



Brownsville Independent School District

Agenda Category: Conference Presentation Board of Education Meeting: 08/05/2025

Item Title:	<u>British Broadcasting Company (BBC)</u>	<u></u>	Action
	<u>Documentary Filming Featuring BISD</u>	<u>X</u>	Information
	<u>Food and Nutrition Services</u>	<u></u>	Discussion

BACKGROUND:

The British Broadcasting Corporation (BBC) is producing a feature film focused on school food reform and the national movement toward healthier, more equitable meal programs. The film will spotlight Chef Ann Cooper, a leading advocate for school nutrition, and highlight districts making significant progress in transforming their food service operations.

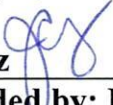
Brownsville ISD Food and Nutrition Services (FNS) has been selected for inclusion due to its impactful work through the Get Schools Cooking grant, awarded by the Chef Ann Foundation. This grant supports BISD's shift from heat-and-serve meals to scratch cooking using locally sourced, culturally relevant ingredients, reflecting the district's strong commitment to student wellness and community health.

Filming will take place September 10–12, 2025, at one BISD campus and will include students, educators, cafeteria staff, district leadership, and local growers partnering with BISD FNS. The documentary will showcase BISD's role in driving school food innovation and its broader impact on the community. The release date of the film is forthcoming.

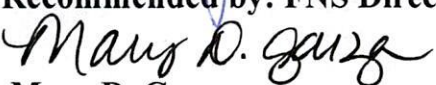
In closing, this upcoming BBC film will bring international attention to BISD's efforts in school food transformation, with a high-level focus on health, wellness, and advocacy. The project will highlight BISD's commitment to fresh, local, and culturally meaningful meals, and its role in shaping the future of student nutrition.


Jackie Cruz

Submitted by: FNS Director

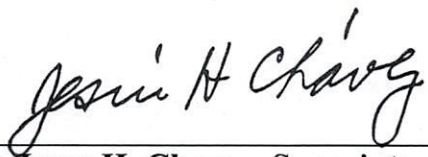

Jackie Cruz

Recommended by: FNS Director


Mary D. Garza

Approved by: Interim Chief Financial Officer

Approved for Submission to Board of Education:


Dr. Jesus H. Chavez, Superintendent

When Necessary, Additional Background May Follow This.

PROJECT TIMELINE – BBC FILMING AT PEREZ ELEMENTARY & TERRA PRETA FARM

Project Dates: September 9–10, 2025

Contact: Shakera Raygoza | 956-472-7436

Prepared by: Jackie Cruz, Director, Food & Nutrition Services

Version: Draft – Pending Final Schedule Confirmation

Day	Activity	Time	Location	Individuals Involved	Resources Needed
Pre-Filming	Distribute & Collect BBC Release Forms (English/Spanish)	Week of Aug 19–23	Perez Elementary	-Jackie Cruz -Campus Principal -Classroom Teacher -Parents/Guardians -Alejandra Aldrete	*Printed Forms *Spanish Translation *Administration Staff Support
	Submit Signed Location Release Form	Week of Aug 26–30	N/A	-Jackie Cruz -Isabel De La Cruz	*Completed Location Form
	Share kitchen/cafeteria photos with BBC	By Aug 30	Perez Elementary	-Nora Navarro	*Digital Photos
	Confirm Farm Produce & Menu Details	By Aug 30	Email	-Jackie Cruz -Leslie Ramirez -Angel Lopez -Alain Barrera	*Produce List *Menu Plan
Day 1: Sept 3, 2025	B-roll: Students arriving, hallway transitions	7:15–8:15 AM	Perez Elementary	-BBC Crew -Campus Admin.	*Hall Access *Student Escort
	Jackie Interview	8:30–10:00 AM (TBC)	Perez Elementary (Quiet Room)	-Jackie Cruz -BBC Interviewer	*Chairs *Lighting *Audio Equipment
	Transport to Farm for Field Trip	10:15–11:00 AM	Travel	-BBC Crew -Jackie Cruz -Select Students	*Bus/Van Transport
	B-roll & Field Trip Footage	11:00 AM–2:00 PM	Terra Preta Farm, Edinburg	-BBC Crew -Students -Farm Guide	*Access to Farm *Produce Visuals
	Return from Field Trip	2:00–3:00 PM	Travel	Same as above	*Transport

Day	Activity	Time	Location	Individuals Involved	Resources Needed
Day 2: Sept 4, 2025	Close-up B-roll: Menu items, plated meals, salad bar	6:30–7:30 AM	Perez Cafeteria	-BBC Crew -Kitchen Team	*Plated Meals *Food Lighting *Prep Area Access
	Staff Accessing Resources via Lunchbox	7:30–8:00 AM	Admin Office / Computer Lab	-BBC Crew -Staff Member	*Device *Internet Access
	Food Prep B-roll	8:30–10:30 AM	Perez Kitchen	-BBC Crew -Kitchen Team	*Hairnets *Kitchen Access *Ingredients
	Food Service Footage	10:45–11:30 AM	Cafeteria Line	-BBC Crew -Staff -Students	*Line Access *Trays
	Students Eating/Reacting	11:30 AM–1:30 PM	Cafeteria	-BBC Crew -Students	*Seating Area *Permission to Film
Post-Filming	Send Creative Brief & Interview Questions	Within 2 weeks prior	Email	-BBC Team	*PDF/Doc Brief