



Pacific Strategies
 435 E. Riverview Avenue
 Orange, CA 92865

Invoice

Date	Invoice #
2/8/2010	181

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

Received
 FEB 08 2010
CFCOC

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount												
	Period January 1 through January 31, 2010: Public Relations Services	12,840.00	12,840.00												
<p>OK TO PAY <i>[Signature]</i> DATE <u>12.19.10</u></p>															
<p>APPROVED <i>[Signature]</i> \$ <u>12,840.00</u> DATE <u>2/10/10</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>E000C264</u> <small>CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY</small></p> <p>VC0000003938 DO-V225-10012762</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										
Total			\$12,840.00												

Pacific Strategies Labor Detail – January 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	1/4/10	200.00	3.6	720.00	Reviewing e-mails an media coverage; strategizing on HH rebuttal; drafting HH reader rebuttal; acct mgmt.
	Cunningham, Matthew	1/5/10	200.00	5.2	1040.00	Drafting HH Reader Rebuttal; reviewing/revising M. Ross-drafted letter to legislators; reading budget news; updating Bblog/FB/Twitter with Grow Up Great/ED message.
	Cunningham, Matthew	1/6/10	200.00	5.6	1120.00	Work on HH rebuttal; CFCOC monthly meeting; coordinating rebuttal with Hugh Hewitt; making more revisions to HH's revisions
	Cunningham, Matthew	1/7/10	200.00	2.7	540.00	Reading today's clips; CFCOC monthly communications team meeting; reviewing/revising press release responding to Gov.'s budget proposal.
	Cunningham, Matthew	1/8/10	200.00	2.4	480.00	Updating blog/FB/Twitter; SEO research; media review; comm. team coord. and planning.
	Cunningham, Matthew	1/9/10	200.00	0.5	100.00	Reviewing Reader Rebuttal in the OC Register; forwarding to team; reviewing media coverage.
	Cunningham, Matthew	1/10/10	200.00	1.2	240.00	Circulating Hugh Hewitt reader rebuttal online version around; posting to blog/FB/twitter.
	Cunningham, Matthew	1/13/10	200.00	2.8	560.00	Acct. Mgnt.; reviewing media coverage; phone conf. with Matt Ross.
	Cunningham, Matthew	1/14/10	200.00	5.0	1000.00	Phone conference with Matt Ross; reviewing Matt R. draft from conservative standpoint; coordinating with KF; prep. For comm. Team meeting.
	Cunningham, Matthew	1/15/10	200.00	2.8	560.00	Revising and finalizing Delaine Eastin draft op-ed; reviewing clips; reviewing Hertzberg op-ed; reviewing smoking cessation op-ed; team coordination; reviewing

31.80

						First 5 LA call on state legislators; prepping overarching media plan.
Cunningham, Matthew	1/19/10	200.00	3.0	600.00		Reviewing e-mails; reviewing updated media plan; prepping for Thursday meeting; updating blog with items from January CFCOC highlights.
Cunningham, Matthew	1/20/10	200.00	3.0	600.00		Reviewing draft media plan; planning
Cunningham, Matthew	1/21/10	200.00	1.2	240.00		Prepping for comm. team mtg.; revising draft strategy; phone conferences with M. Ross; phone conf. re conservative op-ed; called Norby.
Cunningham, Matthew	1/22/10	200.00	1.0	200.00		Reviewing media; coordinating responses
Cunningham, Matthew	1/23/10	200.00	1.0	200.00		Reviewing media/forwarding clips to team; account mgt.
Cunningham, Matthew	1/25/10	200.00	3.5	700.00		Researching for new media content; reviewing media coverage; updating blog/FB/Twitter; reviewing weekly update; phone with Norby; coordinating on consrv. op-ed
Cunningham, Matthew	1/26/10	200.00	1.0	200.00		Coordination with comm. Team; phone conf. with M. Ross; revising Spence op-ed.
Cunningham, Matthew	1/27/10	200.00	1.0	200.00		Revising conservative op-ed op-ed.
Cunningham, Matthew	1/28/10	200.00	3.7	740.00		Prep. For Comm team mtg. at CFCOC; meeting; making revisions to Hertzberg op-ed
Cunningham, Matthew	1/31/10	200.00	4.0	800.00		January 1 through 31: reviewing/ responding to various client-related materials, e-mail correspondence and phone calls.

Total for January 2010

54.2

\$10,840.00

Employee Position

Matthew Cunningham: Project Lead

27.40

INVOICE



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

INVOICE #112
DATE: FEBRUARY 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 –
January 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. Participate in monthly conference call/meeting on January 7 with CFCOC and Matt Cunningham. Participate on January 28 conference call with Kelly Pjil and Homeaid. Review response to Chris Reed of the San Diego Union-Tribune. Talk with Senate Rules staff regarding HomeAid event. Weekly planning call with Matt Cunningham. Review and edit response to OC Register Monitor budget rumors and Governor's Jan 10 budget Participate in 2 leg/communications team meetings Draft Republican leading op-ed. Finalize partnership not a piggy bank letter. Follow up with Assemblyman Silva's office regarding support letter.	
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!