



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

**Invoice**

Date	Invoice #
12/17/2007	118

<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 October 1 - October 31, 2007: Public relations services  <div style="text-align: center;"> <p><b>OK TO PAY</b> <i>[Signature]</i>  <b>DATE</b> <u>1.9.08</u></p> </div>  <div style="text-align: center;"> <p>APPROVED: <i>[Signature]</i> \$ <u>7,772.50</u>            DATE <u>11/10/08</u></p> </div> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th>FUND</th> <th>AGCY</th> <th>ORG</th> <th>ACTY</th> <th>OBJ/ BD ACCT</th> <th>SUB OBJ/</th> <th>REPLY CATG</th> </tr> <tr> <td>225</td> <td>225</td> <td>300</td> <td></td> <td>1900</td> <td>13</td> <td></td> </tr> </table> <p>JOB # <u>F000C227</u>            Orange County Children and            Families Commission</p>	FUND	AGCY	ORG	ACTY	OBJ/ BD ACCT	SUB OBJ/	REPLY CATG	225	225	300		1900	13		7,772.50	7,772.50
FUND	AGCY	ORG	ACTY	OBJ/ BD ACCT	SUB OBJ/	REPLY CATG											
225	225	300		1900	13												
		<b>Total</b>	7,772.50 ✓														

✓  
**Pacific Strategies Labor Detail – October 2007**

<u>Project</u>	<u>Employee</u>	<u>HrsDt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>
CFCOC	Cunningham, Matthew	10/24/07	200.00	1.6	320.00	Contacting Diocese of Orange re parochial school participation in Healthy Smiles toothbrush kit distribution; coordinating with Diocese and CFCOC.
	Cunningham, Matthew	10/25/07	200.00	1.0	200.00	Reading e-mail re CA 1st 5 and Westfield Malls Halloween promotion; internal team call with PN; more follow-up with Diocese.
	Cunningham, Matthew	10/26/07	200.00	1.75	350.00	Reading e-mail re CA 1st 5 and Westfield Malls Halloween promotion; internal team call with PN; more follow-up with Diocese.
	Cunningham, Matthew	10/31/07	200.00	1.5	300.00	Oct. 1 thru 30: reviewing/responding to e-mail correspondence.
<b>Total for <del>August</del> <sup>October</sup> 2007</b>				5.85	1170.00	

Irvine SD Labor Detail - October 2007

<u>Project</u>	<u>Activity</u>	<u>Employee Name</u>	<u>Hrs Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Cell Comments</u>
PCFC.6889.01XX.T	00000	Deeley, Brenda	10/01/07	300.00	0.25	75.00	Call with Kelly Piji re: account
		Ginnaty, Marcus	10/01/07	210.00	1.00	210.00	Work on Casa Teresa media opp.
		Ginnaty, Marcus	10/02/07	210.00	2.25	472.50	Calls with P. Sailor. Work on media alert. Prepare to attend board meeting.
		Mossbarger, Katie	10/02/07	140.00	0.75	105.00	Draft monthly activity report.
		Deeley, Brenda	10/03/07	300.00	0.25	75.00	Review & edit Casa Teresa media alert and backgrounder
		Ginnaty, Marcus	10/03/07	210.00	3.00	630.00	CFC board meeting (1.5). Work on Casa Teresa materials and media target list. Route to client (1.5).
		Ginnaty, Marcus	10/04/07	210.00	0.25	52.50	Route clip from Read for the record to client.
		Ginnaty, Marcus	10/05/07	210.00	2.00	420.00	Revise Casa Teresa materials per Pamela Sailor. Follow up with Kelly Piji. Call with Liam Collopy regarding Christina Fulton pitch. Draft pitch note. Revise media alert and route final. Pitch OC Reg, LA Times and Daybreak OC
		Ginnaty, Marcus	10/08/07	210.00	1.50	315.00	Pitch Casa Teresa media alert to media list.
		Ginnaty, Marcus	10/09/07	210.00	1.75	367.50	Pitch Casa Teresa story. Calls with DayBreak OC and OCRegister. Follow up with Pamela Sailor. Follow up. Coordinate story with DayBreak OC. Send update to client. Debrief with Brenda.
		Ginnaty, Marcus	10/10/07	210.00	2.50	525.00	Follow up on Casa Teresa event. Calls with KDOC and Pamela Sailor to move time of shoot. Provide on-site support for KDOC shoot. Make additional follow up calls.
		Ginnaty, Marcus	10/11/07	210.00	1.50	315.00	Track coverage. Route coverage in OCR to client and update on DayBreak. Make additional follow up calls. Call Kelly Piji with update.
		Mossbarger, Katie	10/11/07	140.00	0.25	35.00	Call vendors to inquire about video duplication estimates for Casa Teresa coverage.
		Ginnaty, Marcus	10/15/07	210.00	0.25	52.50	Review and route coverage.
		Mossbarger, Katie	10/15/07	140.00	0.75	105.00	Record KDOC story onto VHS; clip OC Register article about Casa Teresa.
		Deeley, Brenda	10/25/07	300.00	1.25	375.00	Check-in with Marcus Ginnaty to discuss Barnes & Noble outreach; prep for internal team call with Matt Cunningham; call with Kelly Piji re: JWA marketing opportunities; review & edit media advisory for Barnes & Noble early literacy fundraiser; internal team meeting
		Ginnaty, Marcus	10/25/07	210.00	2.75	577.50	Review notes for story angles. Prepare for internal team call. Meeting with Brenda. Discuss Barnes & Noble event. Call with Kelly Piji. Call with Matt Cunningham. Prepare agenda and prepare for meeting.
		Mossbarger, Katie	10/25/07	140.00	4.50	630.00	Discuss Barnes & Noble calendar alert with BD and MG; draft alert; research and verify calendar editors; conference call with Matt Cunningham; distribute calendar announcement.
		Deeley, Brenda	10/26/07	300.00	0.25	75.00	Debriefed on client team meeting with Marcus Ginnaty, reviewed projects for November action plan
		Ginnaty, Marcus	10/26/07	210.00	1.75	367.50	Client meeting.

Irvine SD Labor Detail - October 2007

<u>Project</u>	<u>Activity</u>	<u>Employee Name</u>	<u>Hrs Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Cell Comments</u>
		Mossbarger, Katie	10/26/07	140.00	4.25	595.00	Attend client meeting; follow-up calls to newspapers for Barnes & Noble Bookfair calendar announcement; posted event to online event calendars; update November action plan.
		Ginnaty, Marcus	10/29/07	210.00	0.25	52.50	Edit CFC action plan and route to Matt for review.
		Mossbarger, Katie	10/29/07	140.00	1.00	140.00	Monitor newspapers for Barnes & Noble Bookfair calendar announcement; follow-up with calendar editors; outlined October monthly activity report and added Book Fair outreach.
		Mossbarger, Katie	10/30/07	140.00	0.25	35.00	Clip OC Register coverage of B&N Bookfair.
		*Activity Code not required			34.50	6,602.50	
<b>Subtotal for Activity: 00000</b>							
<b>Total for Project: PCFC.6889.01XX.T - Pacific Strategies.Gen</b>							