

INDIE LENS POP-UP and 9T05: THE STORY OF A MOVEMENT

ABOUT INDIE-LENS POP-UP

Featuring documentaries seen on PBS's *Independent Lens*, Indie Lens Pop-Up provides public television stations, universities, libraries, and community organizations with access to the best independently produced documentaries, and enables them to present dynamic events that bring people together for virtual film screenings and community-driven conversations.

Learn more: <http://pbs.org/indielenspopup>

VIRTUAL SCREENINGS

During the COVID-19 pandemic, Indie Lens Pop-Up partners in 50 cities across the country will be hosting **free virtual screenings** of *9to5: The Story of a Movement* on the **OVEE platform**, Indie Lens Pop-Up's virtual theater. Learn more about the OVEE platform: <https://ovee.itvs.org/>

TO PARTICIPATE AND SIGN-UP

To request to screen the film and become a Screening Partner: <http://bit.ly/ILPopRequest2020-21>

SCREENING REQUIREMENTS

Your Screening Agreement will outline in more detail the requirements to screen Indie Lens Pop-Up films publicly during the film's designated screening window (*9to5: The Story of a Movement* screenings must occur January 2-March 2, 2021). Basic requirements include:

- Screenings must:
 - be free and open to the public
 - adhere to the advocacy restrictions outlined on page 10 in the Indie Lens Pop-Up Program Toolkit: <http://bit.ly/ILPopProgramToolkit2020-21>
 - take place only within the film's approved screening window (Jan 2-Mar 2, 2021)
 - include an engagement activity (facilitated conversation, featured speaker, panel discussion, interactive activity, etc.)
- Partners must:
 - submit an event listing for the *Independent Lens* online calendar
 - submit an online event report within seven (7) days of the event's completion
 - comply with requirements around co-branding and use of promotional materials

RESOURCES

The following assets are available, typically four to six weeks before the start of the screening window when possible. Some assets will be from the *Independent Lens* broadcast promotional toolkit that can be adapted for event promotion. Assets include:

- Discussion Guide
- Event Flyer Template
- Social Media Toolkit
- Press Release Template
- Shareable Images
- On-Screen Broadcast Promo Image
- *Independent Lens* Broadcast Promo Toolkit

For more information about the Indie Lens Pop-Up program, including resources, tips for planning and promotion, please review the Program Toolkit:

<http://bit.ly/ILPopProgramToolkit2020-21>

READ MORE

9to5: The Story of a Movement: <http://pbs.org/9to5>

Indie Lens Pop-Up: <http://pbs.org/indielenspopup>

Independent Lens: <http://www.pbs.org/independentlens>

ITVS: <http://itvs.org>

Questions? Please contact indielenspopup@itvs.org