



Children & Families
Commission of Orange County

**Agenda Item No. 8
May 2, 2007 Meeting**

DATE: April 25, 2007
TO: Children and Families Commission of Orange County
FROM: Michael M. Ruane, Executive Director
SUBJECT: Strategic Communications Program

Michael M. Ruane

COMMUNICATIONS
DIVISION
MAY 2 11:45 AM '07
00700000

SUMMARY:

The Children and Families Commission of Orange County initiated a search process and invited qualified firms to submit proposals for strategic communications services. As a result of the review process two firms are recommended to implement a comprehensive communications plan over the next year. The White House Writers Group/Curt Pringle & Associates team is recommended for national strategic communications and public affairs. The Pacific Strategies/Porter Novelli team is recommended for community marketing and communication outreach.

Commission action is requested to approve the Strategic Communications Program as outlined in Attachment 1. Commission action is further requested to approve an agreement with Pacific Strategies/Porter Novelli for \$100,000 to provide community outreach services including media outreach, promotion of community events with Commission participation, and content management for the Commission website. A local marketing plan for the National Children's Study project is also needed and will be considered by your Pediatric Health Services Committee at their May 2, 2007 meeting.

The Commission approved extending the White House Writers Group contract at the April 2007 Commission meeting through June 30, 2007. A new budget and scope of work specifying the national and strategic communication strategies and delineation of duties between the White House Writers Group and Curt Pringle & Associates will be presented for Commission action at the June 27, 2007 Commission meeting.

STRATEGIC PLAN & FISCAL SUMMARY:

The program has been specifically reviewed in relation to the Strategic Plan, and is consistent with all outcome goals. This funding request is for the amount of \$100,000 for a term of 12 months commencing July 1, 2007. Funding for this item is included in the FY2007-2008 Budget within the Public Outreach budget categories.

RECOMMENDED ACTIONS:

1. Approve the proposed Strategic Communications Program (Attachment 1).
2. Adopt resolution (Attachment 2) authorizing the Executive Director or designee enter into Agreement C-227 with Pacific Strategies Public Relations for the period of July 1, 2007 to June 30, 2008 for an amount not to exceed \$100,000.

ATTACHMENTS:

1. Strategic Communications Community Outreach Program Proposal
2. Resolution

Contact: Kelly Pijl



PROPOSED STRATEGIC COMMUNICATIONS AND COMMUNITY OUTREACH PROGRAM

May 2007

National Strategic Communications	Public Affairs	Community Marketing and Communication Outreach
<ul style="list-style-type: none"> • Demonstration Projects • National Communications • National Children's Study (National) • Strategic Assessment (Bridgespan) • Meredith Corporation Partnership • Overall Communications Strategy 	<ul style="list-style-type: none"> • Business Partnerships • Annual Community Awards Program • Targeted Media Outreach • State Legislative Communications • Local Government Outreach 	<ul style="list-style-type: none"> • Community Media Outreach • Web Site Content Management • Community Events Promotion <ul style="list-style-type: none"> ○ HomeAid Orange County ○ Discovery Science Center – Sesame Workshop ○ Angels Baseball Partnerships ○ Orange County Fair
		<ul style="list-style-type: none"> • National Children's Study Local Marketing Plan (<i>separate contract</i>)

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-07-C&FC

May 2, 2007

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR AND COMMISSION COUNSEL TO PREPARE AND NEGOTIATE FINAL FORM OF AGREEMENT WITH PACIFIC STRATEGIES PUBLIC RELATIONS AND MAKING CERTAIN FINDINGS IN CONNECTION THEREWITH

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, the Commission adopted a Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, the Executive Director and Commission Counsel have prepared a form Master Agreement for Professional/Consulting Services ("Master Agreement"); and

WHEREAS, the Commission desires to enter into Agreement # C-227 with Pacific Strategies Public Relations for the period July 1, 2007 through June 30, 2008 in an amount not to exceed \$100,000 to provide communication services to implement public education and strategic marketing strategies, which services promote the purposes of the Act and the Strategic Plan; and

WHEREAS, capitalized terms used in this resolution are as set forth in the Grant Agreement, unless separately defined herein; and

WHEREAS, the Commission has reviewed the staff report relating to the proposed Agreement and related documents and hereby finds and determines that the proposed Agreement is in furtherance of and consistent with the Commission's Strategic Plan; and;

WHEREAS, all actions required by applicable law with respect to the proposed Agreement have been taken in an appropriate and timely manner.

