**Hull UK City of Culture 2017**

**Mind on the Run : Basil Kirchin**

**17-19 February 2017**

**Social Media & website Activity & other Media Coverage**

**Social Media Activity**

**Twitter**

Discover Basil Kirchin – the forgotten genius of post-war British music. On sale now.[#Hull2017](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fhashtag%2FHull2017%3Fsrc%3Dhash&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=9IEamoV8qj6A4IwavaR%2Fi6MQ7A%2BDuf4B%2FhSA8K3Lp28%3D&reserved=0) [+ video]

[https://twitter.com/2017hull/status/798832309231157248](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2F2017hull%2Fstatus%2F798832309231157248&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=w2%2FLYZN3wfCnr7EmV9S2nBGEBtCMSQaQEYBr2nNyBk8%3D&reserved=0)

15 Retweets

8 Likes

6980 Impressions

A standing ovation for Basil Kirchin. If they didn't know him before, they do now. [+ video]

[https://twitter.com/2017Hull/status/833371798192406528](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2F2017Hull%2Fstatus%2F833371798192406528&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=E%2FY9K6BmfS9fsUPD6XvpdQEIWIjuIA07Q5JMdvAkwVs%3D&reserved=0)

21 Retweets

52 Likes

13,153 Impressions

The first painter of music. Is there a better way of summing up Basil? Our Kirchin festival begins TONIGHT.

[https://twitter.com/2017Hull/status/832639725529731072](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2F2017Hull%2Fstatus%2F832639725529731072&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=0PZAoDIO8zxfhJUvUr7IhXxwihmQyC45uO6A%2BOBFLKY%3D&reserved=0)

9 Retweets

9 Likes

6,827 Impressions

**Facebook**

Discover Basil Kirchin – the forgotten genius of post-war British music.

Hull City Hall, 17-19 February 2017

[hull2017.co.uk/mindontherun](https://emea01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fhull2017.co.uk%2Fmindontherun&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=TUxLzQB%2FiGVkPcOtAyEgQf14hZV2RHm7J8CzSlpxeVg%3D&reserved=0)

[+video]

127 Reactions  
13k views  
30,218 people reached

He's the forgotten musical genius from Hessle Road. But who was Basil Kirchin really? Matt Stephenson from [Nova Studios](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FNova-Studios-168968356455264%2F%3Ffref%3Dmentions&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=wRXuiwD7zrWw9Iz6v3ZbQXEMVB%2FOxvKpzPWBAM0zsmw%3D&reserved=0) explores. [ + Link [https://www.hull2017.co.uk/discover/article/basil-kirchin-man-behind-music/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fbasil-kirchin-man-behind-music%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=do5FmlyYgbmhGwzL2n96YTEuF5v%2Fg7UmvilkVa%2B%2FvgU%3D&reserved=0) ]

[https://www.facebook.com/HullCityofCulture/posts/1081121455342301](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FHullCityofCulture%2Fposts%2F1081121455342301&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=tVXwpdoCet5aYfjiPssvqjWgNv2WhS%2FMObkr%2FFqLGwo%3D&reserved=0)

31 Reactions  
9,037 people reached

Relive the epic weekend that was Mind on the Run: The Basil Kirchin Story at [Hull City Hall](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2Fhullcityhall%2F%3Ffref%3Dmentions&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=DniamcWTyEmyRmv9pXlP52Q6FJMWbRQuc0OSb%2FU3XuE%3D&reserved=0). [+ video]

[https://www.facebook.com/HullCityofCulture/videos/1183294231791689/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.facebook.com%2FHullCityofCulture%2Fvideos%2F1183294231791689%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=GHirekDWsw4v%2FALssUHmzbI0c4lZ9GIZB0iymTaLPiY%3D&reserved=0)

64 Reactions  
4.6k views  
17,116 people reached

**Website Activity**

**Website**

Page: [https://www.hull2017.co.uk/whatson/events/mind-on-the-run/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fwhatson%2Fevents%2Fmind-on-the-run%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=zBjbVQLPDpvTUICd9gFxU7jFW%2B1YDyQOaROo%2Bn2Q1DE%3D&reserved=0)

Pageviews: 15,128

Unique pageviews: 13,011

Page: [https://www.hull2017.co.uk/discover/article/basil-kirchin-musical-timeline/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fbasil-kirchin-musical-timeline%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=JVR1DauKbMkeRJRBSllwWtSY3ZthJ9P9MTvlvegJPGE%3D&reserved=0)

