**Land of Green Ginger Comms Meeting Minutes**

**Present: Elizabeth Bergeron, Katy Fuller, Chris Marr, Alix Johnson, Kofi Smiles, Angus Young, Martha Mangan, Ben Horrigan, Hannah Robinson**

Concern over people’s enthusiasm over finding the last vault. Will need to contain the story at this point. Next stage will be a visual/physical appearance which can be properly reported on. People are beginning to expect the unexpected; will associate it with Hull 2017 inherently. E.g. real discovery at Queen Victoria Square; by the time they reported it, it had already been filled in so people couldn’t go and dig themselves! Not possible to fake it to the end, but to at least be able to keep up the pretence. Just keep to the story for the start of the announcement.

Timeline

* Crates found in early April
* Institute announced
* First crates appear in Preston Road 22nd April
* Periplum first work in May
* Joshua June, etc.

Are the Council involved? Could we have someone to interview. BBC need a real person to interview. E.g. underground café: images, objects, people’s memories from the war.

They’ll need to go back to their editor to make sure it’s all above board. They want to know their response, but also a united front. Could we use Kofi who accidentally stumbles across something? Look up ‘Mutants are Among Us’ campaign <http://shortyawards.com/7th/mutants-are-among-us-digital-content-campaign>

Really keen on announcing it on 1st April

Real spokespeople vs actors: what about University of Hull inventing a new department? Also Rob Robinson or John Oldfield are both historians who could be up for being a part of this story. Or a fake Eurovia guy (actor) who discovered the cache. Could look into the fact that there has been actual stuff discovered under Hull.

Also looking at active social media groups as well to plant some seeds for us

Suspension of disbelief! Whether it works or doesn’t work in terms of people believing, it’s more whether things successfully link together to create a narrative/story

We need to put together script/guideline for them; how do we want them to talk about each project; what can they say/not say. E.g. will these events go onto their ‘what’s on?’ page? We need to think through strategies for each project because they are each very different.