RTCNYC Tool 10.3

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| **MONTHS** | **COMMUNICATION ACTIONS** |
| **August 2015** | * Pitch exclusive ahead of September re-launch:   + Possible pitch elements: new voices in the coalition, new supporters in the City Council, new or re-packaged research on the crisis, building off Legal Services Coordinator.   + Potential targets: reporters at the NY Times. |
| **September 2015** | * Hold large press conference at City Hall with elected officials in support of the legislation, tenants, judges, attorneys, advocates. * Pitch bill sponsors and coalition leaders to public affairs shows (Inside City Hall, Brian Lehrer, etc.). * Pitch op-ed from bill sponsor to citywide outlet (Daily News, Metro, AMNY). * For Mexican independence day, pitch an op-ed to El Diario from a Mexican immigrant who has lost a case in housing court due to a lack of representation. |
| **October 2015** | * Pitch op-eds from tenants to borough papers. * Pitch reporters at borough papers on the re-launched campaign. * Approach NY Times, Daily News, El Diario Editorial Boards to inform them on the campaign, request meetings. |
| **November 2015** | * For Veterans Day, release short report or infographic (can be re-packaged data) on how evictions impact Veterans. Consider press conference if there are enough Vets who would attend. * Pitch op-ed from Veteran who has lost a case in housing court to citywide paper. |
| **December 2015** | * Pitch op-eds from tenants to borough papers, on what being evicted around the holidays means for families. * Potentially release data on number of low-income families who are evicted during the holidays. * Pitch TV on individual evictions happening at holiday time, highlighting legislation that would help stop these tragedies. |
| **January 2015** | * Respond to the release of the Mayor’s Preliminary Budget. * Launch e-advocacy campaign (online petition signing) and social media campaign (such as #Every4Seconds, referring to how often people are evicted in NYC). |
| **February 2015** | * Write letter from coalition leaders to City Council, urging them to include Right to Counsel in their March budget response. * Pick one borough and hold a rally at housing court or the home of an evicted tenant. |
| **March 2015** | * Create one page fact sheet on Right to Counsel; request meetings with City Council Members and bring fact sheet. * Draft sign-on letter from City Council supporters to the Mayor calling for action on Right to Counsel; pitch letter to citywide paper. * Pick one borough and hold a rally at housing court or the home of an evicted tenant. |
| **April 2015** | * Hold a press conference to kick off Lobby Day where coalition members and tenants meet with City Council members (best if they can wear matching campaign shirts). * Release report on cost savings to City of Right to Counsel; consider press conference at City Hall with large blown up graphics on cost. * Pick one borough and hold a rally at housing court or the home of an evicted tenant. * Continue Council Member meetings. * Hold a call-in day where calls go to elected officials’ offices, with a script urging the inclusion of Right to Counsel in the Executive Budget. * Reach out again to NY Times, Daily News, El Diario Editorial Boards to request meetings. |
| **May 2015** | * Have presence at Executive Budget Hearing. Advocates should attend and identify volunteers to testify in public comment period. * Respond to release of Executive Budget. * Hold a press conference at City Hall to deliver thousands of petitions from New Yorkers (pending high number of signatures). * For Mother’s Day, place an op-ed from a single mother who lost a case in housing court due to lack of representation. * Pick one borough and hold a rally at housing court or the home of an evicted tenant. * Continue Council Member meetings. * Hold a call-in day where calls go to City Council members’ offices, with a script urging the inclusion of Right to Counsel in the Final Budget, or thanking them for their support and urging them to stay strong. |
| **June 2015 (budget passes late June)** | * Pick final borough and hold a rally at housing court or the home of an evicted tenant. * Hold a Judges for Right to Counsel press conference at City Hall with prominent judges; release letter from judges to Mayor. * Pitch public affairs shows ahead of final budget announcement. * Continue Council Member meetings. |