

# Film School Shorts Season 3 – Social Media Toolkit



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## About

Bringing you the best short student films from across the country, *Film School Shorts* is a national half-hour series for public television featuring fresh talent straight from the college campus.

From hard-hitting thrillers and tense dramas to quirky comedies and magical fantasies, the cutting edge of filmmaking is here.

Please use this social media toolkit as a resource in your online promotion of *Film School Shorts: Season Three*. This kit can be used as an addendum or template for your online and social media promotion efforts surrounding your broadcasts of *Film School Shorts: Season Three*.



## ***Film School Shorts.*** **The future of filmmaking has arrived.**

For questions, collaborations and requests, please contact: Aldo Mora-Blanco  
([amorablanco@kqed.org](mailto:amorablanco@kqed.org))

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## Useful Links

Official Website

<http://www.kqed.org/fss>



Facebook

<https://www.facebook.com/FilmSchoolShorts>



Twitter

<https://twitter.com/FilmSchoolShort>



YouTube

<http://www.youtube.com/FilmSchoolShorts>



Google +

<https://plus.google.com/+FilmSchoolShorts>



Tumblr

<http://filmschoolshorts.tumblr.com/>



Pinterest

<http://pinterest.com/kqed/film-school-shorts/>



PBS Video Channel

<http://pbs.org/fss>

New short films premiere online every other Wednesday on YouTube and PBS Video. Please free to embed!

**BE ADVISED FOR ONLINE:** PBS Video will stream the **BROADCAST VERSIONS** of the films.

YouTube will stream the films in their **ORIGINAL CUT**.

Though nudity and extreme violence has been censored, some of the films do contain strong language and adult themes, and will have a content advisory at program start.

Please [contact me](#) directly if you have any questions.





<https://twitter.com/FilmSchoolShort>

## Twitter

To get the conversation as big as possible:

- Follow us at <https://twitter.com/FilmSchoolShort>.
- Always remember to Mention our username [@FilmSchoolShort](#) in all tweets!
- If starting a tweet with our username, **remember to include a period (.)**
- Insert your own [LOCAL AIRTIME].
- Please upload the respective **Twitter Photo** to your tweets.
- Check out this [list](#) of our featured filmmakers and follow them on Twitter!

## Suggested Tweets

### Day of Broadcast

Tune in to [your station's Twitter handle] to watch the best student [#shortfilms](#) on [@FilmSchoolShort](#)! [LOCAL AIRTIME] [www.kqed.org/fss](http://www.kqed.org/fss)

**This Friday, give us a shout out and participate in [Follow Friday!](#)**

[#FF @FilmSchoolShort](#) The best student [#shortfilms](#) from across the country! [www.kqed.org/fss](http://www.kqed.org/fss)

### Shout out our YouTube Channel

Need more [#shortfilms](#)? Subscribe to [@FilmSchoolShort](#) on [@YouTube](#). A new film every 2 weeks! <http://www.bit.ly/FSSYouTube>

### Broadcast Tweets:

#### Episode 301 – “Final Ascent” [Twitter Photo](#)

SEASON PREMIERE: Olivia Colman in [#TheKarmanLine @FilmSchoolShort](#) [LOCAL AIRTIME] [@MrOscarSharp](#) <http://bit.ly/FSSAscent>

#### Episode 302 – “Separation Anxiety” [Twitter Photo](#)

Watch 3 [#animated #shortfilms](#) & an imaginary friend on [@FilmSchoolShort](#)! [LOCAL AIRTIME] <http://bit.ly/FSSAnxiety>

#### Episode 303 – “On the Prowl” [Twitter Photo](#)

On [@FilmSchoolShort](#): bros on the sex prowl have changes of heart! [LOCAL AIRTIME] <http://bit.ly/FSSProwl> [@bermanabroad](#)

**Episode 304 – “Where Do We Go From Here?” Twitter Photo**

2 dudes face their insecurities in pair of powerful [#shortfilms](#) [LOCAL AIRTIME] [@FilmSchoolShort](#) <http://bit.ly/FSSWhere>

**Episode 305 – “Choices” Twitter Photo**

Tough choices in 2 int'l [#shortfilms](#) [@FilmSchoolShort](#) [LOCAL AIRTIME] <http://bit.ly/FSSChoices> [@ZachKerschberg](#) [@jpsu](#)

**Episode 306 – “Lives in Limbo” Twitter Photo**

A young racer lives life fast & furiously in Vietnam [@FilmSchoolShort](#) [LOCAL AIRTIME] <http://bit.ly/FSSLimbo>

**Episode 307 – “Playing with Power” Twitter Photo**

Powerful [@TheAcademy](#) [#SAA](#) winning dramas [@FilmSchoolShort](#) [LOCAL AIRTIME] <http://bit.ly/FSSPlayPower> [@lily\\_buttons](#) [@swizzo\\_mauro](#)

