVUeGoT5zc6MI>

No. 2: Gun makes retirement announcement on Shield website



Reach: 5,645

Reactions: 247

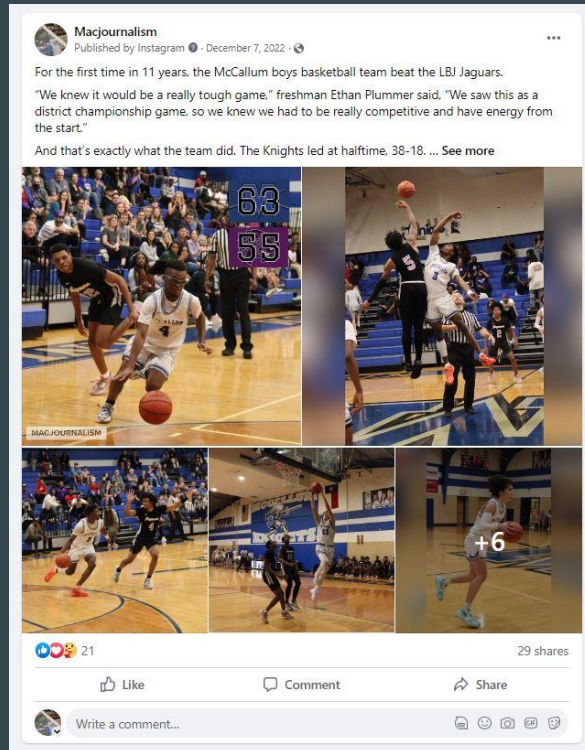
Likes: 65

Shares: 33

May 23, 2023

<https://www.facebook.com/macjournalism/posts/pfbid02JVwZaNmEYcDjGxyBvjdn7T4ddVG8qH72mwFSqKTZg42oESjW1wJ3dsiM2r5zC1NPI>

No. 1: Mac beats LBJ in boys hoops for first time in 11 years



Reach: 8,060

Reactions: 184

Likes: 21

Shares: 29

Dec. 7, 2022

<https://www.facebook.com/macjournalism/posts/pfbid0eh7SF1SVp6MHHZRXR1jQEhRCfibFegkKxbBfcDjbjMP7v1H9UbvTdPNnHsz6wrMHI>

Our top 10 tweets based on impressions



Insta: [@macjournalism](#) Twitter: [@macstudentmedia](#) Facebook.com/[macjournalism](#)

No. 10: Nelson tells story of how McCallum won a Grammy



Impressions: 1,954

Engagements: 53

Detail expands: 6

Profile visits: 8

Aug. 16, 2022

<https://twitter.com/macstudentmedia/status/1559600042469724168>

No. 9: Senior guitarist named Outstanding Performer twice



Impressions: 2,003

Engagements: 37

Detail expands: 43

Profile visits: 3

July 7, 2022

<https://twitter.com/macstudentmedia/status/1545227296356851712>

No. 8: Late Levy FG propels Knights past Cougars for first win



Impressions: 2,290

Engagements: 63

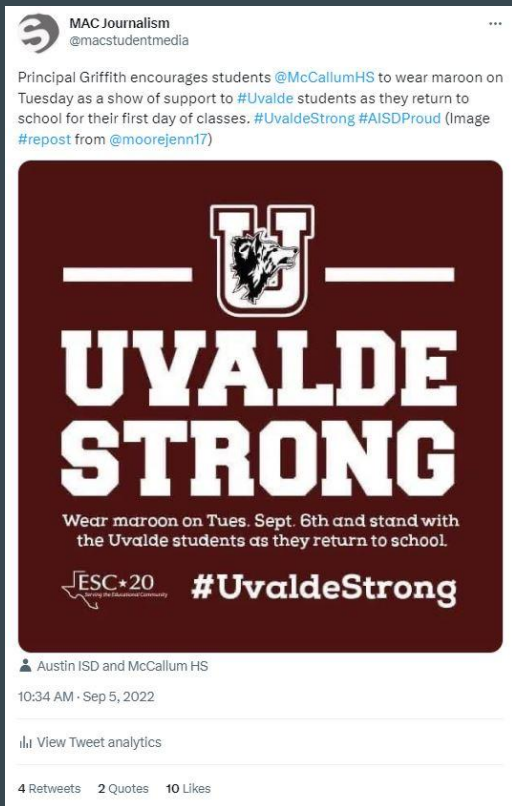
Detail expands: 22

Profile visits: 18

Sept. 9, 2022

<https://twitter.com/macstudentmedia/status/1568113051122925569>

No. 7: Griffith encourages students to wear maroon for Uvalde



Impressions: 2,445

Engagements: 51

Detail expands: 21

Profile visits: 7

Sept. 5, 2022

<https://twitter.com/macstudentmedia/status/1566812137460305921>

No. 6: Mac to host Waco University to open 5A state playoffs

MAC Journalism
@macstudentmedia

After a second-place finish in @uiltexas District 12-5A-2, the @mac_knights have earned a bi-district showdown 7:30 p.m. Friday at House Park against @WacoUFootball, the third-place finisher in District 11-5A-2. @AustinISD @McCallumHS #TXHSFB @FixAtx



11:48 AM · Nov 6, 2022

View Tweet analytics

4 Retweets 12 Likes

Impressions: 2,462

Engagements: 55

Detail expands: 13

Profile visits: 15

Nov. 6, 2022

<https://twitter.com/macstudentmedia/status/1589313812972601345>

No. 5: Alum Mia Gomez scores first collegiate goal for SCAD

 **MAC Journalism**
@macstudentmedia

Distinguished @MacLadyKnights soccer alum @miacgomez scored her first collegiate goal tonight in her @SCADWSoccer debut as the Bees stung the Cardinal Stritch Wolves, 6-0, in Milwaukee. @McCallumHS @AustinISD @AISDAthletics #aisdproud @FlxAtx

SCAD SCAD Savannah Bees @SCAD_SavSports · Aug 18, 2022
No. 18 @SCADWSoccer opens season with 6-0 win!
savannah.scadathletics.com/news/2022/8/18...

8:49 PM · Aug 18, 2022 from Austin, TX

 View Tweet analytics

3 Retweets 1 Quote 5 Likes

Impressions: 2,610

Engagements: 47

Detail expands: 17

Profile visits: 21

Aug. 18, 2022

<https://twitter.com/macstudentmedia/status/1560443895128829953>

No. 4: Vandament makes Memphis roster after strong summer

 **MAC Journalism** @macstudentmedia · Jul 24, 2022

After a strong summer pitching for @DuelersBaseball, former @MacKnightBSBL standout @EthanVandament has committed to play for @MemphisBaseball. Photo by Grace Ramey, @bgdailynews.
macshieldonline.com/45918/sports/m... pic.twitter.com/Laavc99MnF



VANDAMENT TAKING HIS TALENTS TO MEMPHIS

Pitcher, Mac alum responds to adversity with a strong summer, earns roster spot, new opportunity at NCAA Division I college baseball program

1 5 18

Impressions: 3,104

Engagements: 167

Detail expands: 88

Profile visits: 18

July 24, 2022

<https://twitter.com/macstudentmedia/status/1551426013606957056>

No. 3: MacJ adviser pays tribute to legendary UT baseball coach



Impressions: 3,129

Engagements: 44

Detail expands: 6

Profile visits: 8

Jan. 2, 2023

<https://twitter.com/macstudentmedia/status/1609970411168473095>

No. 2: Shield asks board candidates about district curricula



Impressions: 4,504

Engagements: 380

Detail expands: 121

Profile visits: 35

Oct. 26, 2022

<https://twitter.com/macstudentmedia/status/1585493586669408256>

No. 1: Court rules that parents must approve teen birth control



Impressions: 5,532

Engagements: 30

Detail expands: 18

Profile visits: 3

Feb. 27, 2023

<https://twitter.com/macstudentmedia/status/1630420391029030914>

Our analytics reveal some of our reporting **strengths** over the past year.

Looking over our posts that reached the most people illustrates some of the strengths of our reporting year. We think we did a good job of using social media to report **important breaking news** quickly and accurately. We also think we did a good job of providing **fun, lighthearted content** to go along with the heavy-hitting stuff. We think we are starting to take advantage of **reels as a way to reach a larger audience**. We also demonstrated a commitment to reporting **useful information** like bell schedule changes and school cancellations in a way that makes it more likely that people will turn to our feed when they need that sort of information.

There are some things about our reporting, however, that analytics **does not reveal.**

Because we decided to showcase the posts that made the biggest splash, I think this collection underrepresents our commitment to covering specific activities in addition to general ones. We are proud of our streak of **posting once per day every school** this year (for the eighth year in a row), but our commitment to covering **all sports, all fine arts and all clubs and organizations** often leads us to post multiple times per day in order to cover everything. Our coverage of **so-called minor sports and sub-varsity sports, fine arts with less participation and small clubs** isn't going to show up in our analytics, but they do show up every day on our feed.

Some examples of specific reporting to serve smaller audiences



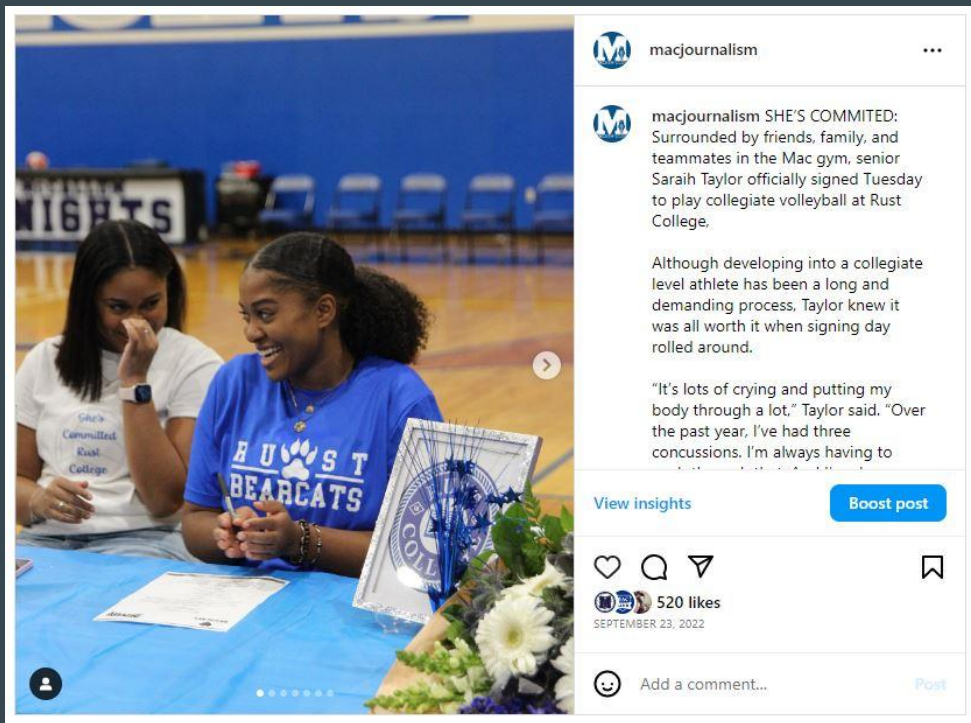
Insta: [@macjournalism](#) Twitter: [@macstudentmedia](#) Facebook.com/[macjournalism](#)

