**HULL 2017 EDINBURGH TAKEOVER – PRESS PLAN**

**FEATURE IDEAS/NARRATIVES**

* Joint thread of music/poetry running throughout the shows, not your ‘usual’ approach to theatre: companies who are quite playful with form and eager to try new things for new audiences.
* To establish Hull as having a thriving emerging theatre scene: low rent, available studios, university links etc. with companies at different stages. Like “Gangs of New Yorkshire” did with music a decade ago…
* Establish the companies as leading a charge on new writing, particularly that which confronts social issues affecting ‘our generation’
* Play on Hull 2017’s ambition to “Tell the world” and our takeover of the world’s biggest arts festival: we’ve come to show the world what we’re about and we’re proud of it
* Features about Curious Directive in particular, making the links between Hull and the wider world, especially environment given impact of climate change on coral reefs (bleaching) and Hull’s new role as a green energy powerhouse: what role does art play in championing environmental issues etc.

**THEATRE/CULTURE OUTLETS**

**Exeunt podcast**

* Directors from each production in conversation

**The Skinny**

* Pitch a joint interview/discussion with the writers, focusing on new writing and ‘our generation’

**Arts Professional**

* One or more of the producers to write on working life in Hull and how CoC is impacting theatre community

**The Stage**

* Q&A with Luke Barnes

**WhatsOnStage**

* Already covered some Hull companies, could do a follow up at Edinburgh, how have the works changed?

**Broadway Baby**

* Middle Child won Bobby Award last year, could do feature on how Edinburgh has helped us develop our work and profile.

**NME and/or VICE** (print and online)

* Pitch on theatre for festivals, with Middle Child in particular having done Latitude and Reading Fringe.

**Daniel Dylan Wray**

* TCS to pitch first to this freelancer who writes for **VICE/Noisey, The Independent, The Quietus, Dazed, Metro, Loud & Quiet, Yorkshire Post, Financial Times, Uncut, Huck, Red Bull Music Academy**

**NATIONALS**

**Guardian**

* Lyn Gardner wrote about the showcase at the New Diorama, could she do a follow up (if contracted…)
* Pitch the Hull Pass to their Edinburgh Survival Guide
* Pitch for Edinburgh supplement/guide in July-ish?

**Radio 2 Arts Show**

* Music/poetry features heavily in each production - could we record a song/poem from each show for a special show?

**BBC** **TV**

* Regular half hour slot with Anne Marie Tasker and Kofi Smiles broadcast on BBC News and BBC One: invite Kofi to do the Hull Pass and see the shows in one day
* Other opportunities with the BBC? They’ve backed Hull 2017, promising coverage and Edinburgh features on their radar too - perfect marriage!

**Sunday Times**

* MC and PCP starting to build a relationship with Mary O’Connor - can we build on this for Edinburgh?

**The Daily Telegraph**

* Pitch for Edinburgh supplement/guide in July-ish?

**The Independent**

* Pitch for Edinburgh supplement/guide in July-ish?