***Look & See: Wendell Berry’s Kentucky***

**Event Intro Script**

Thank you joining us! My name is <insert name>, and welcome to **Indie Lens Pop-Up**, presented by <your organization> and <your local PBS station>.

Today’s sneak preview screening is *Look & See: Wendell Berry’s Kentucky* by Laura Dunn. The film premieres on *Independent Lens* on PBS **Monday, April 23** at 10/9c [NOTE: confirm with your local PBS station if there is a different local broadcast date and/or time]. Please help spread the word! Like us @IndependentLens on Facebook, use the hashtag #IndieLensPBS on Twitter, and talk about the film or this event on social media.

**[Pre-screening Audience Conversation Starter – Adapt As Needed]**

[Note: only mention this if you choose to administer audience surveys for this film] After the screening, please take a few minutes to fill out the audience survey. Your feedback is invaluable in helping us understand the impact of our Indie Lens Pop-Up screening series. Everyone who completes a survey is entered into a raffle for the chance to win a $100 Amazon gift card!

Indie Lens Pop-Up is about sparking conversations and getting to know your community better--we’d love for you to share your response to the following question with your seat neighbors and on social media to help kick off tonight’s discussion!

**Conversation Starter:**

How has agriculture shaped the American way of life, then and now?

[If time permits, ask a few participants to share their thoughts with the group]

Thank you for sharing your thoughts.

In a moment, we will watch *Look & See: Wendell Berry’s Kentucky* – a portrait of the changing landscapes and shifting values of rural America in the era of industrial agriculture, as seen through the mind’s eye of award-winning writer and farmer, Wendell Berry. Watch as Berry takes us back to his home in native Henry County, Kentucky and explores the impact of industrial agriculture on both urban and suburban communities.

We invite you to sit back and enjoy the film, but also to stay with us after and join the conversation. <Insert more about your engagement activity or special guests here.> Sign up for our newsletter in the lobby / follow us <insert social media handle> to receive updates on local Indie Lens Pop-Up events and upcoming broadcasts on *Independent Lens*.

A special thank you to our national partners: *Independent Lens*, ITVS, PBS, the Corporation for Public Broadcasting, Slow Food USA, and our local partners <insert your venue and community partners>. We hope you enjoy the show!

**AFTER THE FILM SCREENS**

We hope you enjoyed today’s screening of *Look & See: Wendell Berry’s Kentucky*. The film premieres on *Independent Lens* on PBS on **April 23** at 10/9c [NOTE: confirm with your local PBS station if there is a different local broadcast date and/or time]. Don’t forget to spread the word! Like us @IndependentLens on Facebook, use the hashtag #IndieLensPBS on Twitter, and talk about the film or this event on social media.

[Note: only mention this if you choose to administer audience surveys for this film] A reminder: after the discussion, please complete the audience survey. Your feedback is invaluable in helping us understand how we can improve our Indie Lens Pop-Up events. Everyone who completes a survey is entered into a raffle for the chance to win a $100 Amazon giftcard! Don’t forget to turn in your completed surveys to [collection box in the back, volunteer or staff member, etc.]. And don’t forget to sign-up to receive updates on local events coming this season. Thank you!