SPORTS



Insta: @macjournalism Twitter: @macstudentmedia Facebook.com/macjournalism

VOLLEYBALL: Taylor signs to play collegiately at Rust College



SPORTS GALLERY

Reach: 2,796

Likes: 520


Comments: 6

Shares: 20

Sept. 23, 2022

<https://www.instagram.com/p/Ci1saThg4MS/>

BOYS SOCCER: JV-B edges 6A opponent in non-district play



MACJOURNALISM

JV-B

macjournalism House Park

macjournalism JV-B GETS IT DONE:
The JV-B boys soccer team defeated Austin High, 1-0, at House Park on Tuesday. The two teams started off the game with a scoreless first half, but sophomore Hamed Zadran was able to score a goal in the second half that brought the Knights to victory.

Zadran said the team played a lot smoother in the second half than it did in the first.



"I think that our chemistry was a little better," Zadran said. "We were making plays and our defense got way better."

View insights Boost post

292 likes
DECEMBER 22, 2022

Add a comment... Post

NEXT UP FOR JV-B AT STONY POINT JAN. 17



SPORTS GALLERY

Reach: 2,135

Likes: 292

Comments: 0

Shares: 36

Dec. 22, 2022

<https://www.instagram.com/p/CmdirubuAtE/>

DIVING: Third at State, freshman dives into Mac sports history



macjournalism
Lee and Joe Jamail Texas Swimming Center

macjournalism FRESHMAN DIVES INTO MAC SPORTS HISTORY:
At the UIL 5A Swimming and Diving State Meet today at UT's Lee and Joe Jamail Texas Swim Center, freshman Iris Burns-Trahanovsky received a score of 415.70 in the women's one-meter diving competition, good for third place in the finals of the weekend-long meet.

"I ranked a little higher than what I was expecting, so that was great," Burns-Trahanovsky said. "There are a lot of good divers here, so it was great to meet some people and others I haven't seen in a while."

Burns-Trahanovsky is the first Mac diver in over 20 years and now ranks third in the state among 5A divers.

Swim and dive coach Jeff Rudy says he could not be more excited to see a Mac diver competing at the state level.

View insights [Boost post](#)

Liked by dadamson48 and 227 others
FEBRUARY 18

Add a comment... [Post](#)

SPORTS REEL

Reach: 1,828

Likes: 228

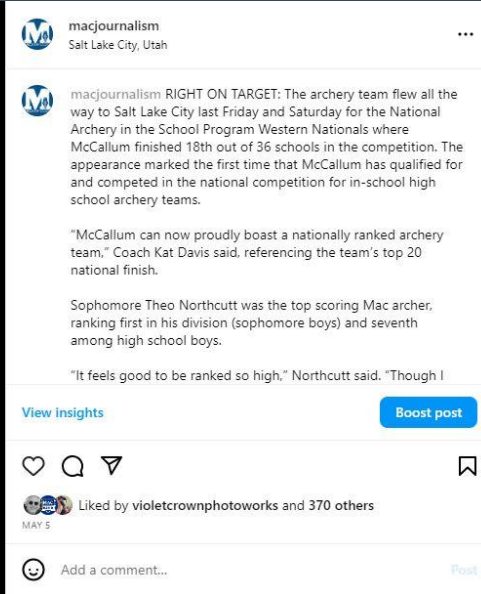
Comments: 2

Shares: 7

Feb. 18, 2023

<https://www.instagram.com/p/Co1TC9Es0PR/>

ARCHERY: Northcutt tops in his division at NASP Nationals



SPORTS GALLERY

Reach: 2,341

Likes: 371

Comments: 7

Shares: 14

May 5, 2023

<https://www.instagram.com/p/Cr4mrA6o1cr/>

BASEBALL: Lions complete area sweep to end Knights' season



SPORTS GALLERY

Reach: 2,025

Likes: 200

Comments: 6

Shares: 5

May 14, 2023

<https://www.instagram.com/p/CsQD3DsAokz/>

WRESTLING: Girls team sends two competitors to UIL Region



macjournalism and mccallumwrestling
Delco Events Center

macjournalism TWO WRESTLING KNIGHTS HEADED TO REGIONALS: Coming off the ice storm, the varsity wrestling team headed to the Delco Center Saturday to compete at the district tournament. Although the team had a good showing, the boys weren't able to get any wrestlers on the podium, and just two members of the girls team remained at the end of the day. Those two wrestlers were sophomore Lucca Lewis and freshman Nayeli Azul who both placed second in their weight class.

