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| --- | --- | --- | --- | --- | --- | --- |
| **Mon** | **Tues** | **Weds** | **Thur** | **Fri** | **Sat** | **Sun** |
|  |  |  |  |  | **1***April Fools’ Day* | **2** |
| **3**Hull Daily Mail run exclusive story (page 1/3) about a vault being discovered under the city. Story includes interview with Eurovia (or HCC) spokesman who discovered the vault and grainy camera phone photo of vault.Story gets picked up and shared on social media. | **4**BBC Radio Humberside run story (in programming not news) after ‘reading it in HDM’. | **5**Other local media start reporting the story about the crates after reading the HDM article / hearing the BBC Radio Humberside piece and phoning HCC to find out more. | **6**HDM print a follow-up story after the Institute is called in to investigate | **7**Other local media run follow-up stories. | **8** | **9** |
| **10**Reports of crates spotted moving around the city on social media. | **11**Hull Daily Mail print a story about crates being spotted moving around the city after ‘seeing reports on social media’. Story includes vox pops from local witnesses, screen grabs of Tweets and images from social media. | **12**Hull Daily Mail run follow-up story after a reporter witnesses crates moving with his own eyes and their snapper gets a photo. | **12**Other local media pick up on story about crates being spotted. | **14***Good Friday* | **15** | **16***Easter Sunday* |
| **17***Easter Monday* | **18** | **19** | **20** | **21** | **22**Hull Daily Mail report crates appearing  | **23** |
| **24**Hull Daily Mail reports horses and ash people appearing.  | **25**Other local media run story. | **26** | **27** | **28** | **29** | **30** |