



SOCIAL MEDIA TOOLKIT

Always in Season premieres on *Independent Lens* February 24, tune in or stream, at 10/9c ([check local listings](#)) on PBS.

Always in Season explores the lingering impact of more than a century of lynching African Americans and connects this form of historical racial terrorism to racial violence today. The film centers on the case of Lennon Lacy, an African American teen who was found hanging from a swing set in Bladenboro, North Carolina, on August 29, 2014. Despite inconsistencies in the case, local officials quickly ruled Lennon's death a suicide, but his mother Claudia, believes Lennon was lynched. Claudia moves from paralyzing grief to leading the fight for justice for her son.

Companion Site: <https://to.pbs.org/333PCMc>

Official Hashtag: #AlwaysInSeasonPBS

Streams February 24 on PBS Video: <https://to.pbs.org/2wSvRJK>

Social Assets:

- Google Drive: <http://bit.ly/2Ocdut3>
- Web Download: <https://to.pbs.org/2wPovab>

FACEBOOK:

A suspicious death and a mother's quest for justice show us America's history of lynching isn't history at all. @AlwaysInSeasonFilm premieres Monday, Feb 24 on @PBS. Tune in or stream. <https://to.pbs.org/333PCMc>

A haunting exploration of racial violence in America. @AlwaysInSeasonFilm premieres Monday, Feb 24 on @PBS. Tune in or stream. <https://to.pbs.org/333PCMc>

An African American teenager was found hanging from a swing set. What exactly happened to Lennon Lacy? @AlwaysInSeasonFilm premieres Monday, Feb 24 on @PBS. Tune in or stream. <https://to.pbs.org/333PCMc>

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Local officials quickly ruled a Black teenager's death a suicide. But his mother believes he was lynched. @AlwaysInSeasonFilm premieres Monday, Feb 24 on @PBS. Tune in or stream. <https://to.pbs.org/333PCMc>



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INSTAGRAM:

Monday, Feb 24 on #IndieLensPBS [Link in @IndependentLens bio]
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