First-year wrestler Lewis said she felt she could have done better but was proud of moving onto the next level and making the podium.

"I had two weeks off of wrestling practice and just had gotten over being sick, so I wasn't feeling 100%," Lewis said. "I am glad I got second place, but I feel I should have executed some things better."

View insights Boost post

♥ 🔍 🗑️

👤👤👤 Liked by mccallumvball and 175 others
FEBRUARY 6

😊 Add a comment... Post

SPORTS GALLERY

Reach: 1,760

Likes: 176

Comments: 1

Shares: 5

Feb. 6, 2023

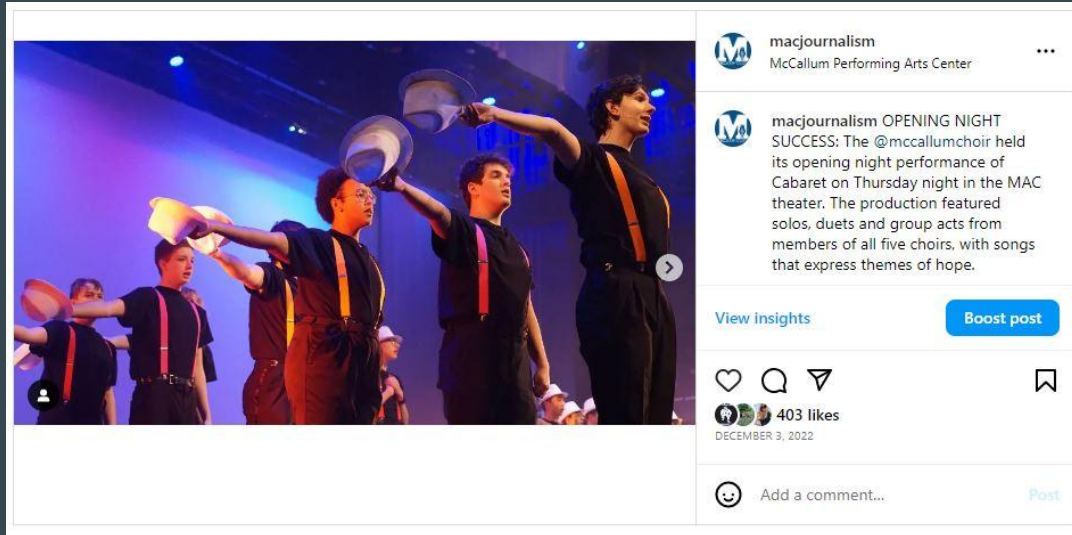
<https://www.instagram.com/p/CoWS4dXMhxj/>

FINE ARTS



Insta: @macjournalism Twitter: @macstudentmedia Facebook.com/macjournalism

CHOIR: Cabaret opens successfully with room for improvement



A&E GALLERY

Reach: 2,521

Likes: 403

Comments: 1


Shares: 36


Dec. 3, 2022

https://www.instagram.com/p/CluNjDnP_ip/

TECH THEATRE: Crew starts process of bringing 'Pippin' to life



 macjournalism
McCallum Performing Arts Center





 macjournalism CREW'S CONTROL: Armed with a few pins, some lumber, measuring tape, power tools, elbow grease and creative ideas, the tech crew has been hard at work bringing the vision of "Pippin," the spring musical, to life in colorful fabrics, dramatic textures, flowy ends and elaborate set pieces.


While the costume crew has begun putting heads and fabrics together to design and create unique apparel for Pippin, the scenic crew is in the early stages of designing and building set pieces for Pippin, adding special details to bring the medieval, 70's clash to life.


"Pippin is a story that takes you in between the dark ages and upbeat '70s," costume head Ronan Henson said. "As a crew we are trying to execute that to the best we can."

The medieval and 70's combination provides for unique and eye-

[View insights](#) [Boost post](#)

 Liked by macbandboosters and 302 others
DECEMBER 18, 2022

 Add a comment... [Post](#)

