

PACIFIC STRATEGIES

435 E. Riverview Avenue, Suite C
 Orange, CA 92865
 Phone: 714-998-9307

INVOICE

Grantee Ref #: 139
Unique Invoice #: OCERS3W0D1E
Invoice Received Date: 09/25/2008
Contract #: C-227
Program: Professional and Technical Services--Pacific Strategies

To: Children and Families Commission of Orange County
 17320 Redhill Avenue, Suite 200
 Irvine, CA 92614-5644

CONTRACT TERM SPECIFY BEGINNING AND ENDING DATE OF CONTRACT	MAXIMUM GRANT OBLIGATION SPECIFY TOTAL AMOUNT OF CONTRACT
June 1, 2007 - July 31, 2009 <i>June 30, 2009</i>	\$295,000

Note that the following line items specified in this claim must be the same line items specified in the contract

Billing Dates:	CURRENT CLAIM	PRIOR YTD	TOTAL CLAIMED YTD	BUDGET	BALANCE
08/01/2008 - 08/31/2008					
Labor - Commission Support	\$4,180.00	\$39,940.00	\$44,120.00	\$93,500.00	\$49,380.00
Subcontracts: 1	\$11,425.89	\$86,527.07	\$97,952.96	\$201,500.00	\$103,547.04
TOTAL	\$15,605.89	\$126,467.07	\$142,072.96	\$295,000.00	\$152,927.04

Exported:	Excluded	Receipts Reviewed:	Yes
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PO Number	FUND	AGCY	ORG	ACTY	OBJ BS ACCT	SUB OBJ	REPT CATG	VENDOR NUMBER	JOB NUMBER	Amount
PO225R0030752.0901	225	225	300		1900	13		X04478	F000C227	\$15,605.89

Receipts for all expenses included in this invoice have been received and reviewed in accordance with Exhibit C to this Agreement.

This is to certify that Contractor has or will maintain accurate records and source documents evidencing expenditures actually incurred in the performing of our agreement including; a statement of services provided each month, general ledgers, supporting journals, time sheets, invoices, cancelled checks or bank statements, receipts, and receiving records. Further, that no government funds have been or will be supplanted and the services provided under our agreement enhance or establish new services to Orange County families with children five years of age or younger.

Invoice Prepared By: Tillie Martinez

Invoice Ready For Approval By: _____

Reviewed by: Kelly Pijl(09/30/2008)

Invoice Processed By: Tillie Martinez (09/30/2008)

Second Commission Approval By: _____

Final Approval By: _____

APPROVED [Signature] \$ 15,605.89
 DATE 9/30/08

FUND	AGCY	ORG	ACTY	OBJ/BS ACCT	SUB OBJ	REPLY CATG
225	225	300		1900	13	

JOB # F000C227



Pacific Strategies
435 E. Riverview Avenue
Orange, CA 92865

Invoice

Date	Invoice #
9/25/2008	139

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

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	Period August 1 -31, 2008: Public relations services	15,605.89	15,605.89
		Total	\$15,605.89 ✓

Pacific Strategies Labor Detail – August 2008

<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	8/1/08	200.00	4.4	880.00	End of month meeting; reviewing conference report; reviewing follow up e-mails; June billing; contract revisions.
	Cunningham, Matthew	8/12/08	200.00	1.4	280.00	Reviewing e-mails from week of 8/3-8; billing corrections.
	Cunningham, Matthew	8/13/08	200.00	1.3	260.00	Teleconference with K. Crowley; billing revision; CHOC meeting coordination.
	Cunningham, Matthew	8/20/08	200.00	0.3	60.00	Telephone with KC re Cox, St. Joe's meeting; dealing with Senate GOP Caucus "Grand Slam" e-newsletter.
	Cunningham, Matthew	8/21/08	200.00	3.0	600.00	Teleconferencing, reviewing e-mails, billing.
	Cunningham, Matthew	8/22/08	200.00	0.5	100.00	Reviewing bond info in prep for St. Joseph's luncheon; reviewing PN "Read for the Record" media plan
	Cunningham, Matthew	8/22/08	200.00	3.0	600.00	Hospital bond lunch
	Cunningham, Matthew	8/27/08	200.00	2.0	400.00	Corresponding with Chris Reed of U-T; scheduling lunch with Steve Greenhut; putting together budget for First5Facts.com.
	Cunningham, Matthew	8/28/08	200.00	3.0	600.00	End of month meeting; confirming with Greenhut
	Cunningham, Matthew	8/31/08	200.00	2.0	400.00	August 1 thru 31: reviewing/responding to various e-mail correspondence.
Total for August 2008				✓ 20.9	✓ \$4,180.00	

