**Slung Low & PR catch up 25.01.17**

On conference call: Lindsey Alvis (Hull 17 Producer), Joanna Resnick (Slung Low Producer), Clair Chamberlin, Hannah Clapham & Laurence Ainscough (all for Cornershop).

Points discussed included:

* Digital prologue online Mon 27 Feb. Posted online & can be watched at any point.
* Airstream caravan tour same week from Mon 27 Feb. Prologue will be on a loop at the caravan.
* Teaser trailer suggested release date Weds 8 Feb. 2.5 weeks before prologue release. Organic reveal to audiences, posted online by SL & Hull 17 TBC.
* JR confirmed Prologue will be approx 5 – 7 mins.
* JR & AL meeting with Sodium on 2 Feb to scope animatic & shooting script.
* **ACTION: JR to share signed off teaser trailer & stills for print media with Cornershop.**

Press requests

* Brian Appleyard / Sunday Times Culture – Meeting MG Mon 30 Jan to give strategic overview of project. Meeting AL on Tues 31 Jan to discuss artistic vision and themes of the piece. Public release date TBC but will be before launch. **ACTION: HC checking date but could be 12 or 19 Feb. HC & JR to confirm interview times.**
* Andrew Dickson / Guardian – Public release 27 or 28 Feb to coincide with launch. Cornershop to explore options. Andrew will film the load in of the boat on location on 7 Feb from the dock. MG & AL to be interviewed as above**. ACTION: HC & JR to confirm.**
* Other press pieces to be considered around airstream caravan tour, free tickets for visitors to the caravan through community engagement, capture of caravan tours, topical pieces re flood defences, casting. **ACTION: JR to circulate cast list.**

Outstanding questions:

* Will Prologue be online for full life of the project?
* Will Prologue live on Flood microsite or other platforms such as Vimeo, You Tube, press partners such as Guardian?
* How are people being driven to the prologue to reach the widest possible audience?
* What is the relationship with Space to Prologue?
* What is the relationship with BBC to digital and online elements?
* Where do we stand with bringing on board other digital / media partners?
* What role does Flood play is season launch 2/3? How to we talk about this flagship project? Will the Prologue feature at press briefing? It’s an excellent example of sharable art rather than a voxpops or marketing trailer.