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director to prepare and negotiate the final form of Agreement No. C-227 with Pacific Strategies Public Relations, in an amount not to exceed \$100,000 for the period July 1, 2007 through June 30, 2008 to provide communication services to implement public education and strategic marketing strategies in support of the Act and the Strategic Plan;

Section 3 The form of the Agreement with Pacific Strategies Public Relations , shall be substantially comparable to the form of the approved Master Agreement, subject to minor, non-substantive revisions as reviewed and approved by the Executive Director. The approval by the Executive Director, or designee, of the final form of the Agreement shall be conclusively evidenced by the delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves Agreement No. C-227 with Pacific Strategies Public Relations , in an amount not to exceed \$100,000 for the period July 1, 2007 through June 30, 2008 to provide communication services to implement public education and strategic marketing strategies in support of the Act and the Strategic Plan as specified in the staff report.

Section 5 The Chair of the Commission and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the Agreement on behalf of the Commission.

Section 6 A copy of the final form of the Agreement with the Pacific Strategies Public Relations , when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Sections 2 and 3 above, the Executive Director (or his designee) is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Agreement, (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement, and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on May 2, 2007 to wit:

AYES Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-07--C&FC

Agenda Date: May 2, 2007

Item No.



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy of final executed Agreement No. C-227 with Pacific Strategies Public Relations)



Children & Families
Commission of Orange County

**Attached is background information on the following Strategic
Communications Firms:**

- 1. Pacific Strategies- Public Relations & Public Affairs**
- 2. White House Writers Group/ Curt Pringle & Associates**



FEB 23 2007

February 23, 2007

Mr. Michael M. Ruane
Executive Director
Children and Families Commission of Orange County
17320 Redhill Avenue, Suite 200
Irvine, CA 92614

Dear Michael,

On behalf of the Pacific Strategies team, I am pleased to submit a proposal to provide both strategic advisory services and deliverables for national, statewide and county level communications for the Children and Families Commission of Orange County.

For the purposes of this project, Pacific Strategies will be the prime contractor. We have partnered with Porter Novelli's Orange County office, a leading national strategic communications firm, which brings award-winning experience in national, statewide and local public relations and media relations programs, as well as collateral development. Porter Novelli will subcontract to Pacific Strategies.

Pacific Strategies brings expertise in government affairs, writing and blog editing and publishing.

Porter Novelli brings expertise in public relations programs for healthcare and nutrition-related clients including the Center for Disease Control, Cincinnati Children's Hospital Medical Center, American Cancer Society and Council for Responsible Nutrition, among others. The Porter Novelli team also offers extensive legislative affairs experience with offices in Washington, D.C. and Sacramento.

For the Children and Families Commission of Orange County's strategic communications program, we have assembled a hand-picked team of professionals selected because of their knowledge and previous experience working on national, statewide and county level communications programs for public agencies, non-profit associations and corporations.

Our team offers the Children and Families Commission of Orange County local expertise and knowledge combined with the extensive resources of a national firm. We feel we can provide the Children and Families Commission of Orange County deep resources to meet its objectives.

Matthew Cunningham will be the project manager, day-to-day contact for the Children and Families Commission of Orange County and government relations lead. I bring more than 15 years of experience in public affairs, community outreach, blog publishing, professional writing, opinion management and campaign communications garnered in the corporate, government and campaign arenas.

Brenda Deeley will lead the Porter Novelli team and direct the media relations, awards submissions, training program and collateral development. She has more than a decade of experience leading award-winning national and regional public relations programs on behalf of organizations including the Inland Empire Economic Partnership and Orange County Water District, among others. Brenda has also led award-winning pro-bono public relations and media relations campaigns for the National Down Syndrome Congress and the Down Syndrome Association of Orange County.

Linda Martin, APR will provide strategic counsel. As one of California's leading communications strategists with a broad public relations background, she brings more than 20 years of experience managing public relations and public affairs campaigns. Linda has advised public agencies and private partners on strategic communications programs for national, statewide and local audiences.

Jana Leigh Thomas will advise on the public relations and media relations efforts for healthcare-related programs sponsored by the Commission. She currently leads the Center for Disease Control and Prevention's National Center on Birth Defects and Developmental Disabilities nationwide Autism awareness campaign. The campaign has won numerous awards including United States Department of Health & Human Services Secretary's Award of Distinction and 2006 Public Relations Society of America Silver Anvil. Prior to joining Porter Novelli, Jana served more than five years as the Program Director of PeachCare for Kids, Georgia's version of the State Children's Health Insurance Program

Marcus Ginnaty will oversee statewide media outreach. Marcus is an award-winning writer and media relations specialist who has established deep, trusting relationship with some of the California's most prominent writers.

