

# Kanopy Marketing Plan

## Program Goals and Objectives

The goal of this plan is to market Kanopy to about 50% of what would be considered “all out.” This will give collections an idea of how much Kanopy will affect the budget.

Primary Goal: Market to those customers who already enjoy movies and documentaries.

## Press Release & Announcements

- Press release

## CALVERT LIBRARY ADDS FILM STREAMING SERVICE, KANOPY

August 27, 2018

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### ***With Kanopy, Calvert Library Customers Will Have Access to more than 30,000 Films, For Free***

The popular on-demand film streaming service [Kanopy](http://kanopy.com) is now available for free at Calvert Library. Library card holders can access Kanopy and sign up to start streaming films instantly by visiting <http://calvert.kanopy.com>. Films can be streamed from any computer, television, mobile device or platform by downloading the Kanopy app for iOS, Android, AppleTV, Chromecast or Roku.

Offering what the New York Times calls “a garden of cinematic delights,” Kanopy showcases more than 30,000 of the world’s best films, including award-winning documentaries, rare and hard-to-find titles, film festival favorites, indie and classic films, and world cinema with collections from Kino Lorber, Music Box Films, Samuel Goldwyn, The Orchard, The Great Courses, PBS and thousands of independent filmmakers.

With the motto of “thoughtful entertainment,” Kanopy provides Calvert Library customers with access to films of unique social and cultural value; films that are often difficult or impossible to access elsewhere, and programming that features diversity, with a wide array of foreign language films and films on race, and current affairs.

Calvert Library Director Carrie Plymire said, “One goal of our current strategic plan is to enlarge our ‘virtual branch’ and [Kanopy](http://kanopy.com) does this by providing thought-provoking media our customers can view from their personal devices, here in the library or wherever they can access the internet. Kanopy also

gives the library public performance rights so we can show these films for discussion and engagement at the library. We're excited about this addition to our virtual collection."

The Kanopy collection includes indie hits like [Hunt For the Wilderpeople](#) and [2 Days in Paris](#), classic masterpieces like [Aquirre, the Wrath of God](#) and [Seven Samurai](#), and award-winning documentaries like the 2017 Oscar®-nominated [I Am Not Your Negro](#) and Sundance Film Festival winner [Mother of George](#).

Kanopy was founded in 2008 by CEO Olivia Humphrey as an educational tool for colleges and universities. More than 5 million Kanopy users stream the most acclaimed movies and documentaries from award-winning filmmakers, and experience the best in independent, classic film, and world cinema.

<http://calvert.kanopy.com>



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## Social Media

- Niche how-to videos for Kanopy
  - o <https://my.nicheacademy.com/calvertlibrarycustomeracademy/course/3129>
  - o <https://my.nicheacademy.com/calvertlibrarycustomeracademy/course/3129/lesson/5694>
- Post about Kanopy once a week during September.
  - o Documentaries
  - o Great Courses
  - o Thoughtful Entertainment
- Links to social media images/videos
  - o <https://www.dropbox.com/s/stbnjfdk5m6nbwh/Kanopy%20Video.mp4?dl=0>
  - o <https://www.dropbox.com/s/1179uullsgwm8kj/Lib%20banner.jpg?dl=0>
  - o [https://www.dropbox.com/sh/c2ua87uk94lqazo/AACYR5HYRUoM-owswLZ3Gpx7a/Collection%20Images?dl=0&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/c2ua87uk94lqazo/AACYR5HYRUoM-owswLZ3Gpx7a/Collection%20Images?dl=0&subfolder_nav_tracking=1)

- [https://www.dropbox.com/sh/c2ua87uk94lgazo/AACYR5HYRUoM-oswclZ3Gpx7a/Collection%20Images?dl=0&preview=The+Great+Courses.jpeg&subfolder\\_nav\\_tracking=1](https://www.dropbox.com/sh/c2ua87uk94lgazo/AACYR5HYRUoM-oswclZ3Gpx7a/Collection%20Images?dl=0&preview=The+Great+Courses.jpeg&subfolder_nav_tracking=1)
- <https://www.facebook.com/Kanopy/>

## **In Library**

- TV slides
- Talk it up at appropriate events during Sep/Oct

## **Newsletters**

- Include in September email and print newsletters

## **Email**

- Review usage and send separate email in October or November to Digitarians & Double Features if needed.

## **Website**

- This page will replace the current eLearn page on Aug 27: <https://calvertlibrary.info/using-the-library/activity/learn-2/>
- Kanopy will be added into the Watch menu of the Read, Listen & Watch section.