



The Film Library

A Kanopy Podcast

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Cheryl Dunye



Josh Ruben



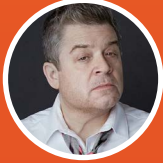
Justin Chang



Justin Simien



Kristen Lopez



Patton Oswalt

Encourage your patrons to dive into the rich world of cinema with The Film Library presented by Kanopy. Join hosts Alonso Duralde and Daniel Thompson as they explore the diverse universe of filmmaking. Each episode features a unique guest from various corners of the industry offering listeners an exclusive behind-the-scenes look at the art and craft of film. Whether you're a seasoned cinephile or just starting your film journey, The Film Library provides an insightful, engaging, and educational experience.

Share The Film Library with your film-loving patrons with this handy promotions guide!

List of Toolkit Items

5

General Announcements

Images to promote The Film Library, sized for various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images.

8

Episode-Specific Assets

A set of images that highlight individual episodes.

2

Suggested Copy

Two options that you can copy and paste into your messaging across social media and email.

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General Announcement & Title-Specific Assets

Don't forget that you can always add your library logo to any of these images to remind your patrons that they can access Kanopy through your digital offerings.

See example to the right.



Social Media/Newsletter Copy

Version 1

Tune in to discover hidden gems and hear the stories behind the camera, all accessible with your library card at kanopy.com/product/film-library-kanopy-podcast-s1 or wherever you listen to podcasts.

Version 2

Dive into the rich world of cinema with The Film Library presented by Kanopy, the free streaming service available through participating public and academic libraries. Join hosts Alonso Duralde and Daniel Thompson as they explore the diverse universe of filmmaking with guests like Patton Oswalt, Kristen Lopez, Justin Simien, and more!

Tune in for free with your library card at kanopy.com/product/film-library-kanopy-podcast-s1 or wherever you listen to podcasts.

Campaign Start and End Dates

Season 1 of The Film Library is currently available on Kanopy.com and wherever you get your podcasts. If you have any questions about the items within this toolkit, please email us at marketing@kanopy.com.

Happy listening!

Sincerely,
The Kanopy Team