If you require any additional information during the proposal evaluation period or to schedule an interview, please contact me at:

Matthew Cunningham
Principal
Pacific Strategies
435 E. Riverview Avenue, Suite C
Orange, CA 92865
(714) 998-9307
matt@pacific-strategies.com

Sincerely,



Matthew J. Cunningham
Principal

Executive Summary

The Children and Families Commission of Orange County has sponsored numerous innovative health and educational programs and model projects in Orange County. There's a tremendous opportunity to replicate some of these programs and projects throughout California and the United States by raising awareness on a national, statewide and county level.

Whatever your communications goal, our team of professionals – specializing in media relations, corporate/public affairs, healthcare and consumer – enables us to pull from multiple disciplines to get the expertise and service you want for the Commission's needs.

Clients turn to our team for:

- An unbiased picture of their total communications landscape that reveals opportunities, risks, priorities and options
- Communications efforts that deliver tangible results against specific objectives
- Ingenious solutions that help them set the agenda and become category leaders

Our proposed strategic communications program for the Children and Families Commission of Orange County includes six key components designed to raise awareness of the innovative programs and model projects sponsored by the Commission:

1. Strategic planning – the foundation of the Commission's communications program
2. Media relations – national, statewide and local, including traditional and non-traditional media
3. Legislative briefing program – federal and state
4. Awards – national and statewide
5. Collateral development
6. Training for sponsored organizations
 - o Communications – public relations 101 and media training

We believe this comprehensive communications approach will raise awareness of the innovative programs and model projects the Commission has sponsored. It will also raise the profile of the Orange County Commission as a model to other commissions for guiding investment and resource decisions, so that all children are healthy and ready to learn when they enter school.

Strategic Recommendations & Methodology

1. Strategic Planning

Our approach to working with public agencies and commissions, like the Children and Families Commission of Orange County, is based upon three fundamental tenets of client service excellence: strategic planning, ongoing communication and building productive partnerships.

Strategic planning: Our team has developed a proprietary and systematic account planning model, a ten-step marketing-based methodology that enables us to deliver valuable strategic insight into your public relations challenges. The systematic approach to planning puts everyone “on the same page.”

We’ll begin with our signature *Strategy Summit*, a facilitated session and methodological process with the Children and Families Commission of Orange County team, which will be led by Linda Martin. The *Strategy Summit* gives us an opportunity to work together to refine the strategic communications plan and incorporate new information. It is designed to build consensus on program direction, strategic positioning and messaging. This is the philosophy that drives our team.

The ten-step process:

- 1) Clarify the Children and Families Commission of Orange County’s goals and objectives
- 2) Conduct situation analysis/environmental scan
- 3) Identify, prioritize and profile audiences
- 4) Discover key insights
- 5) Set measurable PR objectives
- 6) Define PR strategies by objective and audience
- 7) Create the message platform and matrix
- 8) Define the media strategy
- 9) Define PR tactics by objective and audience
- 10) Develop evaluation plan

Ongoing communication: We work with each client to develop a communication pattern that suits its needs. For most clients, a standing weekly call/meeting in conjunction with monthly activity reports keeps the program on track and provides fertile ground for the sharing of new ideas and updates.

In addition, as part of our commitment to open and honest communication, our teams conduct regular Expectation Meetings with clients that serve as relationship check-ins, and we ask all clients to participate in an annual survey to provide feedback on the team, the program and the partnership.

Building productive partnerships: Our team strives to create partnerships where your business goals become our business goals. Our history of client relationships is based upon a definition of partnership that consists of more than just working with and alongside our clients. We believe our best relationships begin with strong fundamentals and are driven by a rigorous set of client service standards.

2. Media Relations

Clients in every industry group consistently demand effective media strategies and media coverage. Despite the ever-changing media landscape, our team continues to provide the strategic thinking and creative ideas that attract the attention of national, regional, local and trade media outlets. Our media strategies work to link your marketing objectives to the media’s news perspective. We have “contacts,” but we also have the expertise to identify the elements that shape the best story. With an effective media

strategy, we can approach any reporter and provide a story that makes sense for the Commission and for the media outlet.

We recommend an ongoing news bureau with a number of tactics our team can deploy at the national, statewide and local level including:

- Press releases
- Deskside briefings
- Bylined articles in trade publications such as *California County*, authored by Supervisor Bill Campbell
- Editorial board meetings
- Opinion editorials
- Letters to the editor
- Expert sourcing program
- Blogs and online media

3. Congressional and Legislative Briefing Program

Congressional and Legislative briefings provide opportunities to educate elected officials about innovative programs and model projects. Federal and state elected officials are most interested in hearing about new data that evaluates the success of programs and makes it relevant to national or statewide needs.