**Episode 308 – “Responsible Parties” Twitter Photo**

Home life gets "wrecked" in this pair of [#shortfilms](#) [@FilmSchoolShort](#) [LOCAL AIRTIME] <http://bit.ly/FSSRespParties> [@MelFinell](#)

**Episode 309 – “It’s in the Blood” Twitter Photo**

Family ties & bloodlines is focus of [@FilmSchoolShort](#) dbl bill [LOCAL AIRTIME] <http://bit.ly/FSSInTheBlood> [@ShannonKohlitz](#)

**Episode 310 – “Express Yourself” Twitter Photo**

FINALE: [@TheAcademy](#) [#SAA](#) winning graffiti drama [#Nani](#) [@FilmSchoolShort](#) [LOCAL AIRTIME] <http://bit.ly/FSSExpress> [@justintipping](#)



<https://www.facebook.com/FilmSchoolShorts>

## Facebook

To increase your reach on Facebook please:

- Tag **Film School Shorts** in your posts!
- If you'd prefer to upload a photo along with the URLs, feel free to download via the **Facebook Photo** links by the respective episode.
- Post on the walls of groups in your area that may be interested in student films.
- Feel free to share our **photos on Facebook**.  
(Sharing pictures is a great way to increase Facebook engagement on your page!)
- Insert your own [LOCAL AIRTIME] and [STATION].

## Suggested Facebook Posts

(Please tag us in all posts: <https://www.facebook.com/FilmSchoolShorts>)

### Day of Premiere

The future of filmmaking returns! Watch the season premiere of [Film School Shorts](#). [LOCAL AIRTIME] <http://www.kqed.org/fss>

### Throughout Series

Want to see who's going to be tomorrow's hot filmmaker? Tune in to watch [Film School Shorts](#). [LOCAL AIRTIME] on [LOCAL STATION] <http://www.kqed.org/fss>

The cutting edge from American film universities is here. Watch the new season of [Film School Shorts](#). [LOCAL AIRTIME] <http://www.kqed.org/fss>

### Shout out our YouTube Channel

Need more [#shortfilms](#)? A new mini-movie premieres biweekly on the [Film School Shorts](#) YouTube channel. Subscribe: <http://www.bit.ly/FSSYouTube>

## **Broadcast Posts:**

### Episode 301 – “Final Ascent” **Optional Facebook Photo**

Season premiere!

Olivia Colman (Broadchurch) kicks off [Film School Shorts](#)' new season in the BAFTA-nominated [The Kármán Line](#)! Catch the film at [LOCAL AIRTIME]. <http://bit.ly/FSSAscent>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>  
<https://www.facebook.com/thekarmanlinefilm>

**Episode 302 – “Separation Anxiety” Optional Facebook Photo**

Why are an owl, a mouse, an imaginary friend, a corgi and a pet fish suffering from separation anxiety!? Catch four delightful #shortfilms on [Film School Shorts](#). [LOCAL AIRTIME] <http://bit.ly/FSSAnxiety>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 303 – “On the Prowl” Optional Facebook Photo**

Who gives better advice: your superficial bros, or a mobile app? Explore this conundrum on the latest episode of [Film School Shorts](#). [LOCAL AIRTIME] <http://bit.ly/FSSProwl>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 304 – “Where Do We Go From Here?” Optional Facebook Photo**

This powerful [Film School Shorts](#) double bill includes the tale of a bullheaded day trader experiencing the Boston Marathon Bombings unfold, and an autistic man learning to connect. Not to be missed. [LOCAL AIRTIME] <http://bit.ly/FSSWhere>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 305 – “Choices” Optional Facebook Photo**

Powerful people and the tough choices they must make: watch the drama unfold on the latest episode of [Film School Shorts](#). [LOCAL AIRTIME] <http://bit.ly/FSSChoices>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 306 – “Lives in Limbo” Optional Facebook Photo**

Living life fast and furiously amidst the Saigon motorcycle scene, a young man and woman struggle to define their romance. This haunting episode of [Film School Shorts](#) starts at [LOCAL AIRTIME] <http://bit.ly/FSSLimbo>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 307 – “Playing with Power” Optional Facebook Photo**

Vengeance and mind games of power take center stage in two Student Academy Award-winning #shortfilms. Catch the latest episode of [Film School Shorts](#) at [LOCAL AIRTIME] <http://bit.ly/FSSPlayPower>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 308 – “Responsible Parties” Optional Facebook Photo**

Nothing like a little relationship drama to take you out of your comfort zone! Two couples work out the kinks on tonight’s episode of [Film School Shorts](#). [LOCAL AIRTIME] <http://bit.ly/FSSRespParties>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 309 – “It’s in the Blood” Optional Facebook Photo**

Reforging family ties and retracing European bloodlines are the focus of this double bill of mini-movies. Don’t miss the latest episode of [Film School Shorts](#). [LOCAL AIRTIME] <http://bit.ly/FSSInTheBlood>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**Episode 310 – “Express Yourself” Optional Facebook Photo**

[Film School Shorts](#) ends its third season with the Student Academy Award-winning Nani! Watch it with the animated delight Little Favour on the season finale at [LOCAL AIRTIME]- <http://bit.ly/FSSExpress>

PLEASE TAG: <https://www.facebook.com/FilmSchoolShorts>

**2015 Streaming Schedule**

Please feel free to embed our films and add them to your playlists.

