

How to Shoot
& Ghost,

kanopy
stream smarter

How To Shoot A Ghost (2025)
Directed by Charlie Kaufman

Kanopy is proud to be the exclusive library and educational distributor of *How to Shoot a Ghost*, the new short film directed by Charlie Kaufman and written by Eva H.D. Premiering at the Venice International Film Festival, the film follows two newly dead young people who meet in the streets of Athens, surrounded by the city's pulsing energy and the ghosts of its history. One is a translator, the other a photographer. Outsiders in life, they grapple in death with the remnants of their longings and mistakes. As they wander the city together, they find unexpected consolation in the difficult beauty of existence and what comes after.

Charlie Kaufman, writer of *Being John Malkovich* and *Eternal Sunshine of the Spotless Mind*, and director of *I'm Thinking of Ending Things*, reflects on the importance of library access:

"Given the crisis of education in this country, it remains as important as ever for citizens to continue to have barrier-free access to the wealth of free resources that libraries have always offered. Kanopy's partnership with universities and public libraries ensures that a rich digital archive of cinematic work from all over the world—from the newest documentaries to the collected adventures of Buster Keaton—will be available to a new generation of cinephiles."

Watch the trailer: youtu.be/R1y1vJ0xgGY

Stream How to Shoot a Ghost: kanopy.com/product/16265257

Use this marketing toolkit to help you promote *How to Shoot a Ghost* to your patrons. Be sure to stay updated with future marketing toolkit additions and other resources on our Kanopy Library Marketing & Outreach Resources page for the **US**, **CA**, and **AUNZ**.

Continued on next page

List of Toolkit Items

1**General Announcement**

Print materials that showcase *How To Shoot A Ghost*, which can be printed and displayed throughout your library.

6**Digital Graphics**

Graphics sized for various social media platforms and email to help you promote the film

3**Suggested Copy**

Three ready-to-use copy options for your social media posts and email campaigns.

All images provided must be used for direct promotion of that specific film or collection.

Social Media and Newsletter Copy Suggestions

Option 1

New on Kanopy: *How to Shoot a Ghost*, a short film by Charlie Kaufman (*Being John Malkovich*, *Eternal Sunshine of the Spotless Mind*). Two souls. One city. A hauntingly beautiful story of life, death, and connection. Now streaming with your library card.

Option 2

Cinephiles, this one's for you 🎬 *How to Shoot a Ghost* brings Charlie Kaufman's signature storytelling and poet Eva H.D.'s voice to a powerful short film about grief, connection, and meaning. Watch it now on Kanopy, with your [LIBRARY] card.

Option 3

Stream the newest film from Charlie Kaufman, exclusively for libraries on Kanopy. *How to Shoot a Ghost*, a short film that turns the streets of Athens into a meditation on life, loss, and what lingers after.

Campaign Start and End Dates

How To Shoot A Ghost goes live on **March 3rd, 2026**. We encourage our library partners to use these materials to spread the word to your community. If you have any questions about the toolkit, feel free to email us at marketing@kanopy.com.

Respectfully,
The Kanopy Team