As agreed upon by both parties, Crystal Clear Communication (CCC) will provide their services pro bono to Newport Bay Naturalists & Friends. CCC will be handling publicity and promotion for the Earth Day Event, on April 23. Duties will include:

- Editing, updating and expanding media lists
- Contacting and inviting media to event
- Formulating or reformatting press materials as needed
- Sending out press materials to media
- Following up with media to ensure coverage
- Inviting local community organizations (Boys & Girls Club, libraries, etc.) to event
- Measuring and evaluating event attendance

Rita McCoy, Newport Bay Naturalists & Friends
24 February 2006

Judith Serafini, Administrator
Co-Chair Cesar E. Chavez Celebration for the City of Santa Ana
Irma C. Garcia Foundation, Inc.
1835 S. Manchester Ave. #114
Anaheim, CA 92802

Dear Judith,

Thank you for giving us the opportunity to work with you to promote the 6th Annual Cesar E. Chavez Celebration Day to be held on Saturday, March 25, 2006 from 12noon-5:00pm, at the Cesar E. Chavez Park, 3311 W. 5th Street, Santa Ana. We understand that you are representing the City of Santa Ana Cesar E. Chavez Celebration Committee. We will also will work directly with Alma Flores, Senior Management Assistant, City of Santa Ana, who reports to Council Member Jose Solorio and that all official press releases, flyers, or other correspondence will need to receive her review and approval because this is a City of Santa Ana event. All funds collected will be turned over to Alma Flores for the 2006 event expenses.

As per our discussion today, the following items will serve as our tasks and deliverables:

1. Write a press release on the event and service project* for distribution to both English and Spanish media.
2. Conduct telephone and e-mail media follow up upon press release approval and distribution.
3. Conduct telephone follow up to Council Member Jose Solorio's event donor list to solicit funds to support the event and service project.
4. Increase potential donor prospects through contacting Santa Ana based businesses, organizations, i.e. Hispanic Chamber of Commerce, Santa Ana Chamber of Commerce, etc., and corporations.
5. Recruit and coordinate volunteers to promote the Literacy and Learning The Legacy of Cesar E. Chavez Service Project.*
6. All media contacts, donor contacts, and volunteer contacts will be turned over to Alma Flores and become the property of the City of Santa Ana for use in the future.

Please sign and date below and return at your earliest convenience. Thank you.

______________________________  03-01-06
Judith Serafini

______________________________  3/2/06
Jennifer Glaze
Memorandum of Understanding
between F.A.C.E.S.
and Platinum Media

F.A.C.E.S. will

- Provide resources of staff and materials, office space and/or office machines for the project.
- Provide oversight and communication to the management and the operation of the project: Platinum Media.

Platinum Media (The PR464 team) will

- Work with Norma Rodriguez, member of the Board, to increase donations for F.A.C.E.S. associated with the grand opening of their new Fullerton location, which is currently scheduled for May 4, 2006.
- Increase community visibility in accordance with the organization's 2006 goals with the use of marketing resources (i.e. advertisements, brochures, etc.) and public relation tools (i.e. public service announcements, news releases, newsletters, etc.)

Signed,

Mary O'Connor
Executive Director, F.A.C.E.S.

Kathleen Hutchinson
Executive Director, Platinum Media

"In the Best Interest of the Child"