**Land of Green Ginger Marcomms Meeting Minutes**

**2 February 2017 Present: Katy, Lou, Elizabeth, Laura, Chris, Alix and Jenny from HCC**

Comms/PR

* Big question: how will this story be ‘discovered’? We’ll need help from HCC to do this.
  + Media will want to speak to a spokesperson, and the obvious person is someone from the public realm
* Other HDM feedback:
  + careful not to lie to readers, but April Fools may too obvious an option
  + Images from vault would be great
  + Blair Witch Trial-style grainy video – there’s already appetite for this kind of story
  + We shouldn’t have too many officials because that would make it look too false
  + Line to use: ‘it has been reported that…’ It’s important that it’s not just a press release, but would like photo to use and person to speak to. We’ll provide them with the photo taken from our ‘set’.
  + Can we get extra copies of the HDM with the article in it to plan near the areas where events are taking place e.g. East Park café. Can we get this article on the front page, or at least guarantee it for Page 3
* BBC Look North is a definite no, and Radio Humberside is a maybe.
  + We need to push back, or talk to Calendar…
* Need official to announce that ‘Institute’ will take over and then gracefully bow out to let Institute become spokesperson. This is a device for us to talk about it and give structure to the whole thing. It also helps us to not take complete ownership of it as a Hull 2017 project
* There are two parallel worlds: actual Hull 2017 project, and then the underlying world where the narrative of the project lives
* We need a really robust strategy for first week to answer enquiries from other media outlets; they will contact HCC media desk, so a lot of this depends on Jenny!
* Jenny needs to broach this with Eurovia
* We need to put together a detailed schedule of exactly what we want to happen, which we then can layer with more back story, etc.
* Katy’s ultimate anxiety: who’s responsibility is for each aspect of the project
* Schedule:
  + First report: decided not to go with April Fool’s Day because it’s a Saturday. Instead it should be the first week of April.
  + Crates moved: green smoke, bells ringing. Gareth’s project, who will have a production brief by next week
  + Institute established, and are there at East Park

Brand Identity: Institute and crate logo

* We need to be careful in the way we talk about this project as this is meant to be community-led
* Without overcomplicating it, we need a lovely treatment of LOGG that can be stencilled/branded onto crates, maybe even just a font
* ‘To Hull from the LOGG’ initially but will start to have dates, times, location, etc so will need to font for all of this.
* We can move away from the brochure look. Bold, more olde worlde than contemporary; burnt-on look
* Photo done using a green screen and maquette of crate or at Springhead Pumping Station?? OR taken where they’re being made

Institute of Rediscovered Wonders = creative digital project

* Website set up on 1st April as a little clue/Easter Egg
* Look and feel: (maybe 10 years old) backward, boring, slightly funny copy, Only Connect-style bios. ‘History of Orgs’ page. Need some background past projects
* E.g. they were the first to discover Richard III’s carpark but someone else took over; they’ve got a chip on their shoulder and maybe a bit shit at their job???
* Blog: should include moments when they first see it, where they see it, the xray results, etc.
  + Could be at each event, filming on their phones… this makes this more than just a digital project
* We need to find the right kind of local actor
* Involves:

1. Commissioning website
2. Recruit and manage actor
3. Content creation
4. Rest of digital world: our website, photo/video, social media, etc.

* Question: do we do a brief for a web developer?
  + Chris has someone in mind. Katy wants to sign of before it’s decided.
  + Who’s feeding them the content?
  + Digital producer vs coordinator; Chris think it could be the same person

Actions:

* Jenny
  + to have an initial conversation with Jacqui, who will then come up with best way to approach Gary
  + to come up with a long list of potential representatives, which we could potentially use at different moments of the year/project
* Alix to put together a detailed schedule grid, which decides the rhythm and pace, but between w/c 3-22 April, with emphasis on first week
* Elizabeth
  + to put together a long list of potential locations
  + to send Chris photos of Springhead Pumping Station and Smith & Nephew tunnels
  + to coordinate a meeting between Katy, Chris, Phil and David (is this still needed?)
  + to answer Chris’s question document and then send to Katy for affirmation
* Katy to lay down the law with getting a freelance digital producer
* Chris to put together a budget for the website, digital producer, filming and photo (app. 25K) ASAP
* Laura to send brief for branding to designer