



SOCIAL MEDIA TOOLKIT

The First Rainbow Coalition premieres on *Independent Lens* January 27, tune in or stream, at 10/9c ([check local listings](#)) on PBS.

In 1969, the Chicago Black Panther Party began to form alliances across lines of race and ethnicity with other community-based movements in the city, including the Latino group the Young Lords Organization and the southern whites of the Young Patriots organization. Banding together in one of the most segregated cities in postwar America to collectively confront issues such as police brutality and substandard housing, they called themselves the Rainbow Coalition.

Companion Site: <https://to.pbs.org/2ozv8wG>

Official Hashtag: #FirstRainbowPBS

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

Social Assets:

- Google Drive: <http://bit.ly/35rlwUd>
- Web Download: <https://to.pbs.org/2wPovab>

FACEBOOK:

Finding common ground isn't easy. The Rainbow Coalition broke down barriers between communities and provided an organizing model for future activists and politicians across the nation.

@firstrainbowcoalition premieres Monday, January 27 on @PBS. Tune in or stream.

<https://to.pbs.org/2ozv8wG>

Finding common ground isn't easy. This is the account of the groundbreaking 1960's Chicago alliance between the Black Panthers, Young Lords, and Young Patriots. @firstrainbowcoalition premieres Monday, January 27 on @PBS. Tune in or stream. <https://to.pbs.org/2ozv8wG>

Bridging past and present, @firstrainbowcoalition examines the legacy of an unlikely coalition that defied racial divisions. Premieres Monday, January 27 on @PBS. Tune in or stream.

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INSTAGRAM:

Monday, Jan 27 on #IndieLensPBS [Link in @IndependentLens bio]
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