A&E GALLERY

Reach: 2,484

Likes: 303

Comments: 1

Shares: 19

Dec. 18, 2022

<https://www.instagram.com/p/CmVihGasxtr/>

PIANO: After fall debuts, players more confidence at spring show



<https://www.instagram.com/p/CpTKOBqP8ke/>

A&E GALLERY

Reach: 2,258

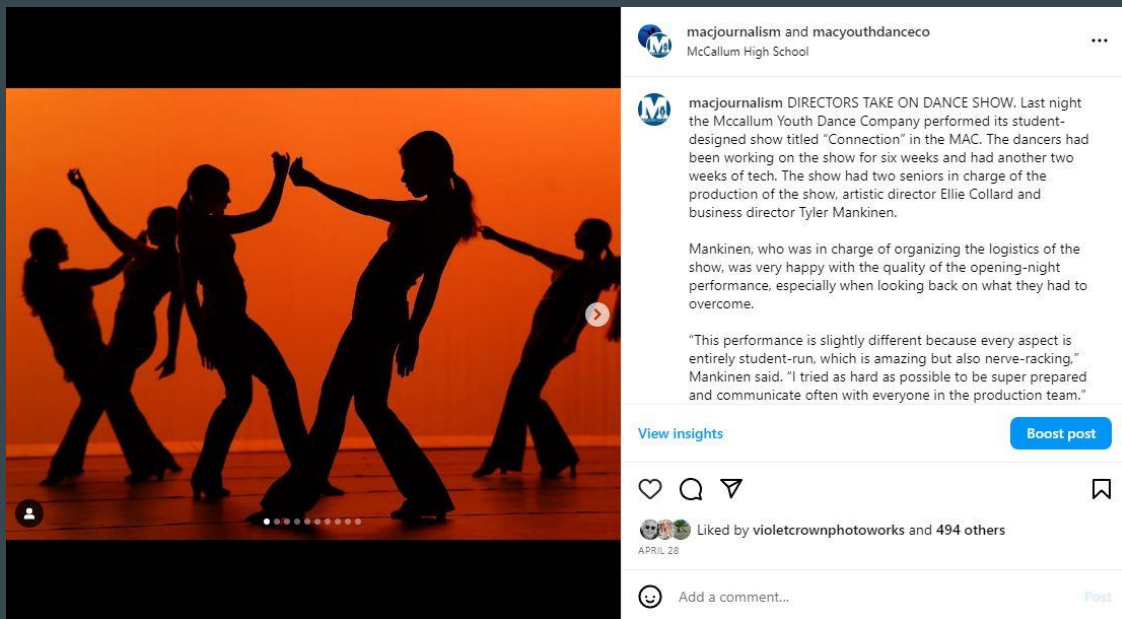
Likes: 392

Comments: 3

Shares: 31

March 2, 2023

DANCE: Students take center stage as directors, performers



A&E GALLERY

Reach: 2,768

Likes: 495

Comments: 4


Shares: 50


April 28, 2023

<https://www.instagram.com/p/CrmqclbA7IQ/>

GUITAR: Supportive crowd makes Battle of Bands less combative







 macjournalism



 macjournalism BATTLE OF THE BANDS: Six student bands rocked and rolled last night at Battle of the Bands, an annual event put on as a fundraiser for the guitar program. The bands competed for the chance to perform at Hole in the Wall, a local live music venue. The winning bands, which were decided by an audience vote, were Daydreamer and Red River Trucking Company.

This was not only Daydreamer's second time performing at Battle of the Bands but also their second year as winners. Junior drummer Thomas Ross felt that the welcoming climate they experienced at last year's Battle made the band eager to defend their title.


"It's a really fun, energetic atmosphere," Ross said. "It's very accepting. When we first did this, it was extremely scary to go on and play our originals for everyone. At that time we had had shows before, but nothing like that. The atmosphere was amazing last year and I think it really encouraged us to stick with

[View insights](#) [Boost post](#)

  Liked by mccallumwrestling and 540 others

NOVEMBER 17, 2022

 Add a comment... [Post](#)

A&E GALLERY

Reach: 2,933

Likes: 541

Comments: 4

Shares: 52

Nov. 17, 2022

<https://www.instagram.com/p/CIF2biAusr0/>

BAND: At area, Knights battle wind in addition to other bands



macjournalism
The Pfield

macjournalism BAND 1, WIND 0: Almost as if to participate in the pugilistic theme of this year's @macbandofficial show, "Seeing Stars," the winds in Pflugerville fought against the marching band during its prelims performance at UIL Area at 1:30 p.m. today, but the band stood its ground and ultimately knocked out the inclement weather, advancing to the final round of the competition.

The 31 mph gusts pushed props on the field, but the @macbandboosters joined the fight and stepped on the field to hold mirrors in place. Band parent Scott Hendrix described his experience on the field.

"[We found out we were going to be on the field] about an hour before showtime," Hendrix said. "We chose mirrors randomly so we had no way to know where we would be on the field or when and where we'd move during the show."

[View insights](#) [Boost post](#)

♥ 🔊 🚩

Liked by mccallumvball and 303 others
OCTOBER 22, 2022

😊 Add a comment... [Post](#)

A&E GALLERY

Reach: 2,082

Likes: 304

Comments: 5

Shares: 23

Oct. 22, 2022

<https://www.instagram.com/p/CkCfF1Zryl/>

CLUBS/ORGANIZATIONS



Insta: @macjournalism Twitter: @macstudentmedia Facebook.com/macjournalism

ROBOTICS: Senior squad finds alternate route to Worlds



macjournalism and mccallumrobotics
McCallum High School

macjournalism WORLDS PARTY: Two of the McCallum robotics teams competed at the Region 4 robotics competition held in the Mac gym on the first Saturday of spring break. The tournament had its ups and downs with a successful run by the 8756S team who ended the qualification round with a 5-1 record and placed fifth out of 31 teams. Sadly the team's chance at a spot in the World Championship ended in the first round due to a radio malfunction.

The 8756G on the other hand placed fourth overall in the skills competition qualifying them for Worlds that will be held in Dallas in late April. Senior Paige Robinson, a member of the 8756G team says she is looking forward to competing at the next level.

"It was wonderful that we made it to Worlds, the highest competition level," Robinson said. "We are incredibly excited to be invited to Worlds ... but also intimidated."