Employee Position
 Matthew Cunningham: Principal/Partner

Ross, Matthew	8/12/08	250.00 ✓	0.50	125.00 ✓	Update from Brenda about First Five and upcoming meetings, contact Lin Battin to provide assistance, follow up with Sacramento Bee who hinted at another story.
Erickson, Kirsten	8/13/08	70.00 ✓	0.75	52.50 ✓	Worked on Healthy Smiles media recap, added to calendar websites, and called editors.
Mossbarger, Katie	8/13/08	160.00 ✓	3.00	480.00 ✓	Check in with Kirsten on Healthy Smiles calendar outreach; attend Healthy Smiles committee meeting; work on profile pitches for Dr. Mungo and Dr. Hnzeih.
Deeley, Brenda	8/14/08	300.00 ✓	0.25	75.00 ✓	Review & edit Dr. Mungo pitch for Healthy Smiles; review & edit Dr. Hszzieh pitch for Healthy Smiles
Erickson, Kirsten	8/14/08	70.00 ✓	1.00	70.00 ✓	Worked on binder updates, and media contact updates.
Mossbarger, Katie	8/14/08	160.00 ✓	1.50	240.00 ✓	Draft profile pitches for Dr. Mungo and Dr. Hnzeih; contact Healthy Smiles for statistics.
Mossbarger, Katie	8/15/08	160.00 ✓	1.00	160.00 ✓	Healthy Smiles: Update media list and prepare list of invited media; draft event media alert.
Deeley, Brenda	8/18/08	300.00 ✓	0.75	225.00 ✓	Provide Mike Ruane with counsel on media relations; internal team meeting
Ginnaty, Marcus	8/18/08	210.00 ✓	1.50	315.00 ✓	Work on messages and plan for AAA event. Discuss response to Mike Ruane email on Reed Royalty op-ed and Prop 10 actions with Brenda. Prepare for and lead internal team meeting.
Mossbarger, Katie	8/18/08	160.00 ✓	1.00	160.00 ✓	Follow up with Healthy Smiles on statistics for pitch; internal team meeting.
Ross, Matthew	8/18/08	250.00 ✓	0.50	125.00 ✓	Reviewed responses, provided input as to how to respond to the OC Register piece
Mossbarger, Katie	8/19/08	160.00 ✓	1.00	160.00 ✓	Call with Healthy Smiles contact about stats for pitch; revise pitch and distribute to LA Times, OC Register (Morning Read), Daily Pilot and Irvine World News/OC Post.
Deeley, Brenda	8/20/08	300.00 ✓	0.50	150.00 ✓	Call with Matt Ross re: budget challenges re: Prop. 10; review media strategy e-mail from White House Writers Group; follow up with Kate Mossbarger on Healthy Smiles media outreach
Ginnaty, Marcus	8/20/08	210.00 ✓	2.50	525.00 ✓	Prepare for and participate in CFS meeting.
Mossbarger, Katie	8/20/08	160.00 ✓	2.50	400.00 ✓	Draft Read for the Record media plan; follow-up calls for Healthy Smiles pitch.
Deeley, Brenda	8/21/08	300.00 ✓	0.25	75.00 ✓	Review & edit media event plan for Read for the Record
Mossbarger, Katie	8/21/08	160.00 ✓	1.50	240.00 ✓	Revise Read for the Record media plan and send to client; follow-up calls for Healthy Smiles pitch; research new LA Times contact for pitch and resend; talk with KOCE about potential story; contact Healthy Smiles about visuals; research photos online and in client folder.
Ross, Matthew	8/21/08	250.00 ✓	0.50	125.00 ✓	Follow up on action items and projects

