

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering April 7, 2012 through May 4, 2012:

Date	News Releases
4/10/12	SEC Names CalPERS to Investor Advisory Committee
4/11/12	CalPERS Launches Search for Chief Financial Officer
4/12/12	CalPERS Again Seeks Support for Majority Vote at Graco
4/13/12	Kathleen Webb Named CalPERS New Chief of Risk, Compliance and Ethics
4/18/12	CalPERS to Phase in Employer Impact of Discount Rate Reduction
4/18/12	CalPERS Board Adopts New Policy on Gifts
4/19/12	CalPERS Selects Administrator for Long-Term Care Program
4/23/12	CalPERS Briefs Media on SEC Charges Against Former CEO
4/23/12	CalPERS Applauds SEC Fraud Charges Against Former Pension Fund CEO and a Former Board Member
4/25/12	CalPERS Releases First-Ever Report on Sustainable Investing
4/30/12	Graco Shareowners Back CalPERS Proposal for Majority Vote in Board Elections
5/1/12	CalPERS Releases Audit on the City of Vernon
5/3/12	CalPERS Calls for Annual Election of Hospitality Properties Trust Directors

Print News Stories	Topic	CalPERS Representative	Date
Dow Jones	CalPERS Again Seeks Support For Majority Vote At Graco	Anne Simpson	April 18
Central Valley Business Times	CalPERS Adopts New Policy On Gifts	John Chiang Rob Feckner	April 19

Dow Jones News Service Bloomberg	CalPERS To Phase In Employer Payment Increases	Rob Feckner	April 19
Sacramento Business Journal	City Sues CalPERS Over Development Of Towers On Capitol Mall	Robert Glazier	April 23
FINalternatives	CalPERS Seeks Chief Financial Officer	Anne Stausboll	April 12
Central Valley Business Times Sacramento Business Journal	CalPERS Adopts New Policy On Gifts	John Chiang Rob Feckner	April 19
HFT Review Plansponsor.com Pensions & Investments CaliforniaCityNews.org	CalPERS Releases First-Ever Report On Sustainable Investing	Anne Stausboll Anne Simpson	April 25
Pensions & Investments	CalPERS Prepares To Move \$500 Million More In-House	Janine Guillot	April 30
LA Times	CalPERS Finds Vernon Wrongly Raised Officials' Pay	Anne Stausboll Brad Pacheco	May 1
San Francisco Chronicle	Walmart Scandal Has Pension Funds On Alert	Brad Pacheco	May 3
CNNMoney	CalPERS: We're Getting Even More Activist	Joe Dear	May 3

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter	Response to Fritz, "Viewpoints: When it comes to pensions, we can't afford to party like it's 1999"	Robert Glazier	Sacramento Bee Modesto Bee
Letter	Response to editorial: myCalPERS system a "fiasco"	Robert Glazier	San Diego UT
Letter	Response to editorial: "Why no prosecution in CalPERS caper?"	Robert Glazier	Sacramento Bee Fresno Bee

Note: **Bold** Items Submitted and Printed

Broadcast News/Radio	Topic	CalPERS Representative	Date
PBS Newshour	Shareholder rejection of the pay package for the Citigroup CEO	Anne Simpson	April 18
KCRA3 News	City of Sacramento lawsuit against CalPERS re: Towers on Capitol Mall project	Robert Glazier	April 24
Bloomberg TV	Investment strategy and outlook for returns	Joe Dear	April 30
Fox Business News	Recovering assets	Joe Dear	April 30

Online Enhancements, Videos & Social Media

CalPERS Respond Posts

- CalPERS Airs Concerns About Citigroup CEO Pay on PBS Newshour
- Why CalPERS Didn't Sign the ARVCO "Investor Disclosure Letter"
- Primack's Conspiracy Theory Doesn't Hold Water

CalPERS Online Significant Updates

- Launched a new and enhanced design for CalPERS On-Line website
- Posted the April Board and Committee meeting webcast video archives

Social Media

- CalPERS Office of Public Affairs has set a goal of 100% growth in Twitter followers and Facebook "likes" for FY 2011-12.
 - Twitter followers: 4,091 (87% growth toward goal)
 - Facebook "likes": 2,701 (82% growth toward goal)
- YouTube – 77,704 Video Views
- CalPERSResponds.com – 490,332 Page Views