View insights Boost post

♥ 🔍 🚩

👤 Liked by violetcrownphotoworks and 237 others
MARCH 20

😊 Add a comment... Post

PEOPLE GALLERY

Reach: 1,933

Likes: 238

Comments: 1

Shares: 8

March 20, 2023

<https://www.instagram.com/p/CqBpVIGv-Vy/>

ENVIRONMENTAL KNIGHTS: Club works with Austin Creative Reuse



<https://www.instagram.com/p/CjGyYQNr67o/>

PEOPLE GALLERY

Reach: 1,857

Likes: 263

Comments: 2

Shares: 14

Sept. 29, 2023

BALLET FOLKLORICO stages festive Cinco de Mayo celebration



macjournalism
Original audio

macjournalism After enthusiastic advertisement by Spanish teacher and Ballet Folklórico sponsor Juana Gun, students purchased tickets and left at the beginning of eighth period on Friday to celebrate Cinco de Mayo McCallum style. Audience members gathered in the MAC to watch a program complete with traditional Mexican dances, a royal court and vocal performances.

Juniors Maggie Coulbourn and Ana Mejia served as "mistresses of ceremonies" and introduced the audience to the first treat of the night: a performance by a four-piece Mariachi Internacional ensemble. After a greeting by Gun came a series of folkloric dances from Panamá. Then, the mistresses of ceremonies declared the royal court in session. Junior Isai Villarreal-Pacheco and freshman Tristen Diaz were crowned king and queen after winning a fundraising competition for the Cinco de Mayo show

Boost post

♥️ 💬 📌

👤 Liked by violetcrownphotoworks and 204 others
MAY 10

😊 Add a comment... Post

PEOPLE REEL

Reach: 2,090

Likes: 201

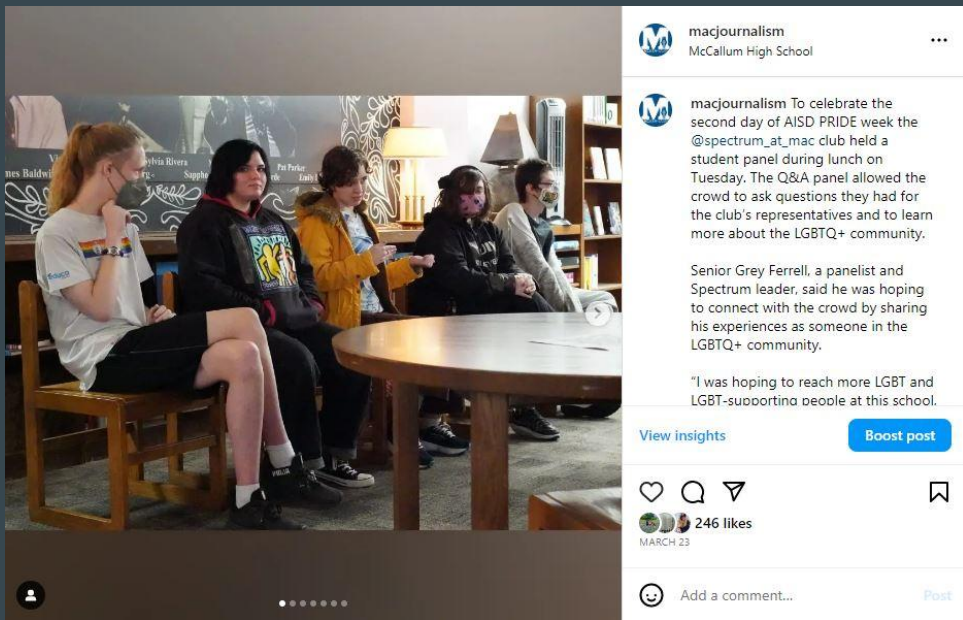
Comments: 0

Shares: 10

May 10, 2023

<https://www.instagram.com/p/CsDNwW3qaTD/>

SPECTRUM: Panel fields questions about LGBTQ+ perspective



<https://www.instagram.com/p/CqJBrHkLkwr/>

PEOPLE GALLERY

Reach: 2,044

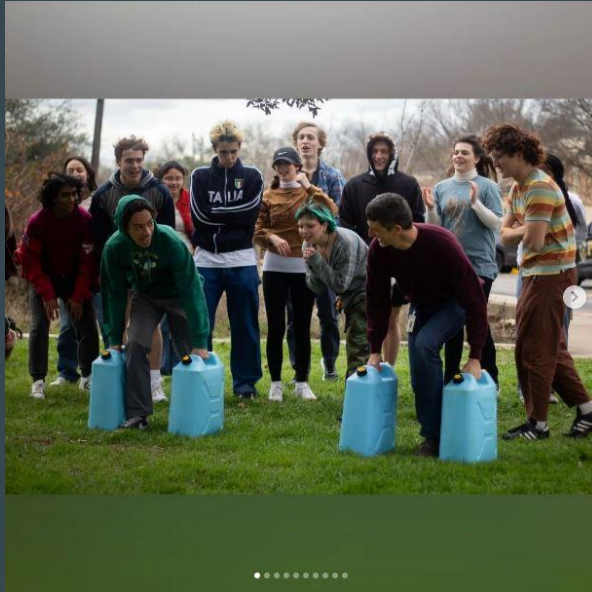
Likes: 246


Comments: 1


Shares: 15

March 23, 2023

PALS take water walk to prepare for upcoming Shower Strike







 **macjournalism**
McCallum High School


 macjournalism Well Aware, a group that creates water structures to provide clean water to communities in Kenya and some in Tanzania, visited the PALS today to discuss the Shower Strike, to raise money for more Well Aware projects. The Shower Strike is a fundraiser and week where PALS limit their water waste and encourage others to donate and do the same.

