



**Pacific Strategies**  
 435 E. Riverview Avenue  
 Orange, CA 92865

**Received**

JUN - 9 2010

**CFCOC**

**Invoice**

Date	Invoice #
6/8/2010	148a ✓

<b>Bill To</b>
Children & Families Commission/OC 17320 Redhill Avenue, Ste. 200 Irvine, CA 92614

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount												
	Period May 1 through May 31, 2010: Public Relations Services	8,579.00	8,579.00												
<p><b>OK TO PAY</b> <i>[Signature]</i></p> <p><b>DATE</b> <u>6.16.10</u></p>															
<p>APPROVED <i>[Signature]</i> \$ <u>8579.00</u></p> <p>DATE <u>6/17/10</u></p> <table border="1"> <tr> <th>FUND</th> <th>DEPT</th> <th>BUDGET CONTROL</th> <th>UNIT</th> <th>OBJECT</th> <th>DEPT OBJ</th> </tr> <tr> <td>225</td> <td>V225</td> <td>225</td> <td>3000</td> <td>1900</td> <td>1300</td> </tr> </table> <p>JOB # <u>F000C264</u>  <small>CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY</small></p> <p><u>VC0000003938</u></p> <p><u>DO-V225-10012762</u></p>		FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ	225	V225	225	3000	1900	1300		
FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ										
225	V225	225	3000	1900	1300										
<b>Total</b>			\$8,579.00												

Please use as original invoice. This invoice has not previously been paid.

Signature: *[Signature]*  
 Date: 6/14/10



Pacific Strategies Labor Detail – May 2010

<u>Project</u>	<u>Employee</u>	<u>Hrs/Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>
CFCOC	Cunningham, Matthew	5/3/10	170.00	1.5	255.00	Reviewing media; communications coord. re messaging; developing 2010-2011 communications strategy.
	Cunningham, Matthew	5/4/10	170.00	2.5	425.00	Acct. mgmt.; working on 2010-2011 strategy; updating Commission media with May Director's message about Dr. Richard Mungo and his work.
	Cunningham, Matthew	5/5/10	170.00	2.2	374.00	Working on Commission media, including updating with new content such as May Community Calendar; monthly commission meeting
	Cunningham, Matthew	5/6/10	170.00	1.5	255.00	Monthly comm. team meeting.
	Cunningham, Matthew	5/7/10	170.00	0.5	85.00	Phone conf. with M. Ross re strategy for pertussis and near-drowning.
	Cunningham, Matthew	5/10/10	170.00	3.6	612.00	Work with M. Ross on response to media inquiry; work on anticipatory response to OC Register media inquiry; updating Commission media with new content on several topics, including Healthy Smiles of OC, 3 questions, grantee profile; work on media strategy for pertussis and near drowning campaigns; acct. mgt.,
	Cunningham, Matthew	5/11/10	170.00	1.7	289.00	Reviewing media; work on compendium of 2009/2010 media for Commission retreat; acct. mgt.; phone conf. with Matt Ross.
	Cunningham, Matthew	5/12/10	170.00	3.8	646.00	Work on media strategy for pertussis and near-drowning awareness; reviewing media; work on follow-up thank yous to Essentials for Young Lives participants; acct. mgt.; assembling compendium of media accomplishments. .
	Cunningham, Matthew	5/13/10	170.00	4.1	697.00	Compiling 2009-2010 accomplishments report; phone conf. with Matt Ross;

						work on media strategy for pertussis and near-drowning; coordinating team meeting re pertussis/water safety strategy; acct. mgt.; reviewing media coverage; updating Commission social media with content regarding Commission's May actions;
Cunningham, Matthew	5/19/10	170.00	3.1	527.00		Developing press materials for water safety and pertussis campaigns.
Cunningham, Matthew	5/20/10	170.00	2.6	442.00		Phone conf. with Matt Ross; planning for 2011 Essentials for Young Lives campaign; work with BOE member Michelle Steel's office on securing information re BOE administrative charges.
Cunningham, Matthew	5/25/10	170.00	3.3	561.00		Work on water safety PSA, news release, pertussis media materials; work on Commission media.
Cunningham, Matthew	5/26/10	170.00	4.3	731.00		Re-working Essentials final results press release, Pertussis media stuff; correspondence; water safety e-mails and materials; working on water safety media outreach.
Cunningham, Matthew	5/31/10	170.00	4.0	680.00		May 1 through 31: reviewing/responding to/coordinating various client-related materials, e-mail correspondence and phone calls.

**Total for May 2010**

✓  
38.7      ✓  
\$6579.00

**Employee Position**

Matthew Cunningham: Project Lead

# INVOICE



ROSS & ASSOCIATES

1215 K Street, Suite 1700  
Sacramento, CA 95814  
Office (916) 503-2230  
Phone (916) 206-9818

INVOICE #123  
DATE: JUNE 8, 2010

**TO:**

Matthew Cunningham  
Pacific Strategies  
435 E. Riverview Avenue, Suite C  
Orange, CA 92865  
Phone (714) 998-9307

**FOR:**

Children and Families Commission of Orange County –  
May 1-31 work

DESCRIPTION	AMOUNT
Daily monitoring of Capitol events listed for any actions that may impact the Orange County Children and Families Commission. Daily review of Capitol Press Corps stories as well as Capitol social medium sites such as Facebook, MySpace and blogs for any stories pertaining to First 5. Follow up with legislative offices regarding the Essentials for Young Lives campaign Coordinate with HomeAid regarding the pick up of baby items from the Capitol. Draft, finalize, and distribute a letter of thanks to members of the legislature in regards to Essentials for Young Lives campaign. Conference call recapping the Essentials campaign and how to improve the campaign for next year. Weekly planning call with Matt Cunningham. Monitor the Governor's May revise, legislative response and Legislative Analyst's response Draft and revise pertussis and water safety plan. Contact national cinema regarding placing PSAs at movie theaters Contact Janet Evans regarding water safety PSA Draft water safety PSA and press release Plan and draft media plan for 2010-11. Participate in May 6 meeting with Mike, Kelly, Kathleen and Matt. Revise and edit pertussis press release.	
TOTAL	\$2,000.00

Make all checks payable to Ross & Associates  
Payment is due within 30 days.

If you have any questions concerning this invoice, contact Matt Ross at (916) 503-2230, (916) 206-9818 or rossandassociates@comcast.net.

**Thank you for your business!**