**LGBT 50**

**OUTLINE MARCOMMS/ACTIVITY PLAN**

**(Week commencing) DEADLINES ACTIVITIES ISSUE PR BRANDING DIGITAL**

|  |  |  |
| --- | --- | --- |
| **3rd April** | **10th April** | **17th April** |
| YD issue ‘Into the Light’ Dance Engagement Flyers | 12th April – YD Workshop in Hull 6-8PM  Gary Clark in Hull |  |
|  |  |  |
| **24TH April** | **1st May** | **8th May** |
| DEADLINE: 28th April for LGBT magazines to hit shelves in June/July. | ISSUE MAGAZINE PR (National – for publication in June/July) | DEADLINE: 8th May Duckie shop copy/assets |
| Need:  Outline details of LGBT 50 programme  Photo/design assets  Duckie Tea Party Talent photos  Duckie Parade (50 Queers 50 Years) messaging  Additional UK Pride/in Hull programme info  Pride Talent photos  Additional YD Gary Clark messaging  YD Photo (at least Gary Clark image)  Confirmation of ability to announce BBC concert | DEADLINE: BBC copy and assets for headline announcements TBC | 12th May – Issue Duckie Shop opening PR (Local) |
|  |  | 12th May – Duckie shop news release on Hull 2017 site |

|  |  |  |
| --- | --- | --- |
| **15th May** | **22nd May** | **29th May** |
| Issue tickets for BBC concert via private promotion to local LGBT community in advance of public sale | 25th May – Brand Duckie Shop **Window vinyl / shop sign /wall vinyl / banner** | DEADLINE: 31st May – Copy and assets for Full Release of LGBT 50 programme |
| 19th May – Volunteer Workshop (daytime tbc) | 27th May – Duckie shop opens (TBC) Get-in 25th May | NEED:  All event lead images  Final copy on all event activity  All quotes  Final programme for BBC Concert and Ticket On Sale date |
| 19th May – YD workshop 6-8pm  Gary Clark in Hull | Interview Duckie about their involvement in LGBT 50 | 2nd June – YD Workshop 6-8pm  Gary Clark in Hull |
| BRANDING: Brand LGBT venues with LGBT 50 materials (Propaganda, Fuel, other social spaces) **Wall vinyl / Beer mats** | Film a Duckie workshop and interview EJ about the LGBT archive in Hull History Centre | 2nd June – Issue Full Press Release of LGBT 50 programme (National) |
| 19th May – Film Yorkshire Dance workshop and interview Gary Clarke |  | LGBT50 programme delivery |
|  |  | 2nd June – Film Yorkshire Dance workshop |
| **5th June** | **12th June** | **19th June** |
| 6th June –YD Issue Last chance to get involved PR (Local) Photocall ???? TBC | BRANDING/ADVERTISING: Issue month long promo materials and any affordable branded promotion (Local).  **Sewell Stations/Shops** etc. | 24th June – Final chance to participate in YD ??? / Tie into announcement of Duckie cake competition for Tea Party? (LOCAL) TBC |
| Release film about Duckie workshop | Feature on the symbolisation of flowers in the LGBT 50 branding. |  |
| **26th June** | **3rd July** | **10th July** |
| 26th June – YD Issue Mass Dance Instructional Video distribution online (Tie into Challenge Hull?) And announcement of full non-professional cast. | 8th July – Duckie Tea Party Announcement to reserve tables for Tea for Two | YD Professional dancers arrive to live in Hull for 3 weeks story |
| 26th June – Share Yorkshire Dance video on social media. | 8th July – News release on Duckie tea party and ticketing | Guest editorial from the LGBT community. |
| Feature on the different ways people can get involved with LGBT 50 – Yorkshire Dance, Moment in Time exhibition, Duckie workshops, cake competition, LGBT archive |  |  |
| **17th July** | **24th July** | **31st July** |
| 18th July – YD announce Dance Project in context of Tea Party story TBC | Date TBC – Humber Street Gallery exhibit opening | LGBT 50 photo gallery |
| 18th July – Release Yorkshire Dance film | 24th July – Brand Humber Street Gallery/Unit 6 |  |
| 21st July – Brand Pride in Queens Gardens Staging **Towers / Stage / Entrance to Queen’s Gardens around rose bowl** | 28th July – Brand City Hall and QVS **City Hall – flower lapel (green carnation for men, lily for women). LGBT50 flags, branded foyer, stage. QVS – flowers around monument, benches, banners ‘waterfall of flowers’. Use of balcony, maritime, ferens? Vinyl on empty shop unit.** |  |
| 22nd July – Pride | 29th July – Tea Party and BBC |  |
|  | Release EJ archive film |  |
|  | News release on The House of Kings and Queens |  |