



RTCNYC Tool 9.2.1

Sample Press Conference Agenda

Press conferences are great for energizing your campaign, demonstrating your power, and publicly pressuring those in power to support and pass Right to Counsel. You will want to work on an overall press strategy that includes press releases, advisories and op-eds, etc. Below is a sample agenda for a press conference. The location and time of the press conference depends on your audience. For example, for our coalition, a press conference at City Hall was meant to garner press that the Mayor would see, while press conferences in local neighborhoods were meant to build our base and pressure local politicians.

Agenda

- I. Introduction (Tenant Leader)**
 - A. Introduction**
 - 1. Who is the MC and what is their connection to the coalition** (note that our coalition always had tenant leaders MC the press conferences).
 - 2. Purpose of the press conference**
 - B. Thank elected officials in attendance** (if applicable).
- II. Testimony from tenants and organizing leaders**
- III. Space for elected officials to give remarks**
- IV. Space for partner grassroots organizations to speak**
- V. Space for legal services provider partners to talk**
- VI. Close out and call for the mayor/governor to support and pass RTC**