

MACC Staff Report

August 5, 2020

Website: WWW.MACCAUSTIN.ORG, please sign up for our newsletter

Facebook: <https://www.facebook.com/AustinESBMACC>, please follow the MACC on Facebook

Marketing

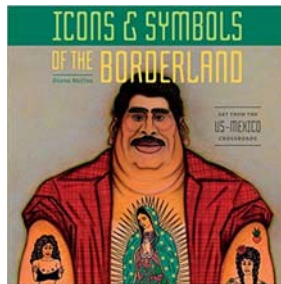
- Email Campaigns 2x/month to over 9,000 subscribers. (Sent on 5/15, 5/28, 6/9, 6/14, 7/1, 7/23)
- Total Facebook Followers: 7,996.
- Our ongoing virtual programming has increased our Facebook weekly engagement to 2.2k, which is considerably higher than related Austin Cultural Facebook pages. (It is worth noting that our page has higher engagement than pages with more than 3 times the amount of page likes, such as City of Austin government page and the Parks and Rec page!)

Exhibits

- Textile Poetics [ONLINE EXHIBIT](#), Chingonx Fire [ONLINE EXHIBIT](#)
- Coming Soon: Diana Molina XZ At the Crossroads 9/4/20-11/28/20. Exhibit will be online only, coincides with Diana's book Release: Icons & Symbols of the Borderland.

- Programming will involve artists & concepts from the Juntos Art Association <https://www.juntosart.org/>

A multi-media exhibition by Diana Molina of the Juntos Art Association will trace a labyrinth of photography, film, and collage to crisscross dimensions of the Mestiza experience in a storyline that portrays and memorializes decades of border trajectories and ancestral journey leading to 2020. The female perspective is at the core of the storytelling as we re-imagine, collectively, equity of representation and voice.



Events: Desde La Sala

- [Desde la Sala](#) streamed online on Saturdays nights twice a month from 6-9pm.
- Features 4 performances by local & national Latinx artists, streamed on Facebook & Youtube
- Performances are all pre-recorded, but the DJ is performing live sets between songs.

August 8: Easy Compadre, Frederico 7, Bang Data, Pinata Protest

August 22: Gio Chamba, Texicana Mamas

September 5: Sunbuzzed, Nemegata, É Arenas, Gina Chavez

September 19: Mariachi Paredes de la UT, Edna Vazquez, Stephanie Urbina Jones & The Honky Tonk Mariachi, Mariachi Las Coronelas (Viva Mexico week)

October 3: Marinero, Irene Diaz, Carrie Rodriguez

Events: Spanglish Series

- Spanglish Series champions excellence in Creatives with Latinx Roots. Broadcast on Facebook live every other Thursday.

July 9: Justin Favela. 407 views

July 23: Alán Peláez López 971 views

Events: Viva Mexico

- Video of [Viva Mexico 2019](#), by Mari Hernandez

- Week of Viva Mexico Events: The Emma S. Barrientos Mexican-American Cultural Center will host its annual Viva México celebration on Wednesday, September 16th from 5-8pm. This lively celebration will be offered virtually, free of charge, live streamed on Youtube, Facebook, and Twitter.
- The celebration will include music and dance performances by local Austin artists. Captivating actor and director Roen Salinas, founder of Aztlan dance, will be the Master of Ceremonies, delivering a live presentation of the various elements of the online festival, including hands-on activities that families can do from their homes, a Ballet Folklórico lesson and performance, and visual art and poetry reading from artist Diana Molina/ Juntos Art Association.
- This year's celebration will explore the Grito. What are some of the Gritos from our communities in the year 2020?
- Graphic for Viva Mexico 2020, by Bianca Reyes Olivares



Education Programming

- Adobe Spark Education Pages have been created and updated by EDU department. These lessons can be viewed by anyone at any time. Links: [Coloring Book](#), [Uprooted Dreams](#), [Lowriders](#), [Lucha Libre](#), [La Selva](#), [Music In Mexico](#), [Borderlands Wildlife](#), [Sugar Skulls](#), [Coloring Book](#), [Virtual Gallery](#)

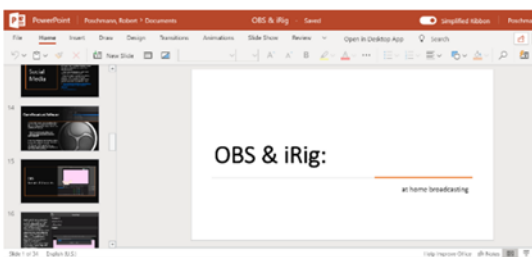
Stay Creative! Digital Summer Program (July 6-31)

- Camp hours were 9am-5pm Mon-Thurs. Program dates are July 6-30.
- Instruction/ Collaboration with AARC, Carver, DAC, Austin Nature & Science Center.
- Registrants: Session 1 = 132 students. Session 2 = 179 students. Session 3 = 177 students. Session 4 = 161 students.
- Upcoming Education events: Viva Mexico in Sept, after school programs Oct, Ethnic Studies Conference in Oct.



Production

- Robert Poschmann, Production Coordinator, spent a portion of July finding equipment ranging from lights webcams and audio interfaces for the MACC to be able to potentially lend out to our collaborators and staff.
- Robert created a PowerPoint presentation with basic guidelines on operating open broadcast software called OBS paired with an iRig pro audio interface. He will be teaching staff and collaborators how to use the hardware.



Latino Artist Access Program

- [LAAP webpage](#) created, updated to promote artists online
- LAAP events scheduled for 2020 have been moved to virtual platforms and/or rescheduled to 2021.
- Artist Meet n Greet Virtual Happy Hour held Thurs, July 30th. Nine artists attended. Next meeting early Sept.
- Introduced Production Coordinator Robert Poschmann who will teach them skills for their virtual programming.
- LAAP artists events promoted on MACC Social Media, and we have started posting on local event websites (Do512, Eventbrite, etc).
- 3 LAAP artists are collaborating with us on Viva Mexico. Also invited to participate in Dia de los Muertos.

Rentals

- The MACC will be participating as an outdoor micro-ceremony site through PARD Special Events.
- Micro ceremonies have less than 10 people, are on the Zocalo, 1.5 hour reservation, no staff or MACC equipment will be utilized. Start date TBD.

Caminos Teen Program

- Foto ATX opens on August 7th with photography and video content by the teens. Please join!
- 11 new Caminos students have been in training and orientation online throughout May.
- The students meet online Tuesdays, Thursdays and Saturdays.
- Students post their projects on Instagram: @atxcaminos
- Caminos Arts Exhibit at the Austin Central Library in mid-September showcasing the MACC
- Caminos Talkshow focusing on issues affecting Austin area teens. Includes a digital Art Club:



This work entitled "Remember" was a collaborative piece meant to shine light upon recent and past issues our community faced and continues to face. The poem adds to the wonderful painting done by Caminante **Itzel**, depicting George Floyd and Breonna Taylor in a soft-glow halo.