



## Children's Advocates' Roundtable

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December 11, 2008  
12:00 to 2:00 p.m.  
Westminster Presbyterian Church  
1300 N Street, 2<sup>nd</sup> floor  
Sacramento, CA 95814

### Agenda:

- Introductions
- **Advice From The Experts: Crafting A Multi-Pronged Media Strategy For Your Child Advocacy**  
Continuing from our panel of newspaper reporters last month, this month some of Sacramento's most talented and respected public affairs professionals come to the Roundtable to offer their advice and insights as to how to use and integrate old and new media in your organization's advocacy. Speakers include: **Sam Rodriguez**, former Political Director of the California Democratic Party, founder and principal of KSR Strategy Group; **Carri Cummings**, Partner Ziegler Associates, who was the first media Director of the National Association of Consumer Advocates, Media Director for the Washington, D.C. office of Consumers Union, and a former reporter for U.P.I. and the *Los Angeles Times*; **Renee Wessels** of Renee Wessels & Associates, whose clients include the California Blue Ribbon Commission on Children in Foster Care, Child and Family Policy Institute of California, and the county Welfare Directors Association of California, and who formerly served as Director of Communications for the D.C. office of the Children's Defense Fund; and **Michael Alcalay** of Alcalay Communications, with more than 15 Years of experience representing non profits and corporations in public relations, whose previous clients include the United Way, the Center for Fathers & Families, and CPS Human Resource Services, and who previously worked for Assemblymember Phil Isenberg
- **Educating The Educators On The Tools For Success: The Unique Educational Needs of Abused & Neglected Children**  
**Ellen Sorkin**, a Sacramento-area-school-based social worker who has frequently lectured on the educational needs of these children, and whose expertise in the area stretches back twenty years, will discuss the unique needs of these youth; and especially important topic given contemplated budget cuts to education.
- **Meet The New Members**  
Roundtable Chair **Ed Howard** moderates an informal discussion on the new Assemblymembers and Senators.
- Announcements
- **Next Meeting—January 8<sup>th</sup>, 2008**

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### NO SUBCOMMITTEES MEET THIS MONTH

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NOTE: The parking lot next to the Church is NOT available for parking.  
Parking in the Church Parking Lot is \$7.00 per day or \$5.00 per half day. Payment for Parking is received by entering the back of the church (where the parking lot is) and turning right at the first hallway. There is a window there and Melanie is usually there or you can ring the bell for service. Payments are cash only.

The Roundtable is convened monthly by the Children's Advocacy Institute.  
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