To demonstrate a small bit of the effort that an average person lacking water access has to experience in order to have water, a walk around 3.7 miles, the PALS participated in a water walk, carrying jugs of water around the front of the school and participating in a water relay.


The Shower Strike starts on April 19 and the PALS will be fundraising for Well Aware in support of a new well in East Africa. Caption by Josie Bradsby.

[View insights](#) [Boost post](#)

 Liked by mccallumrobotics and 368 others

FEBRUARY 10

 Add a comment... [Post](#)

PEOPLE GALLERY

Reach: 2,556

Likes: 369

Comments: 2

Shares: 113

Feb. 10, 2023

<https://www.instagram.com/p/CogY6UprzAI/>

STUDENTS OF COLOR CLUB conducts corn row, box braid demo



PEOPLE GALLERY

Reach: 2,118

Likes: 360

Comments: 1

Shares: 8

Feb. 21, 2023

<https://www.instagram.com/p/Co6gcafgWwu/>

A final thought: While we share our reporting on our social media, we also often do our reporting through it too.



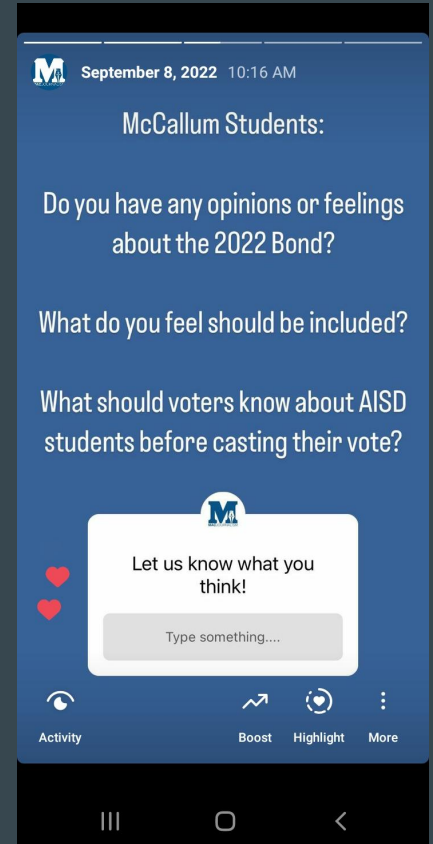
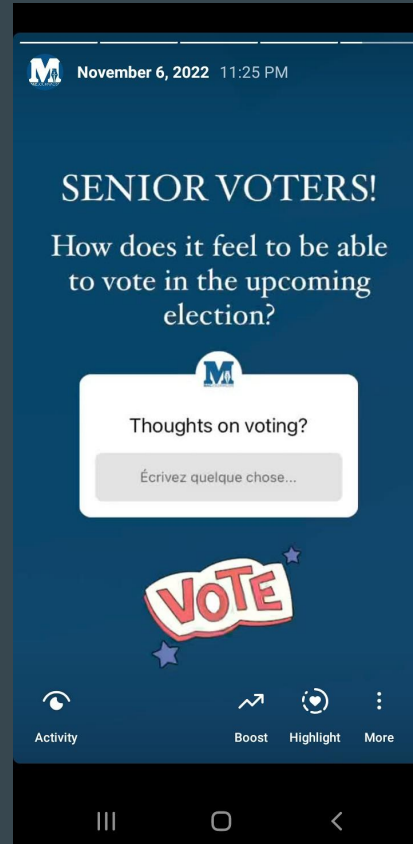
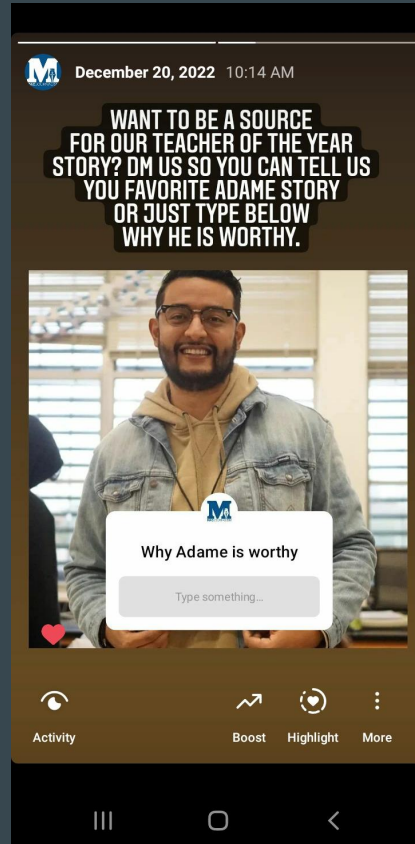
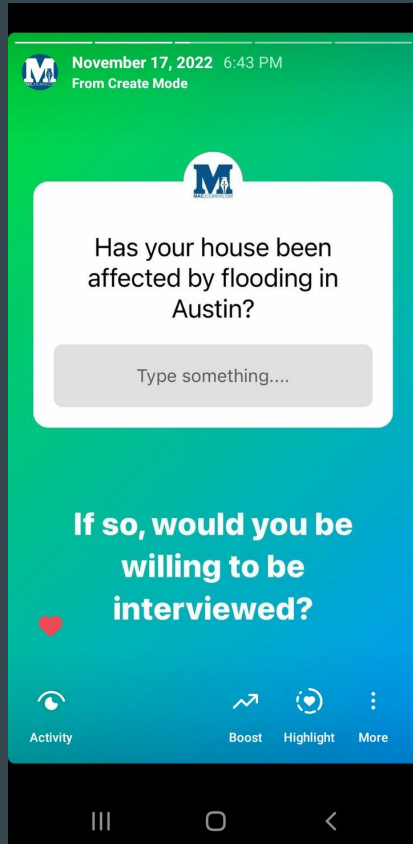
We are not just talking about interviews over DM even though that is part of what we mean. DM is a better alternative to e-mailing because it allows you to ask one question at a time and ask follow-up questions. It's better than texting because sources can more easily send voice memos and speak naturally rather than typing all of their answers.