Our team recommends conducting a series of briefings for key delegates and their staff in Washington, D.C. and Sacramento sharing the results of successful projects and programs sponsored by the Commission. The briefing program could also include participation from children's advocates and organizations funded by the Commission. We would also suggest inviting media to attend the briefings.

Note that Porter Novelli has offices in both Washington, D.C. and Sacramento, so we have additional team members that we can utilize for their relationships with the Capitol Press Corps and for on-the-ground support for the briefings.

4. Awards

Statewide and national awards create opportunities for high profile recognition among stakeholder audiences, as well as media coverage. One award opportunity for the Commission might be the "Innovations in American Government Awards" presented by the Kennedy School of Government at Harvard University.

The Innovations in American Government Program is a significant force in recognizing and promoting excellence and creativity in the public sector. Through its annual awards competition, the Program provides concrete evidence that government can work to improve the quality of life for citizens and that it deserves greater public trust. Many award-winning programs have been replicated across jurisdictions and policy areas, and some have served as harbingers of today's reform strategies or as forerunners to state and federal legislation. By highlighting exemplary models of government's innovative performance, the Program serves as a catalyst for continued progress in addressing the nation's most pressing public concerns.

Innovations Award winners receive national press attention, serve as examples of model programs worthy of replication, and spark research and teaching cases at Harvard University and other schools across the country. (<http://www.ashinstitute.harvard.edu/Ash/awards.htm>)

Our team has written winning national and statewide awards entries on behalf of public and private clients. Here are just a few of the winning award entries we've prepared in recent years:

- "Silver Anvil" (national) for the Centers for Disease Control and Prevention autism awareness campaign presented by the Public Relations Society of America
- "Water Reuse Project of the Year" (national) presented by WaterReuse Association to the Groundwater Replenishment System
- "Governor's Environmental and Economic Leadership Award" (statewide) presented by Governor Schwarzenegger and the California Environmental Protection Agency to the Groundwater Replenishment System
- "Toll Excellence – Social Responsibility Award" (national) presented by the International Bridge, Turnpike and Tunnel Association to the Transportation Corridor Agencies
- "Builder of the Year" (national) presented by *Builder* magazine to John Laing Homes

Our team will research and propose appropriate national and statewide awards opportunities for the Commission.

5. Collateral Development

With in-house graphic design capabilities, our team is well-suited to assist the Commission with collateral development ranging from Web site design and brochures to fact sheets and newsletters. Samples of our in-house graphic designer's work appear under the "samples" tab.

6. Training

To support the Commission, we propose conducting a training session on strategic communications for not-for-profit organizations that are ready to begin building their communications and marketing platform. This training, coupled with a communications planning guide, will give the participants a deep understanding of the importance of communications and how to develop a strategy that meets their organization's needs. By helping sponsored organizations improve their public relations and media relations programs, they will have the tools to communicate their successful program results. This ultimately benefits the Commission, whose funding is making the successful programs possible.

Our proposed role is one of training, support and facilitation. The curriculum, a combination of instruction and interaction, will include public relations theory and practice, planning, environmental assessment, audience profiling, communications channels (including, but not limited to, media), implementation and evaluation of success of communications programs.

Participants will also have the opportunity to learn experientially. Through interaction with the instructors and planning tools, they will apply the academic knowledge to real-life applications, ensuring they grasp the topics covered, realize the relevance of communications to their own organization and are prepared to continue building and implementing effective communication programs.

Communications Training Outline

- Public Relations 101 – Participants will learn the basic tools needed to develop press materials, pitches and build lasting relationships with media.
- Media Training – Generally, media sessions include a number of elements:
 - How to develop and fine-tune your key messages and how to effectively communicate them to your target audiences

- How to eliminate fear of the unknown by learning what to expect in a media interview or other speaking situations
- Tips on avoiding typical pitfalls when being interviewed
- How to establish working relationships with reporters that are mutually beneficial

Every participant will also receive valuable hand-out materials on interview techniques, DOs and DON'Ts, etc.



WHITE HOUSE WRITERS GROUP



Strategic Communications Plan

Presented to the Children and Families Commission of
Orange County

February 22, 2007

Overview

We are responding to your February 8, 2007 letter requesting our proposal to provide strategic communications services to the Children and Families Commission of Orange County ("the Commission"). It is our goal to promote the Commission to key local audiences and to ensure that the innovative programs the Commission has developed reach the attention of state, regional and national audiences.

Following is our proposal, which we have divided into four areas: national communications, statewide communications, county-level communications and online communications.

I. National Communications

We aim to deliver greater national media coverage and policymaker attention for the Commission and its innovative health and education programs for children between the ages of 0 and 5.

