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.
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| **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.
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| **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.
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| **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.
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| **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.
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| **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).
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| **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.
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| **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.
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| **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.
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| **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.
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| **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.
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