

RIGHT TO COUNSEL / CITY COUNCIL BUDGET TIMELINE

RTCNYC Tool 10.3

MONTHS	COMMUNICATION ACTIONS
August 2015	<ul style="list-style-type: none"> ● Pitch exclusive ahead of September re-launch: <ul style="list-style-type: none"> ○ 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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	<ul style="list-style-type: none"> ● 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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<p>March 2015</p>	<ul style="list-style-type: none"> ● 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.
<p>April 2015</p>	<ul style="list-style-type: none"> ● 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.
<p>May 2015</p>	<ul style="list-style-type: none"> ● 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.
<p>June 2015 (budget passes late June)</p>	<ul style="list-style-type: none"> ● 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.