We use Instagram stories to crowd source and try to get more diverse sources.

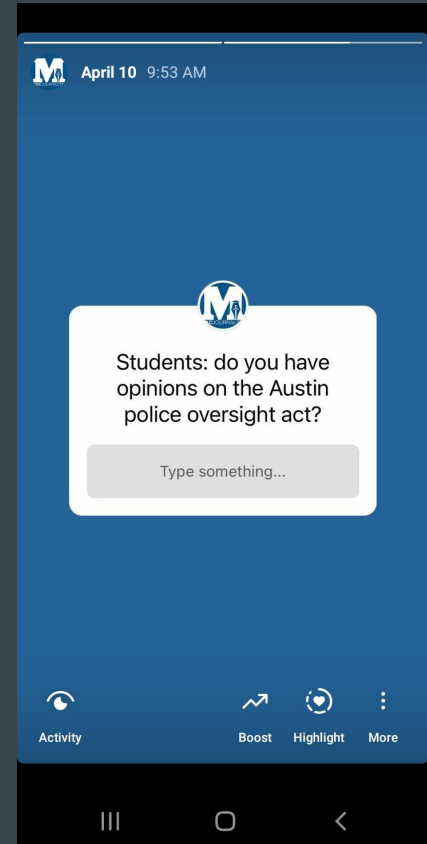
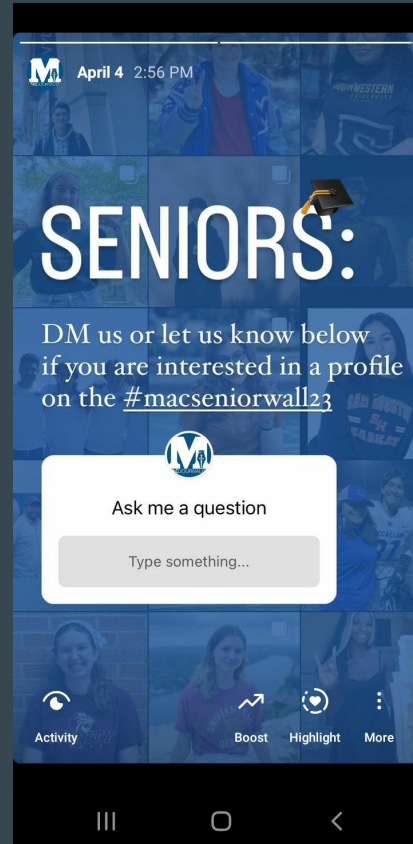
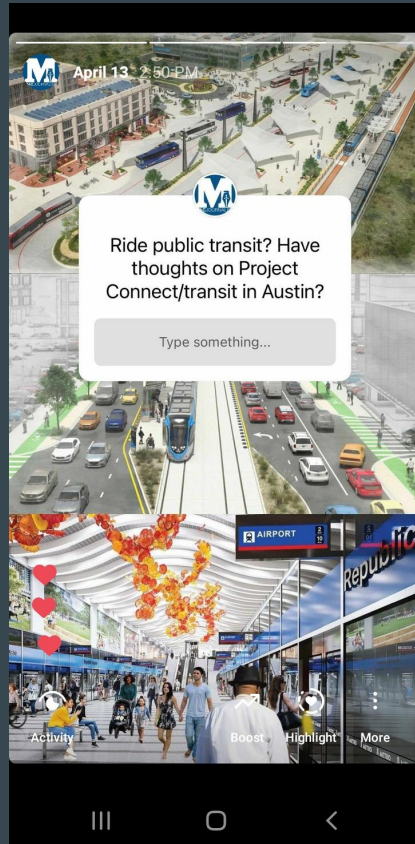


Both the newspaper and the yearbook staff often posts stories to try to find sources who have strong opinions or are knowledgeable about the subject of the story. It makes it possible to get more sources and more easily find sources beyond the reporter's social network. In the next slides, we will share some examples of how we do this on our Insta.

Examples of crowd sourcing on our Insta



Examples of crowd sourcing on our Insta



Examples of crowd sourcing on our Insta