The single greatest challenge to gaining widespread recognition of Commission programs is successfully positioning the Commission's work in a way that matters to national audiences. While the Commission funds a broad range of cutting-edge models and approaches that address important issues, national media, scholars and policymakers are saturated and skeptical due to the regular trumpeting of "innovative" programs delivering "groundbreaking" results by dozens of organizations and researchers.

We believe that a traditional communications campaign (for example, one that relies primarily upon paid advertising and traditional forms of earned media) will not break through these considerable barriers to broader national attention.

That does not mean we will avoid traditional communications tactics (editorial board meetings, opinion pieces, reporter/producer pitching, etc.). Indeed, we have done this for the Commission throughout our relationship and will continue these efforts. But rather than detail those typical tactics here, we will describe a different approach, one that is based on three principles:

- 1. Establish partnerships and relationships with nationally respected media, academic and policy organizations and individuals.**
- 2. Leverage those relationships into editorial and policy-shaping opportunities.**
- 3. Drive those opportunities to broader national media coverage and national policy impact.**

Our approach will build upon work that is underway. And it will build upon the Commission's successful programs as well as the significant partnerships that have already been established with some of the nation's leading scholars, policy and media organizations.

National Partnerships

By cultivating current national-level partnerships and creating additional partnerships we will bring the Commission's work to the attention of national outlets.

Current partnerships and relationships include:

- **National Media Corporations**

The new and expanding partnership with the **Meredith Corporation** is a prime example (**Sesame Street** may well be another). While we assisted the Commission in striking a partnership to deliver big savings on the printing of *Kid Builders*, Meredith executives are interested in a broader engagement, one that includes Meredith's Parenthood Group and the editors of magazines such as *American Baby*, *Child*, *Parents*, *Family Circle*, *Healthy Kids en Español* and *Siempre Mujer*.

We aim to convert the current partnership into coverage of Commission programs in Meredith's magazines and into cost-effective production and distribution of Commission materials through Meredith's powerful media network. Specific opportunities for the Commission include – and are not limited to:

- Distributing *Kid Builders* outside of Orange County;
- Partnering with national organizations to co-brand and distribute a revamped *Kit for New Parents*;
- Creating Commission-branded materials and assisting in a campaign to reach expectant mothers, distributed through Meredith's network.
- Generating articles on successful Commission programs in national publications under the Meredith banner.

- **Policy Think Tanks**

The Commission has made considerable inroads at the **nation's top policy think tanks**, through scholars such as Robert Hahn, head of the AEI-Brookings Joint Center, and Ron Haskins, Senior Fellow with the Brookings Institution.

We aim to expand such relationships to other institutions and scholars. While developing scholarly interest in the Commission takes time, we believe it is well worth the investment. In addition to its very considerable long-term dividends, the effort pays off immediately in terms of "buzz" – getting these scholars to mention the Commission's work in conferences, referencing programs in papers and articles, etc.

- **National Children's Study**

The Commission is playing a leading national and statewide role with **The National Children's Study**.

By positioning Orange County's programs and its NCS efforts as national models and promoting adjunct study opportunities, the NCS can attract corporations and organizations to the Commission and to Orange County's work. We will assist the

Commission in identifying such opportunities and approaching potential adjunct study candidates.

- **National Advocacy Groups**
America's Promise and the **National Boys & Girls Club** are such examples. These partnerships give the Commission a national platform to promote model programs. We believe additional partnerships with similar groups could also be established and will work to identify and develop these opportunities.
- **NIH**
In addition to connections through the National Children's Study, senior executives at the National Heart Lung and Blood Institute at the **NIH** are acquainted with the Commission's work and have spoken with key grantees in recent years. We believe these contacts could be leveraged to expanded relationships at the NIH, and we will work with the Commission to do so.

National Hispanic and Spanish-Language Media

As we describe above, we will continue our efforts to generate national media attention in the English-speaking press. But we will also work with the Commission to generate broader coverage in the national Hispanic and Spanish-language media. Hispanic and Spanish-language media outlets are hungry for content. Not only is the Hispanic community a primary Commission constituency, the national Hispanic/Spanish-language press will more readily promote Commission programs on a national basis than the English-speaking press. Given the rising influence of Hispanic Americans among national elected officials and policy leaders, tapping into this media community will be important to the Commission's national efforts.

II. STATE COMMUNICATIONS

Because the Commission receives its allocations through the State of California, a stronger presence should be built with its elected officials and staff.

Educating Freshmen Members of the State Legislature

We will help the Commission build on its relationships within the California Legislature and form new statewide allies.