Pageviews: 611

Unique pageviews: 547

Page: [https://www.hull2017.co.uk/discover/article/sale-now-mind-run-basil-kirchin-story/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fsale-now-mind-run-basil-kirchin-story%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=hppK5IyfawlDi6kOVUZjf81T9d3D%2F%2FdOXuT9yHjhC9I%3D&reserved=0)

Pageviews: 710

Unique pageviews: 540

Page: [https://www.hull2017.co.uk/discover/article/basil-kirchin-man-behind-music/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fbasil-kirchin-man-behind-music%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=do5FmlyYgbmhGwzL2n96YTEuF5v%2Fg7UmvilkVa%2B%2FvgU%3D&reserved=0)

Pageviews: 826

Unique pageviews: 740

Page: [https://www.hull2017.co.uk/discover/article/now-exclusive-new-basil-kirchin-release/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fnow-exclusive-new-basil-kirchin-release%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=cR%2FDO6jdrMMNX1E7lcOURo0F1Ob75n0%2B8cylp8BwidA%3D&reserved=0)

Pageviews: 645

Unique pageviews: 572

Page: [https://www.hull2017.co.uk/discover/article/playlist-sean-ohagans-top-basil-kirchin-tracks/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fplaylist-sean-ohagans-top-basil-kirchin-tracks%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=uCJa1meykt4aVWgcJurf0wWsgeSPuRL9thZotqbNdRE%3D&reserved=0)

Pageviews: 849

Unique pageviews: 762

Page: [https://www.hull2017.co.uk/discover/article/brand-new-basil-kirchin-inspired-mix-revenu/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fbrand-new-basil-kirchin-inspired-mix-revenu%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=Ieu%2BVv7FMcnz9NpR3lN%2BbSOUeOCNnwO0GSfQhpW0hOA%3D&reserved=0)

Pageviews: 234

Unique pageviews: 199

Page: [https://www.hull2017.co.uk/whatson/events/documentary-premiere-mind-run-basil-kirchin-story/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fwhatson%2Fevents%2Fdocumentary-premiere-mind-run-basil-kirchin-story%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=nJ8uROG178p6hhvLMMSIRnvS9%2BbPYVjD3ODEVcd1Mjc%3D&reserved=0)

Pageviews: 942

Unique pageviews: 761

Page: [https://www.hull2017.co.uk/discover/article/gallery-mind-run-basil-kirchin-story/](https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.hull2017.co.uk%2Fdiscover%2Farticle%2Fgallery-mind-run-basil-kirchin-story%2F&data=02%7C01%7Canna.plant%40filmhubnorth.org.uk%7C943d2499ef94407dbf2308d4caa0730b%7Cd070ea2a81294acfb431ec288538c5f4%7C0%7C0%7C636356237861399569&sdata=eGHsDRmzEE%2FkQdUuL7gRzRD%2FNnKrrlJb87OA7a1ILVg%3D&reserved=0)

Pageviews: 260

Unique pageviews: 220

**General Media Coverage**

<http://www.hulldailymail.co.uk/piping-in-a-cult-horror-as-the-abominable-dr-phibes-screens-at-hull-city-hall/story-30142169-detail/story.html>

<http://www.cbc.ca/radio/asithappens/as-it-happens-friday-edition-1.3988163/celebrating-the-forgotten-and-truly-bizarre-music-of-basil-kirchin-1.3988168>

<https://wlvdigital.wordpress.com/2017/03/27/mind-on-the-run-the-impressive-majesty-of-basil-kirchins-hullian-soundscapes/>

Basil Kirchin in Hull (Radio 3) <http://www.bbc.co.uk/programmes/b08h08qp>

<https://thebluemoment.com/2017/02/22/mind-on-the-run/>

<http://www.jazzwisemagazine.com/breaking-news/14535-evan-parker-alexander-hawkins-matthew-bourne-and-alan-barnes-among-hull-city-hall-s-ambassadors-of-basil-kirchin-s-exotic-muse>

<www.londonjazznews.com/2017/02/review-mind-on-run-basil-kirchin-story.html>

<https://www.theguardian.com/music/2017/feb/16/basil-kirchin-the-first-painter-of-music>

<http://www.bbc.co.uk/programmes/articles/3qTzSg8RZZmnRkwBXzJZVgN/the-quiet-genius-of-basil-kirchin>

<http://www.bbc.co.uk/news/uk-england-38688135>

<http://www.bbc.co.uk/programmes/b08f177d>

<http://www.bbc.co.uk/programmes/p04s6bfs>

<http://www.on-magazine.co.uk/news/basil-kirchin-story-hull-city-of-culture/>

<http://thequietus.com/articles/21684-basil-kirchin-hull-2017-celebration>