



RIVER CITY DRUMBEAT SOCIAL MEDIA TOOLKIT

Contact: rivercitydrumbeat@obpfilm.com

Companion Site: <https://www.rivercitydrumbeatmovie.com>

Hashtag: #RCDrumbeatPBS

Trailers (mp4 format)

[20 sec trailer](#)

[30 sec trailer](#)

[Social Media Images](#)

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TWITTER

1. Broadcast premiere RIVER CITY DRUMBEAT, an immersive story of music 🎵, love ❤️, and legacies, as told by the members of a Black youth 🥁🥁🥁 drum corps in Louisville, Kentucky. Day/Date, Time on PBS/station.
2. Broadcast premiere RIVER CITY DRUMBEAT, an immersive story of music 🎵, love ❤️, and legacies, as told by the members of a Black youth 🥁🥁🥁 drum corps in Louisville, Kentucky. Check local listings for your PBS station.
3. Now streaming on pbs.org and @PBS App - RIVER CITY DRUMBEAT, an immersive story of music 🎵, love ❤️, and legacies, as told by the members of a Black youth 🥁🥁🥁 drum corps in Louisville, Kentucky.

4. Broadcast premiere RIVER CITY DRUMBEAT in time for #Juneteenth - an immersive story of music 🎵, love ❤️, and legacies, as told by the members of a Black youth 🥁🥁🥁 drum corps in Louisville, Kentucky. Check local listings for your PBS station.

FACEBOOK/INSTAGRAM:

- 1) **Day, Date at Time** on **PBS/station** the premiere of the critically-acclaimed #RiverCityDrumbeat, a powerful story of music 🎵, love ❤️, and legacies set in the American South. Edward "Nardie" White devoted his life to leading the African-American drum corps he co-founded with Zambia Nkrumah in Louisville, Kentucky three decades ago. Together they inspired youth from their West Louisville neighborhood to thrive by connecting them with the art and cultural traditions of their African ancestors. Now Albert Shumake, whose destiny was shaped by the drumline, must take up the mantle for the next generation. Meanwhile, student drummers Imani, Jailen, and Emily navigate adolescence and life changes. River City Drumbeat follows this creative community of mentors, parents, and youth making their way in a world where systemic forces raise obstacles to the fulfillment of their dreams. 🥁🥁🥁 Watch #RiverCityDrumbeat #BlackArtsMatter on @PBS.
- 2) **Day, Date at Time** on **PBS/station** premiere @rivercitydrumbeatmovie: A powerful story of music, love, and legacies, told by the members of a Black youth drum corps in Louisville, Kentucky. When the founder steps down, a young alum whose life was saved by the drumline rises to mentor the next generation in the face of systemic injustices. 🥁🥁🥁 Watch #RiverCityDrumbeat #BlackArtsMatter on @PBS.

Social Media Handles/URLs

River City Drumbeat film

FB/IG @rivercitydrumbeatmovie

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<https://www.instagram.com/rivercitydrumbeatmovie>

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PBS

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River City Drum Corp

TW @LouisvilleRCDC

IG @RCDC

Additional Hashtags

#RCDrumbeatPBS #RiverCityDrumbeat #musicmatters #blackartsmatter #blackcommunity #spiritofthedrum #documentary #documentaries #drumline #drumbeat #drums #drumlife #drummer #drummerlife #drumcorps #drumlessons #drumsolo #drumstagram #percussion #band #marchingband #marchingbands #education #musiceducation #musiceducationmatters #musiceducationforkids #musiceducationforall #community #louisville #louisvilleky #kentucky #kyproud #collectivelycreate #creativecommunity #mentorship #afterschoolmatters

RCDB Social Media images

Go to this Google Drive [link](#) to download these Social Media toolkit images:





