



SOCIAL MEDIA TOOLKIT

A Woman's Work: The NFL's Cheerleader Problem premieres on *Independent Lens* Monday, January 4, 2021. Tune in or stream, at 10/9c on PBS.

A Woman's Work: The NFL's Cheerleader Problem tells the story of two brave cheerleaders that take on the NFL, battling the massive, male-dominated sports league for recognition — and a raise.

Site: <https://to.pbs.org/32kErRS>

Hashtag: #AWomansWorkPBS

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Two brave cheerleaders take on the NFL, battling the massive, male-dominated sports league for recognition — and a raise. Watch @IndependentLens' #AWomansWorkPBS Monday, January 4 on @PBS.

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Meet the NFL's most exploited athletes — the cheerleaders. Watch @IndependentLens' #AWomansWorkPBS Monday, January 4 on @PBS.

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