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Filmraiser reaches out to STC

With cooperation of Fandango, a film fund-raiser aids the theatre company

Kamryn Bryce
Editor-In-Chief

Chosen as one of two programs in the country that received the opportunity to work with Filmraiser, the Starlight Theatre Company banded together support on campus and sent them to the movies in order to raise funds.

Filmraiser, a company that helps schools profit by selling tickets to opening weekends of popular movies, chose one school from California and one 27-year-old school from Austin, Texas to participate in a beta program.

"We were chosen not only because we have tons of theaters nearby, but also for being a big school with a prominent theatre department," treasurer of the STC parent booster club Veronica Moreno said.

Starlight Theatre Company director Marco Bazan, received an email from Filmraiser and forwarded it to Moreno. Although she went on-line and applied for the fund raiser shortly after hearing about the opportunity, there was no reply for more than a year.

Jacob Medjuck, a representative from Filmraiser, attempted to change the dy-

namic of the fund raiser and sold the idea to studios that getting schools involved is a viable way to boost sales for new films.

"It was his first time running this fund raiser, but he seemed very excited about it," STC vice president and senior Riana Moreno said. "I think there'll be very many fund raisers like this to come."

As one of the guinea pig schools for the program, the STC received a whopping 50 percent profit of those who purchased tickets for the company. Schools who may participate in the future, however, would only receive 10 percent.

"We spread the word and it just took off," Moreno said. "I believe we had up to 800 people in the Facebook group we made for the event and we were even able to reach alumni and families from other cities."

On the other hand, students in the company also worked to promote the event using other outlets in addition to Facebook.

"We had our flyers posted around campus and we also advertised on social media like Facebook and Twitter," Riana said.

While the theatre department did manage to raise over \$550, the limit on the amount of earnings a school could raise was \$2,000.

"While we could've raised more, any money for the STC is appreciated," Riana said. "I would say it was more than the average spirit night."

Yet, the fund raiser was available to anyone and any theatre in the state of Texas. Therefore, the goal was possible, but advertising and short notice stood in the way of the STC's jackpot.

"We think if we had had more time to promote it and if hadn't been such a new thing it could've been bigger," Veronica said. "I mean, it's scary to do something that's never been done before."

With the fund raiser aside, the opening weekend of the movie that STC chose to promote was an instant hit. Ridley Scott's new film, The Martian, starring Matt Damon, rose \$98.8 million in its opening. The film was later named the second best opening in October, according to deadline.com.

"It was very intense and engaging the whole time; they even explained all the scientific aspects of it," STC treasurer and junior Emma Haschke said. "Matt Damon made the best out of his situation, he had been isolated from people for about seven months and when he met back up with society it was interesting to see the change

in him."

Haschke reported to taking several non company members with her to see the film, further promoting the fund raiser. Veronica Moreno had a similarly positive reaction to Scott's newest science fiction film.

"I loved it. I told Jacob I probably wouldn't have gone if it wasn't for the program," Veronica said. "It was geared towards people of all ages. There was a guy to my left that was literally on the edge of his seat and there was a little boy in front of me that would whisper 'yes' every time something good would happen."

As the film grossed a sizable fund from audiences all over the world, Filmraiser also found The Martian to be a profitable choice in their program.

"The studios were just amazed after the opening weekend," Veronica said. "They ran a poll and found that 37 percent of the people who went only went to support Bowie and probably wouldn't have gone otherwise. They found it was a land mine for ticket sales."

With the help of Filmraiser, as well as other fund raisers held around Austin, the theatre department works to provide for over 150 students who participate in their after school programs. ★



art by Kamryn Bryce

TAJE conference led to journalism success for 'Dawgs

Samantha Knapp
News Editor

The newspaper and yearbook staff went to the TAJE conference in San Antonio on Oct. 18 through 20, and took home sweepstakes for the second year in a row.

The journalism department joined over 800 students and advisors at the convention from schools across Texas.

Students at the convention attended with newspaper adviser Michael Reeves and yearbook leader Deanna Dellana. All students were entered in competitions like photography, writing, or design, and their over all scores contributed to who won sweepstakes and this contributed to the overall win at the convention.

"I felt like winning a second sweepstakes in a row was pretty amazing, we have so many talented journalists at Bowie and it showed in the results," Dellana said.

Each student that entered in contests on the behalf of their school, had the opportunity to learn something they can improve on to enhance their publication and hopefully win an award to help their school win sweepstakes.

"I won superior in pairs photography, excellence in culture and inspiration, honorable mention in natural world and best in show in photography, it was really exciting and I was really proud of myself, it felt good to win," senior Julie Faulkner said.

The journalists also attended sessions at the convention that included helpful tips about how to improve photography, to how to improve the functionality of the on-

line version of their publication.

"Some of the sessions I went to were really cool and some sessions did things that we don't normally do and that was cool to see," senior Jamie Dorsey said.

At the end of the convention each day, journalism students and advisors had free time to explore San Antonio and have fun with their peers without a chaperon or their parents.

"We had a lot of fun, we played red neck life, I lost but it was fun anyway. I bonded hardcore with my room and we had a group chat for everyone in yearbook that went to the convention," Dorsey said.

Some students got together with their fellow staff members and played games like truth or dare or board games and bonded together in their free time, when they were not at the convention.

"We looked up truth or dare questions and we just played truth about our perfect guy, he has to be at least decent looking and I don't want to be looking at a gross face," Dorsey said.

Students got the chance to talk to students from other schools and journalism programs and learn tips and skills from the convention that they can take back to their school to improve their publications in the future.

"I went to a lot of photo sessions and opened up my mind to a lot more ways of editing and taking pictures, which I'm excited about," sophomore Shelby Kelly said. "I understand why I didn't win an award because it was only my first year, and I could've been more creative, but



Sweeping the competition: Newspaper and yearbook staff alike compete at the San Antonio conference for journalism. The two staff's combined to bring home their second straight sweepstakes award as the top program at the convention. Photo by Michael Reeves

I'm hoping the sessions will help me improve my skills for next year."

Teachers and advisors could also send editors and other staff members to specific sessions to get tips on how to fix problems with their publications.

"Some editors went to sessions and brought back things we could use like writing profiles or went to writing workshops," Dellana said. ★

Athletics



Varsity 'Dawgs on route to playoffs after numerous wins against district teams

The varsity team battles through various games as the season continues, all with anticipation leading to the playoffs

See page 10 for more details

Entertainment

ACL fest hosts art, music, and food over two weekends

Austin City Limits, Oct. 2-4 and 9-11, bring about tales of crowded concerts, inspirational art exhibits, and great food for over 75,000 people.

See page 8 for more details

Commentary

Mascot writes a letter to the editor discussing pep rallies

In conflict with previously written and published story, "The problem with pep rallies," the school mascot takes a stand and speaks her own opinion.

See page 6 for more details