

Appendix 2 – 2022-23 Press

Our comms team's strategy included targeted media outlets for individual campaigns always ensuring the widest demographic could be reached. For Afro-Futurism we targeted key writers from the global majority (and related media) and Queer 90's key writers from the LGBTQ+ community and tapped into the 90s nostalgia for mainstream media.

There is a constant focus on reaching beyond the mainstream film and arts press to broaden reach and scope.

In addition to media outlets' coverage mentioned above we achieved coverage in: the Independent, i-paper, BBC London Radio, BBC London TV News, BBC World Service, The Voice, Something Curated, Africa Today, Londonist, Dazed, i-D, Burntroti.com, Cosmopolitan, Hoxton Radio, Soho Radio, The Strand and voicemag.co.uk.

Resource and time have been stretched during this time, but this has improved with the appointment of a Communications Assistant, shared with Barbican Theatre.