As a result of last fall's elections, there are a record 34 freshman legislators that have just taken office. Most of these newcomers are uneducated about the Commission's successes, activities and vision. It will be very important to provide them with first-hand input as they form their opinions on issues affecting the Commission.

The best way to accomplish this is with direct personal contact and interaction – this is much more valuable than sending them materials that are unlikely to ever reach them.

Developing a Children & Families State Caucus

We propose that the Commission implement an aggressive schedule of events to engage California legislators. Our objective is to establish a list of “go-to” members that will remain available to the Commission as issues come forward in legislation or within the administration. This will mitigate challenges of time-sensitive issues by having legislators virtually “on call” to respond to Commission needs.

Lobby Days accompanied with Sacramento Reception Evenings

We believe that an effective way to accomplish this is to hold a Capitol lobby day followed by an evening reception at the Sacramento office of Curt Pringle and Associates. Our previous effort proved successful and valuable. We will set up one-on-one meetings for the Commission with key targeted legislators and policymakers during the day. Because of other state outreach we conduct, many of the legislators are familiar with Pringle and Associates' Sacramento office. We believe we can easily get key officials to attend these evening receptions.

State Representative and Staff Updates

We believe we must keep the Commission's continued success fresh in legislators' minds. In order to keep them interested, a contact email and press release list should be established and maintained. We will assist you in doing this. With a steady “drum beat” of information and success stories we will keep them up to date and engaged.

III. COUNTY LEVEL COMMUNICATIONS

The Commission has excellent relationships with Orange County media, governing officials and business leaders. We believe they should be further strengthened.

Orange County Cities Presentations

Today's city council members are tomorrow's state legislators and federal representatives. Orange County is home to 34 cities. We propose working with you to plan and schedule a Commission presentation to each City Council, two per month. This will allow for each city to be given an update every year and a half. Presentations should be tailored by highlighting funded programs with activities and/or impacts in each respective city. This should require no more than 5-10 minutes on a council agenda. Commission board members and staff would be encouraged to participate.

Board of Supervisor Briefings

Respecting the Commission's autonomy, we suggest that a tailored presentation be made annually to each Supervisor and their staffs. By updating them individually, it will allow more time for updating on specific projects within each Supervisorial district. We would schedule and assist Commission staff with the presentation messages and appropriate materials.

Leveraging Seasonal Opportunities

Establish general messages throughout the year that are "brought to you by the Commission." This will help increase awareness of the Commission. Messages that directly affect children and families, such as reminders about Back to School safety,

Halloween Safety, and Earthquake Preparedness, can be developed for use as local cable PSA's.

Direct Press Contact

In order to generate greater traction with the local and state press, a targeted and coordinated effort should be made. In addition to direct email to media contacts, follow up phone calls and a program of regular in-person briefings should be conducted to keep the press up to speed on the Commission's programs and activities.

IV. IMPROVING ONLINE COMMUNICATIONS

Following an extensive content and design overhaul, the Commission website is now poised to serve as a major communications tool to reach multiple Commission audiences. While we know that the Commission has effective communications channels to reach target audiences, it is our view that any "offline" communications channel should be matched by online communications efforts. We will work with the Commission staff in developing and implementing an online communications program so that the Commission website regularly communicates with our key audiences.

Monthly e-mail campaign

As a first step, we believe the Commission should create a monthly email campaign. The campaign could be tailored to different audiences and would help to build awareness of the Commission's work and cultivate relationships with media, business groups, national partners, and foundations. The Commission website was built to make use of email "blast" software – it's just a matter of turning it on. We will work with the Commission to get your team up to speed on the software and to help launch the campaign.

- **Elected Official Messaging**

For example, most Assembly and Senate members from Orange County prepare a bi-weekly or monthly email updates regarding issues and events taking place in Sacramento and within their district. We would prepare and arrange for the placement of Commission news within their updates.

- **Insider Update**

Another example: create a quarterly email called "Insider Update" that would be sent to key opinion leaders and elected officials. It would provide a brief update on Commission activities and highlight one or two Commission-funded projects per issue.

V. CONCLUSION

We have enjoyed many successes with the Commission during the five years we have worked with you. We believe our team is a very unique, powerful combination. We are eager to build on these successes and to continue our efforts to promote the Commission and the good work it does to national, statewide and local audiences.

ADDENDUM: OUR TEAM

THE WHITE HOUSE WRITERS GROUP AND CURT PRINGLE AND ASSOCIATES

Clark S. Judge Managing Director - White House Writers Group

As Managing Director of the White House Writers Group, Clark Judge provides strategic communications counsel to clients in industries ranging from financial services to transportation to high technology.