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<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		Deeley, Brenda	8/01/08	300.00 ✓	1.75	525.00 ✓	Participate in client team meeting; review & edit conference report
		Ginnaty, Marcus	8/01/08	210.00 ✓	2.00	420.00 ✓	Client meeting. Edit and route conference report.
		Mossbarger, Katie	8/01/08	160.00 ✓	2.00	320.00 ✓	Client meeting; draft conference report.
		Ross, Matthew	8/01/08	250.00 ✓	2.00	500.00 ✓	Conference call; talk with Sacramento Bee; place story, work with Sherry on letter and dissemination, follow up calls regarding other opportunities including Ted Lempert's piece
		Deeley, Brenda	8/04/08	300.00 ✓	0.25	75.00 ✓	Advise client; team on strategy for response to Register editorial; review drafts of letters
		Ginnaty, Marcus	8/04/08	210.00 ✓	0.50	105.00 ✓	Discuss OC Reg editorial response with Brenda. Provide response to email about contacting OC Reg editorial page.
		Ross, Matthew	8/04/08	250.00 ✓	1.00	250.00 ✓	Reviewed all stories, reviewed editorial and provided input on response.
		Ginnaty, Marcus	8/05/08	210.00 ✓	0.25	52.50 ✓	Coordinate meeting on CPS with Lisa Burke.
		Mossbarger, Katie	8/05/08	160.00 ✓	2.00	320.00 ✓	Respond to Healthy Smiles request for ad support; contact Dr. Mungo and Dr. Hszeh about scheduling interviews; research biographies and background on Dr.'s; draft interview questions; update media contacts for HS pitch; begin drafting monthly activity report.
		Deeley, Brenda	8/06/08	300.00 ✓	0.25	75.00 ✓	Review second response to Register editorial; call with Matt Ross; advise client on strategy
		Mossbarger, Katie	8/06/08	160.00 ✓	0.75	120.00 ✓	Schedule call with Dr. Mungo; check for Time-Warner Cable SoCal News story online, per Kelly Pijj's request; contact producer and send Commission's address to Time-Warner; send update to Kelly; continue drafting monthly activity report.
		Ross, Matthew	8/06/08	250.00 ✓	0.50	125.00 ✓	Follow up with letter to the editor strategy
		Ginnaty, Marcus	8/07/08	210.00 ✓	1.00	210.00 ✓	Call to OC Register editorial page department. Speak with Betty Talbert. Send update to team on status of letters to the editor. Participate in conference call with Lisa Burke on CPS next steps.
		Mossbarger, Katie	8/07/08	160.00 ✓	1.00	160.00 ✓	Finish drafting monthly activity report; update on Healthy Smiles to Brenda; interview Dr. Mungo for Healthy Smiles anniversary pitch.
		Ginnaty, Marcus	8/08/08	210.00 ✓	2.00	420.00 ✓	Proof MAR. Research for data on OC CPS statistics for messaging.
		Mossbarger, Katie	8/08/08	160.00 ✓	0.25	40.00 ✓	Finish drafting monthly activity report.
		Deeley, Brenda	8/11/08	300.00 ✓	0.50	150.00 ✓	Review & edit monthly activity report; discuss status of Healthy Smiles 5th anniversary pitches with Kate Mossbarger
		Mossbarger, Katie	8/11/08	160.00 ✓	0.50	80.00 ✓	Revise monthly activity report; clip Capitol Alert coverage.
		Mossbarger, Katie	8/12/08	160.00 ✓	0.50	80.00 ✓	Interview Dr. Hzieh at Healthy Smiles.

