



SOCIAL MEDIA TOOLKIT

All three episodes of *A Town Called Victoria* will be available to **stream early with PBS Passport on the PBS App beginning October 14**, and to all audiences starting November 13.

A mosque in South Texas erupts in flames. Now, a quiet community reckons with what drove a man to hate.

Site: pbs.org/towncalledvictoria

Hashtag: #TownCalledVictoriaPBS

SOCIAL ASSETS

Google Drive: <https://bit.ly/3raoDAm>

Web Download: <https://to.pbs.org/3xtylWs>

For the following suggested copy, please choose one of the following CTAs to end each post.

- Watch all three episodes of @IndependentLens' #TownCalledVictoriaPBS with PBS Passport starting October 14.
- Watch @IndependentLens' #TownCalledVictoriaPBS on the PBS App starting November 13.

SUGGESTED COPY - SERIES

[Copy 1]

A mosque in South Texas erupts in flames. Now, a quiet community reckons with what drove a man to hate. **[Chosen CTA]**

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[Copy 2]

When arson strikes the local mosque, a Texas town must reckon with its troubled past.

[Chosen CTA]

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[Copy 3]

A Muslim congregation in the small town of Victoria, Texas has their world turned upside down when an act of hate burns down their mosque. **[Chosen CTA]**

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SUGGESTED COPY - EPISODES

[Episode 1]

A south Texas town is thrown into the national spotlight when a local mosque is burned to the ground. After the media moves on, the community is left to reflect on its complex history with racism.

Watch the first episode of @IndependentLens' #TownCalledVictoriaPBS on the PBS App.

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[Episode 2]

With the arson trial near, the suspect's family argues his innocence. Meanwhile, facets of Victoria reveal the ingredients that might have turned him to hate.

Watch the second episode of @IndependentLens' #TownCalledVictoriaPBS on the PBS App.

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[Episode 3]

The prosecution presents shocking evidence. As the trial concludes, the engaged citizens of Victoria seek a way to build a more inclusive community.

Watch the third and final episode of @IndependentLens' #TownCalledVictoriaPBS on the PBS App.

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A Reel South and Independent Lens co-production.

Part of The WNET Group's reporting initiative "Exploring Hate: Antisemitism, Racism and Extremism."

