

JCCA

Monthly Communications Update — April 2023

Following is a summary of work performed for JCCA by the Anat Gerstein, Inc. team during April 2023 and next steps for May.

During April, we:

- Held regular weekly check-ins to discuss issues and opportunities.
- Met with the Kasirer team to discuss JCCA's budget advocacy priorities.
- Drafted and distributed a pitch surrounding the dedication of on-campus volunteers, their activities, and the Volunteer Appreciation Dinner.
- Drafted and distributed a pitch surrounding the dedication of the Rosenberg family for National Volunteer Month.
- Drafted and distributed a media advisory regarding the Volunteer Appreciation Dinner.
- Confirmed a meeting with Ron and Josh Belsky to discuss behavioral health media plans and outreach.
- Coordinated and staffed a campus visit with Andy Newman of the *New York Times*.
- Confirmed a date for an on-campus shoot/interview with *QPTV*.
- Repurposed and pitched the CSEC misconception piece. This was ultimately posted to the JCCA blog.
- Drafted a quote regarding the Speaker's mental health roadmap announcement.
- Drafted and submitted a *Crain's New York* Notable LGBTQ Leader nomination for Ron.
- Drafted a statement on the mayor's Executive Budget and created an LTE for the NYDN in response to an article they posted

Next Steps

In May, we will participate in our regular meetings with JCCA. Additionally, we will:

- Continue to identify and pitch press opportunities.
- Assist with crisis communications, as needed.
- Continue to provide follow-up information to Andy Newman for the *New York Times* story.
- Continue to identify and submit award nominations to highlight JCCA leadership.
- Coordinate an on-campus shoot/interview with *QPTV*, including drafting briefing memos and staffing the shoot.
- Research and ghostwrite an op-ed bylined by Ron and potentially a member of the New York City Council for Pride month.

- Hold informational calls with Mildred Guillermo and Ms. Williams regarding TRIPP translation and training for Foster Care Month highlight in May.
- Look into the possibility of *WNYC's* Radio Rookies (young person reporting a news story on campus).
- Connect with JCCA Pride co-chairs in advance of developing a Pride Month pitch.
- Develop a pitch surrounding the Juneteenth activities.
- Begin to plan for press/pitches surrounding graduation ceremonies.
- Support the drafting of testimony for the May 19 Advisory Commission hearing.
- Start work on communication plan execution.

Media Mentions

No media mentions this month.

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