



PRESENTATION
May 1, 2013 Meeting

DATE: April 23, 2013

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director

A handwritten signature in black ink that reads "Christina Altmayer".

SUBJECT: Strategic Communications Biannual Presentation

The Children and Families Commission of Orange County selected Curt Pringle & Associates in November 2012 to provide strategic communications services in the areas of legislative advocacy, community partnership, and public awareness. The terms of the new agreement established deliverable targets including biannual presentations on the implementation of the strategic communications program including a government affairs update.

Curt Pringle will present a report on the accomplishments from the past six months, the status of current and on-going projects, and plans for the next six months of the agreement. The written report is presented for Commission approval under agenda item 4.

Commissioners

Executive Director

STRATEGIC COMMUNICATIONS BI-ANNUAL REPORT

FOR THE
CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

Curt Pringle

Curt Pringle & Associates

May 1, 2013

Overview

Our Focus:

Legislative Advocacy

Community Partnership

Public Awareness

Legislative Advocacy

- California Legislature
- Board of Equalization
- City Briefings

Community Partnership

Honorary Chair
Sheriff Sandra Hutchens



Corporate Sponsors



- ▣ Orange County Campaign
 - ▣ Capitol Campaign

- ▣ Other Community Partnerships

Public Awareness

- Press Releases
- Op-Eds
- Other Activities

Upcoming Services and Strategic Focus

- Legislative Advocacy
- Community Partnership
- Public Awareness

Thank You

- Curt Pringle, President
- Todd Priest, Vice President
- Alyson Price, Account Manager
- Melinda Andrade, Public Relations Director