



SOCIAL MEDIA TOOLKIT

Mr. SOUL! premieres on *Independent Lens* Monday, February 22. Watch on PBS and the PBS Video App starting at 10/9c.

Premiering in 1968, *SOUL!* was the first nationally broadcast all-Black variety show on public television, merging artists from the margins with post-Civil Rights Black radical thought. *Mr. SOUL!* delves into this critical moment in television history, as well as the man who guided it, through participants' recollections and archival footage, highlighting a turning point in representation whose impact continues to resonate to this day.

Site: pbs.org/mrsoul

Hashtag: #MrSoulPBS

SOCIAL ASSETS

Google Drive: <https://bit.ly/31wprjR>

Web Download: <https://to.pbs.org/2CdcOju>

FACEBOOK

[Facebook Page: [@mrsoulthemovie](https://www.facebook.com/mrsoulthemovie)]

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<https://to.pbs.org/345ZjNr>

Who is Mr. SOUL!? Before Oprah and Arsenio Hall, there was Ellis Haizlip. Watch @IndependentLens' #MrSoulPBS Monday, February 22 on @PBS and the PBS Video App.

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INSTAGRAM

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Bio/swipe up link: <https://to.pbs.org/345ZjNr>



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INSTAGRAM STORIES

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