Mr. Judge has assisted some of the nation's most prominent businesses in developing public positions and communications strategies for responding to regulatory challenges, promoting legislation, marketing high-end professional services, and pursuing mergers and acquisitions. For political clients he has written numerous nationally televised speeches, primarily during presidential campaigns.

In the White House, Mr. Judge served as Speechwriter and Special Assistant to both President Ronald Reagan and Vice President George Bush.

After two-and-a-half years serving the Vice President, he joined President Reagan's speechwriting staff in 1986 and remained with Mr. Reagan through the end of his term. A member of the Moscow Summit speechwriting team, he was also the lead writer for the Toronto Economic Summit in 1988 and helped shape the White House approach to the 1988 presidential campaign.

A Harvard M.B.A., Mr. Judge was a business consultant and writer in New York prior to his first government assignments, which concerned urban policy and international economic policy.

He has written on national and international issues for The Wall Street Journal and other publications.

Curt Pringle Principal - Curt Pringle and Associates

Mayor Pringle brings an immense amount of civic knowledge to Anaheim city government, having served in the California State Assembly from 1988-1990 and again from 1992-98. The independent California Journal rated Assemblyman Pringle as the "Best Problem Solver" and as the "Most Influential Leader" of the California State Assembly. In January 1996, in what was hailed by the Associated Press as "a victory for stability over chaos," Assemblyman Pringle was elected Speaker of the California State Assembly where he presided until November 1996.

During his tenure in the State Assembly, Assemblyman Pringle served as the Republican Leader, Republican Caucus Chair, chairman of the Appropriations Committee, chairman of the Rules Committee and vice chairman of the Budget Committee. He also served on the Insurance, Governmental Organization, Banking, Local Government and Joint Legislative Budget Review Committees. Additionally, he served as a budget conferee in 1995, where he authored the 1995-1996 California State Budget.

Assemblyman Pringle was a key architect of California's historic, bipartisan welfare reform plan in 1997, and in 1996 he authored successful legislation to provide California businesses with a five-percent tax cut.

Mr. Pringle has served on the Orange County Republican Central Committee and the California Republican Central Committee. In 1996 and 2004, he was a California Delegate to the Republican National Convention.

He also served as an appointee of the Senate Majority Leader to the National Conference on Retirement Savings and served a four-year term as a member of the Orange County Fair Board. Additionally, Mr. Pringle serves on the Board of Directors of Leadership TraQ, a leadership development program headquartered at California State University, Long Beach.

Mr. Pringle also serves as an adjunct faculty member at the University of California, Irvine, in the Political Science Department, where he teaches California Government.

He is a graduate of California State University, Long Beach with a bachelor's degree in Business Administration and a Master's in Public Administration. A 36-year resident of the Anaheim/Garden Grove area, Pringle and his wife, Alexis, have two children, a son, Kyle and daughter, Katie.

Eileen Doherty
Senior Director - White House Writers Group

A former White House aide to President Reagan, Eileen Doherty has years of experience in corporate communications strategy and public policy analysis.

Ms. Doherty joined the Sprint Corporation in 1994 as Manager of Corporate Communications, where she served as national spokesperson on issues relating to legislation, regulation, government contracts, and the executive branch as well as handling crisis communications and specializing in communications for merger activity.

During the George H. W. Bush Administration, Ms. Doherty served as the chief spokesperson at NTIA, the telecommunications arm of the U.S. Department of Commerce, during a time of rapid technological and regulatory change.

In April 1985, Ms. Doherty joined the Reagan White House staff as Associate Director of Private Sector Initiatives, where she assisted in the creation of public/private educational partnerships, and worked with blue chip corporations to target investment opportunities in low-income, high-opportunity areas of the United States.

Throughout the 1980 presidential election, Ms. Doherty managed the campaign's outreach to ethnic groups around the state. In 1981, Eileen was appointed an assistant to the Secretary of Labor. In 1982, she became a special assistant to EPA Administrator William D. Ruckleshaus.

Kendall Bentz
Senior Director - White House Writers Group

Kendall Bentz has a decade of experience in organizing and executing public policy campaigns for corporate leaders on high-stakes issues.

With a list of clients that includes the world's leading blue-chip corporations, Mr. Bentz has helped clients build valuable relationships with some of the nation's top scholars, think tanks and opinion leaders. He has led national message campaigns that moved public opinion on telecom and high technology issues, anti-trust enforcement and mass tort litigation. He has helped organize the communications needs of dozens of government executives and leading CEOs, from global consulting corporations, to major lodging and hospitality firms, independent federal government agencies and non-profits.

