SOCIAL MEDIA TOOLKIT



Breaking the News premieres on *Independent Lens* February 19. Watch on the PBS App starting at 10/9c. Thank you for helping us spread the word!

Logline: Women and LGBTQ+ journalists launch startup The 19th* to buck a broken news media system.
Website: **https://www.breakingthenewsfilm.com/**
PBS Site: pbs.org/breakingthenews
Hashtag: #BreakingTheNewsPBS

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SOCIAL ASSETS

Google Drive: KEY IMAGES
Film Poster
Social Media Clips from Broadcast Panel
Full Broadcast Panel

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SOCIAL MEDIA TOOLKIT

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[Copy 1]
Seeking to buck the white male status quo, a group of women and LGBTQ+ journalists launch a news startup asking who's been omitted from mainstream coverage, and how to include them. Watch [Tag: @breakingthenewsfilm or @Breaking the News] Feb 19th on @independentlens and streaming on the PBS App
#BreakingTheNewsPBS

[Copy 2]
There are *many* sides to each story, and a group of women and LGBTQ+ journalists look to bring those important perspectives to light.
Watch @IndependentLens' #BreakingTheNewsPBS on the PBS App starting February 19. [Tag: @breakingthenewsfilm or @Breaking the News]
Learn more: pbs.org/breakingthenews

[Copy 3]
"If we fall into the patterns of other news organizations, are we really that different?" Watch [Tag: @breakingthenewsfilm or @Breaking the News] about digital news startup the 19th*'s quest for true representation, in and out of the newsroom.

Watch @IndependentLens' #BreakingTheNewsPBS on the PBS App starting February 19.
Learn more: pbs.org/breakingthenews

[Copy 4]
Who decides which stories get told? A scrappy group of women and LGBTQ+ journalists buck the white male-dominated status quo, banding together to launch The 19th*, a digital news startup aiming to diversify the media landscape.
[Tag: @breakingthenewsfilm or @Breaking the News]

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[Copy 5]
As misinformation runs rampant, a group of women and LGBTQ+ journalists fight back with their own digital news startup, The 19th*.

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[Copy 6]
[Tag: @breakingthenewsfilm or @Breaking the News] sheds light on the complexity of telling stories from the margins. Tune in to our conversation with the diverse directors of the film and The 19th's Errin Haines, Kate Sosin and Chabeli Carranzana.
Breaking the News film: Q&A with the filmmakers and The 19th
#BreakingTheNewsPBS

Social Media Clips from Broadcast Panel
[Accompanies Clip: Errin_1]

> "One of the most important inflection points for us... as you will see in the film, is that we expanded that conversation which was mainly centered on women, to talking about LGBTQ folks in this country, thinking about the intersection of race and gender in this country."
> Watch 19th* Editor-at-Large Errin Haines in conversation with Breaking the News filmmakers to celebrate the film's Feb 19 Broadcast. Catch the full conversation on the 19th*'s YouTube, and stream the film now on the PBS App #BreakingtheNewsPBS

[Accompanies Clip: Heather_1]

> "You'll see how much the 19th has changed when you watch the film, and how hard they worked to make that change. And for me, I mean that's what's so important about the film, is that it can really be a model for other news organizations, for other workplaces."
> Filmmaker Heather Courtney in conversation with the 19th* to celebrate the film's Feb 19 Broadcast. Catch the full conversation on the 19th*'s YouTube, and stream the film now on the PBS App #BreakingtheNewsPBS

[Accompanies Clip: Kate_1]

> "I was so heartened to see the ways in which we learned that the feminism that we traditionally know, which is cisgender women, is expanded to include people of all different kinds of genders."
> 19th* LGBTQ+ Reporter Kate Sosin in conversation with Breaking the News filmmakers to celebrate the film's Feb 19 Broadcast. Catch the full conversation on the 19th*'s YouTube, and stream the film now on the PBS App #BreakingtheNewsPBS

[Accompanies Clip: Princess_1]

> “In the beginning I thought it was just gonna be... this badass group of women coming together, they're gonna, you know, challenge the dudes. But overall it is really a group of women and LGBTQ plus journalists who are really reshaping the way we receive news.”
> Filmmaker Princess Hairston in conversation with the 19th* to celebrate the film’s Feb 19 Broadcast. Catch the full conversation on the 19th*’s YouTube, and stream the film now on the PBS App #BreakingtheNewsPBS

TWITTER

There are *many* sides to each story.
Watch @IndependentLens’ #BreakingTheNewsPBS on the PBS App starting February 19.

How do journalists bring their full selves into reporting and newsrooms? #BreakingTheNewsPBS holds lessons for those working to disrupt old narratives and build a more inclusive democracy. #MorePerfectUnion https://twitter.com/19thnews

#BreakingtheNewsPBS highlights the tough conversations around racial and gender inclusivity that erupted in 2020 and beyond #Democracy #Media
https://twitter.com/19thnews

“How successful are we as journalists in performing accountability work if we are leaving out entire swaths of the country who have not been part of the story?” Watch the 19th*’s Chabeli Carrazana in conversation with #BreakingtheNewsPBS filmmakers, up now on YouTube
https://twitter.com/19thnews

“I was so heartened to see the ways in which we learned that the feminism that we traditionally know... is expanded to include people of all different kinds of genders.” Watch the 19th*’s Kate Sosin in conversation with #BreakingtheNewsPBS filmmakers, up now on YouTube
https://twitter.com/19thnews