



**Committee Members:** Nadine Burke Harris, Mayra Alvarez, Shana Hazan, Jackie Majors, and Kris Perry  
**Executive Director:** Camille Maben

**This meeting will only be held via Zoom.**

<https://first5.zoom.us/j/92885710261>

Webinar ID: 928 8571 0261

Phone: 877-853-5257

Public comment will be available through the “Raise Hand” function, and will require computer audio with speakers and a microphone.

**January 20, 2022, Public Education and Outreach**

**Advisory Committee Meeting Agenda**

**3:00 to 5:00 p.m. or until adjourned**

**Item 1 – Opening Remarks**

- Call to order
- Roll Call
- Announcements

**Item 2 – Public Comment**

Members of the public may speak for up to three minutes on any matter concerning the Committee, with the exception of items appearing elsewhere on this agenda or items related to pending judicial, administrative litigation, or personnel matters. No action by the Committee may be taken.

**INFORMATION ITEMS**

The following is an information item, and no action will be taken by the Committee.

**California Children and Families Commission**

2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833 • TEL 916-263-1050 • FAX 916-263-1360  
[WWW.CCFC.CA.GOV](http://WWW.CCFC.CA.GOV)

### **Item 3 – Introduction of New Media/Public Relations Contractor and Media Planning**

First 5 California’s new media and public relations contractor, Rescue Agency, will discuss with and get feedback from the advisory committee regarding their: 1) approach and methodology to develop a communication strategy for developing the next media campaigns; and 2) immediate audience research plans and communications in 2022 and long-term vision to support First 5 California’s media goals through June 2024.

### **Item 4 – Adjournment**

The Committee may announce a recess for a break during the meeting, depending on the length of the discussions. The order in which agenda items are considered may be subject to change. Depending on the time available and the orderly management of proceedings, the Committee may order adjournment (recess or postponement) of any noticed meeting, to be continued to the next day, another specific date or time, or to the next business meeting, as appropriate. Any such adjournment will be noticed at the time the order of adjournment is made (Government Code §§11128.5, 11129).

Public comment is taken on each agenda item. If an individual wishes to speak, that person is asked to use the “Raise Hand” function in Zoom. Prior to making comments, the individual is asked to state his/her name for the record and identify any group or organization represented. Depending on the number of individuals wishing to address the Committee, the Executive Director may establish specific time limits on public comments and presentations.

If presenters intend to provide slide decks, exhibits, or handouts to the Committee members and would like First 5 California to distribute them to the Committee members and to the public in attendance at the meeting, electronic copies should be provided to Simone Afghari at least seven (7) days prior to the scheduled meeting.

Supplemental materials for this meeting are posted on First 5 California’s website at [www.ccfc.ca.gov](http://www.ccfc.ca.gov) no later than the Monday preceding the meeting. Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven (7) days prior to the meeting date to:

Simone Afghari  
First 5 California  
2389 Gateway Oaks Drive, Suite 260  
Sacramento, CA 95833  
[safghari@ccfc.ca.gov](mailto:safghari@ccfc.ca.gov); 916-263-1050

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