8/22/08

Mossbarger, Katie	8/22/08	160.00 ✓	1.50	240.00 ✓	Review photos from Healthy Smiles and send to KOCE-TV; coordinate b-roll and in-studio interview; send inventory of footage to KOCE-TV; upload videos from Healthy Smiles for KOCE-TV b-roll.	
Ross, Matthew	8/22/08	250.00 ✓	0.50	125.00 ✓	Reviewed potential letter regarding First 5	
Ginnaty, Marcus	8/25/08	210.00 ✓	1.00	210.00 ✓	Meeting with Kate on healthy smiles next steps. Provide direction on b-roll. Prepare agenda for client meeting and route to Matt Cunningham and Matt Ross for input.	
Mossbarger, Katie	8/25/08	160.00 ✓	1.25	200.00 ✓	Confirm Dr. H for Healthy Smiles KOCE-TV interview; check in with Marcus; get estimate for b-roll production; call Healthy Smiles to discuss b-roll investment and coordination; draft shoot list for Healthy Smiles video.	
Ginnaty, Marcus	8/26/08	210.00 ✓	1.50	315.00 ✓	Work on CPS event planning and messaging.	
Mossbarger, Katie	8/26/08	160.00 ✓	1.25	200.00 ✓	Drop off camera for Healthy Smiles; confirm production and delivery of b-roll to KOCE-TV; find video conversion vendor for Healthy Smiles.	
Ross, Matthew	8/26/08	250.00 ✓	0.50	125.00 ✓	reviewed notes for conference call on 8/29, contacted Sacramento First 5	
Ginnaty, Marcus	8/27/08	210.00 ✓	2.50	525.00 ✓	Follow up on agenda for client meeting. Work on CPS event timeline and messaging and logistics documents. Research national statistics on child passenger safety injuries and fatalities. Send memo to client team with CPS line-by-line and speaker line-up and themes. Prepare for client meeting.	
Ross, Matthew	8/27/08	250.00 ✓	0.50	125.00 ✓	Talked with Sacramento First 5 regarding outreach efforts	
Ginnaty, Marcus	8/28/08	210.00 ✓	2.25	472.50 ✓	CFC client meeting.	
Mossbarger, Katie	8/28/08	160.00 ✓	2.25	360.00 ✓	Prepare for and participate in client team meeting.	
Ross, Matthew	8/28/08	250.00 ✓	2.25	562.50 ✓	Conference call with client, discuss strategy for the upcoming month	
Ginnaty, Marcus	8/29/08	210.00 ✓	0.25	52.50 ✓	Edit conference report.	
Mossbarger, Katie	8/29/08	160.00 ✓	1.00	160.00 ✓	Follow-up calls on Healthy Smiles pitch; re-send calendar announcement to weeklies and dailies; draft conference report.	
Subtotal for Activity: 00000				58.00	11,402.50	*Activity Code not required
Total for Project: PCFC.6889.01XX.T				58.00	11,402.50 ✓	- Pacific Strategies.Gen

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S. EVANS

*Porter Novelli roster for client Children and Families Commission of Orange County:
classifications and pay rates (for August 2008 labor detail)*

Name	Classification	Pay rate
Brenda Deeley	Senior Vice President	\$300 per hour
Matt Ross	Vice President	\$250 per hour
Marcus Ginnaty	Account Supervisor	\$210 per hour
Kate Mossbarger	Account Executive	\$160 per hour
Kristen Erickson	Support Staff	\$70 per hour

Line Description	Name	ID #	AP Invoice No.	Transaction Description	Amount
PCFC.6889.01XX.E	Pacific Strategies.Gen				
<u>DIRECT COSTS</u>					
TRANSPORTATION	Marcus J. Ginnaty	7058519	EXSC0058519	CPS evnt site visit: 27-14m=13 @ .585	7.61
TRANSPORTATION	Marcus J. Ginnaty	7058519	EXSC0058519	CPS evnt demo: 41-14m=27 @ .585	15.78
TRANSPORTATION					23.39
Total DIRECT COSTS:					23.39
PCFC.6889.01XX.E					23.39

Expense Report

Date: 07/25/2008 **Ref#:** EXSC0058519
Employee Name: Marcus Ginnaty **Status:** Closed
Charge Office: SC
Department: Construction & Land Use
Approver: Brenda Deeley

Date	Billing Code	Work Code	Description	Amount
07/25/2008	SC PCFC.6889.01XX.E	800 Transportation	CPS evnt site visit: 27-14m=13	\$7.61
07/29/2008	SC PCFC.6889.01XX.E	800 Transportation	CPS evnt demo: 41-14m=27	\$15.78

Comments:

Total Expenses: \$23.39