Mr. Bentz completed high school in California before graduating with a degree in political science from Stanford University. In addition to working with the White House Writers Group, Kendall worked at the Hoover Institution, where he served as associate producer of a PBS public policy national television show called *Uncommon Knowledge*.

Kirk Cartozian
Senior Associate - Curt Pringle and Associates

Kirk Cartozian joined CP&A in 2005 and brought with him a wealth of government experience at both the national and local levels. Mr. Cartozian currently serves as a member of the Downey City Council, having previously served as Downey's Mayor in 2003 and 2004.

His first experience in government came when he worked for Congressman Steve Horn (38th District, CA) in Washington D.C. during the Congressman's first term in office.

Taking with him the knowledge and experience that he gained while working in Washington D.C., Kirk returned to Downey to teach at Downey High School from 1996-2003.

In 2000, Mr. Cartozian decided to run for the Downey City Council's 5th District.

With a limited budget, he put together a grassroots, community-based campaign. His volunteers included colleagues, former students, friends, family, city activists and parents. Together, the group blanketed the entire city during the summer and fall months, and Kirk personally walked to more than 4300 resident homes. On November 7th, 2000, he was first elected to the Downey City Council with nearly 13,000 votes.

Mr. Cartozian is the City Council liaison to the Downey Chamber of Commerce, Gangs Out Of Downey (G.O.O.D.), the DRMC Hospital Commission, and the City-School Coordinating Committee. He serves on many boards, including the Southeast Water Coalition (S.E.W.C.), Independent Cities Association (ICA), and the Orangeline Authority. He is a member of the Downtown Downey Subcommittee, the Columbia Memorial Space Learning Center Subcommittee, the Website Subcommittee, and the Public Art Program Subcommittee.

Concurrently, while serving as Mayor and on the City Council he continued to teach at Downey High School until 2003, when he went back to school to pursue advanced degrees.

In May 2005, he graduated from USC's dual degree graduate program, earning an MBA/MRED (Master in Business Administration/Master in Real Estate Development).

Mr. Cartozian studied Pre-Medicine and Spanish while majoring in Sociology at the University of California at Berkeley, and graduated in 1995. He became very active with such organizations as the Undergraduate Marketing Group, Intramural Sports, and the Armenian Students Association. Mr. Cartozian continues to serve as an outreach volunteer for UC Berkeley, interviewing prospective students for leadership scholarships.

Shawn Callahan
Sacramento Office Director - Curt Pringle and Associates

Shawn Callahan runs Curt Pringle & Associates' Sacramento office. Mr. Callahan brings a diverse background of experience in public relations, government affairs, issue advocacy and marketing to his service at CP&A.

His possession of the skills needed to excel in a corporate business climate along with his understanding of the tactical nuances involved with politics gives him the ability to seamlessly and effectively maneuver within both realms.

Before joining CP&A, he worked as an account executive with Russo Marsh + Rogers, Inc. It was there that he developed his skill in advancing the interests of corporate clients and non-profit organizations, as well as political candidates and committees.

He has run the campaigns for numerous candidates for both local and statewide offices, has represented industry associations, and has coordinated all aspects of both national and international public relations campaigns, including extensive experience as a press secretary and spokesman for such campaigns.

Before moving to Sacramento to pursue politics, Mr. Callahan worked for a local San Diego retail clothing store chain, helping to grow it into a national publicly traded company. While there, he was involved with all aspects of real estate, planning, budgeting, and construction of new stores.

Shawn Callahan studied at University College of Dublin in Ireland and graduated from Santa Clara University with a B.S. in Political Science with an emphasis in Public Administration in 1999.

He has partnered with many non-profits for various philanthropic causes, most recently raising over \$26,000 for ALS patient services and research through his running of the Boston Marathon.

He also serves on the ALS Associations public relations committee and is a long-time volunteer of Big Brothers Big Sisters.

Todd Priest
Vice President – Curt Pringle & Associates

Todd Priest, Vice President of CP&A, joined the firm in 2007. He formerly served as Vice President of the Orange County Business Council and as Deputy Executive Director of the California Republican Party.

Mr. Priest has a strong background in government and public affairs, he has helped lead several of Southern California's most influential business and trade associations, including the California Grocers Association, the Building Industry Association of Southern California, the Apartment Association of Orange County, and the Long Beach Association of Realtors. In addition, Todd has managed several Political Action Committees.

He also serves a member of the South Coast Air Quality Management District's (AQMD) Local Government and Small Business Advisory Committee.

Todd has been a featured speaker on government and political affairs issues for the California Society of Association Executives and the National Association of Home Builders.

Mr. Priest studied Adult Learning Behavior and Political Science at California State University, Long Beach. He resides in Orange County, California.