

HULL 2017 LAUNCH – THURSDAY 22 SEPTEMBER 2016

TIME	KEY BROADCAST MEDIA TIMES	SCHEDULE	COMMENT / ADDITIONAL ACTIVITYI
0600	Today, BBC Breakfast; BBC Humberside	Media opportunities in Hull for BBC Breakfast, Today programme, etc – TBC - Fireworks announced in Hull Daily Mail	THROUGHOUT THE DAY - Interviewees be identified, including Martin Green, Rosie Millard, Host City, Volunteers, local artists and cultural leaders, such as Tony Hall, Nick Serota, Jude Kelly, Peter Bazalgette, etc
0900	BBC Humberside Burnsy		
0930		Journalists coming from London meet at King's Cross Pop up Hull 2017 branding TBC. Meet Bolton & Quinn on concourse	Food on train c/o 1884. THIS TBC – MIGHT BE ON WAY BACK
0948		Train departs King's Cross – carriage on Hull Trains Embargoed press materials available on train	
1000		Photo opportunity in Hull (TBC) – possibly Hull 2017 'putting finishing touches' to Hull Truck presentation	
1200/15		Stakeholders arrive for launch briefing at Hull Truck	Martin Green and other interviewees may have requests between 12pm and 1:30pm.
1215		Local, regional, plus travel media (c/o VHEY, Visit England), arrive at Albemarle Music Centre for lunch event at 12:30pm Artists and culture related guests also arrive. Partners arrive.	
1218		London media arrive Paragon Station Hull	
1225		London media walk to Albemarle – volunteers posted to help guide (5-10 minutes)	
1230		'ARTIST LUNCH' BEGINS Informal, high quality Indian food from Tapasya Waiting staff serving food and drink.	www.tapasya.org.uk Local and other media may want to do interviews at this time. In other parts of the city, there will be

			volunteer activity taking place, such as a towncrier on Bransholme Estate – primarily for local media opportunities
1300	BBC One News; World at One		
1315		Artist lunch guests begin moving to Hull Truck	
1330	BBC Look North; ITN national	PROGRAMME LAUNCH BEGINS AT HULL TRUCK Artist film (two minutes)	Press packs for media Programme guides for other guests/
1335		Freedom Chorus: Caravan of Love (5 minutes)	
1340		Volunteer Welcome (3-5 minutes)	
1345		Leader Welcome (3-5 minutes)	
1350		Rosie – Cities of Culture (5 minutes)	
1355	ITV Calendar	Sizzle film (30 seconds)	
1400		Martin Green presents programme - 30 minutes including:	
		Mark Babych (Hull Truck, city theatre) (5 minutes)	
		Kirsten Simister (Ferens, art in Hull) (5 minutes)	
		Tony Hall (BBC) (5 minutes)	
1430		Poem: Author Russ Litten recites Shane Rhodes' 'The City Speaks' (5 minutes)	Russ Litten: www.russlitten.com/about http://wreckingballpress.com/about-us
		Matt Jukes – city legacy (10 minutes) Transformation of the city – investment in public realm, cultural and other infrastructure (Ferens, New Theatre, Venue, Greenport), cultural strategy and legacy	
		Music: Eliza Carthy (5 minutes)	
1445		Closing remarks by Martin Green (one minute)	
		MEDIA INTERVIEWS	Some London media will head to train station as need to get to London
1500/15		Coach transport to C4DI/Stage @TheDock amphitheatre via Hull City Centre Route TBC – ideally as follow (subject to council giving permissions): <i>Ferens Way</i> <i>Prospect Street</i> <i>Bond Street</i> <i>Vernon Street</i> <i>Queens Dock Avenue</i> <i>Alfred Gelder Street</i> <i>Lowgate</i> <i>Liberty Lane</i>	If interviews required, Martin, Rosie and council should also go.

		High Street Humber Street MAP - http://bit.ly/2c7knqT	
1515/30		At Dock London and non-local media have opportunity to walk through the city centre (Paul Schofield led?). Volunteers needed. Council press team required.	Paul Schofield www.tourhull.com
1650		London media back at Paragon train station to catch 1710 back to London	
1710		Train departs for London	
1800		Partner reception (Liz Draper)	Partner reception (Liz Draper)
1800	BBC 6pm News; ITV Calendar	Possible live interviews	BBC: Will Gompertz is doing pre-filming in Hull the day before Look North: looking for opps throughout the day
1830	Look North; ITN News	Possible live interviews	
1945		London media arrive King's Cross	
2200	BBC 10pm News; ITN 10pm News		
2230	Look North; Newsnight		

STAFFING

MEDIA

Hull 2017: Ben McKnight, Alix Johnson
Bolton & Quinn: Jane Quinn, Erica Bolton, Dennis Change (TBC)
Cornershop: Clair Chamberlain, other names TBC
Hull City Council: Jacqui Gay, Diane Heath, Jenny Langrick, Anna Marshall (TBC)
VHEY: Meredith Trowsdale (travel specific)
Volunteers at key locations

EVENT, including artists' lunch

Hull 2017 – Jenny Hutt, Chris Clay, Ben McKnight

MARKETING & DIGITAL

Phil Batty, David Watson, Chris Marr, Laura Smith

ARTISTS (at lunch, 3pm event)

Henri Duckworth

Sam Hunt

Katy Fuller

+ producers

PARTNER LUNCH AND RECEPTION

Liz Draper

HULL 2017 VOLUNTEERS

Sarah Rule, Harriet Johnson, James McGuire, Shaun Crummey

FREEDOM CHORUS

Clare Drury

FILMING, PHOTOGRAPHY

TBC

KEY INTERVIEWEES

Martin Green

Rosie Millard

Council rep(s)

Mark Babych

Kirsten Simister

Richard Bean

Tony Hall

Nick Serota

Jude Kelly

Hull 2017 producers?

Volunteer(s)