

This video is about a student at McAllen Independent School District's McAllen High School who became the first student from the Rio Grande Valley region in South Texas to earn a trip to New York City's world-famous Jimmy Awards. We produced this video to highlight this historical first for theatre in our region. The video adds footage of the student from past performances in order to illustrate her talent and presence on stage. She earned the opportunity based on her winning two Joci (pronounced JAH see) Awards in San Antonio on May 5, 2024, and spoke about it at the Rio Grande Valley Palm Awards for theatrical excellence in McAllen on May 8, 2024. Her New York appearance happened in the summer of 2024. Videos like this one are published on McAllen ISDs social media platforms (Facebook, Instagram and You Tube) which gives them as wide a reach as possible to promote the event. This video had a total Reach of 44,073 on Facebook, Instagram and YouTube.