<http://www.youtube.com/FilmSchoolShorts>

<http://video.pbs.org/program/film-school-shorts-program/>

FILM	ONLINE PREMIERE	TIE-IN
<b>11-Minute Mile</b>	4/15/2015	Boston Marathon Bombing Anniversary
<b>Banana Trip</b>	4/29/2015	Asian American Heritage Month
<b>Above the Sea</b>	5/13/2015	Asian American Heritage Month
<b>Burn to Send</b>	5/27/2015	Asian American Heritage Month
<b>Disaster Preparedness</b>	6/10/2015	LGBT Pride Month
<b>Kiss Me</b>	6/24/2015	LGBT Pride Month
<b>Spark</b>	7/1/2015	Independence Day
<b>Steadfast Stanley</b>	7/8/2015	Fun summer viewing!
<b>Owl and Mouse</b>	7/22/2015	Fun summer viewing!



## Program Guide Article for Film School Shorts

The original television series *Film School Shorts* is entering its third year, and it's their best yet! The new season kicks off on [DATE AND TIME] with a can't-miss drama starring Olivia Colman (*Broadchurch*, *Peep Show*, *Hot Fuzz*) and Shaun Dooley (*The Awakening*, *Broadchurch*, *Misfits*). The film earned director Oscar Sharp a deal with Toby Maguire's company and is only one of the many award-winners coming up this season.

But don't wait for the broadcast! You can find a powerhouse lineup that features new films every other Wednesday on our YouTube channel.

*Film School Shorts* aggressively acquires the top short films coming out of U.S. film schools for an experience you can't see anywhere else. That winning formula has made the series a favorite across the country. Whether it's a touching comedy set to a Harry Nilsson soundtrack (*Humpty*) or a gripping period drama that took home the Gold at the 2014 Student Academy Awards (*Above the Sea*), these colorful and provocative short films rival the latest multiplex features ... in a fraction of the time. We took your feedback to heart, and this season features even more animated work, including stop-motion and mixed media films that made our jaws drop.

If you haven't already, connect with them on Facebook and find out more at [kqed.org/fss](http://kqed.org/fss).

[kqed.org/fss](http://kqed.org/fss)

[fb.com/FilmSchoolShorts](https://fb.com/FilmSchoolShorts)

[twitter.com/FilmSchoolShort](https://twitter.com/FilmSchoolShort)

[yt.com/FilmSchoolShorts](https://yt.com/FilmSchoolShorts)

## Contacts

*Please send all social media requests and questions to Aldo Mora-Blanco.*

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## Fact Sheet

**Series title:** Film School Shorts

**Series Length:** Ten 30-minute episodes

**Series Description:** Film School Shorts is a national weekly public television series that showcases the best short student films from across the country. The third season will feature award-winning films from schools across the country, including CalArts, Columbia University, NYU and UCLA.

**Production:** Film School Shorts is a national production of KQED. The series producer is Lisa Landi and the associate producer is Vincent Cortez. KQED's Senior Vice President & Chief Content Officer is Michael Isip and the series executive producer is Scott Dwyer. Film School Shorts is made possible by a grant from Maurice Kanbar and by the members of KQED.

**KQED Public TV:** KQED Public Television, the PBS affiliate that serves Northern California, is one of the country's most popular public television stations. It brings the values of public media to homes around the Bay Area with Emmy Award-winning programming that inspires, informs and entertains, including Masterpiece Classic: Downton Abbey, Masterpiece Classic: Sherlock Holmes, American Masters, Great Performances, NOVA and Nature. KQED provides the best in independent film, including POV, Independent Lens, Film School Shorts, Truly CA: Our State, Our Stories, and ImageMakers. KQED Public Television produces local series like Check, Please! Bay Area, KQED NEWSROOM, San Francisco Opera and ImageMakers, as well as popular programs for national broadcast such as Essential Pépin, and QUEST. KQED Public Television also distributes programming to public media stations across the country including The Cat in the Hat Knows a Lot About That!, Roadtrip Nation and Joanne Weir's Cooking School. For more information, please visit <http://www.kqed.org/tv>