

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering May 5, 2012 through June 1, 2012:

Date	News Releases
May 15	CalPERS Committee Approves State and School Contribution Rates
May 16	CalPERS and GI Partners Launch \$500 Million Fund to Buy Technology-Advantaged Core Real Estate
May 16	CalPERS Board Approves State and School Contribution Rates
May 21	CalPERS to Host Retirement Planning Fairs
May 24	CalPERS Seeks Governance Changes at Nabors Industries, Chesapeake Energy, and New York Community Bancorp
May 31	CalPERS Computer System Overhaul Project Director Earns Prestigious IT Award
May 31	CalPERS Slashes Pension of Former City of Vernon Official

Print News Stories	Topic	CalPERS Representative	Date
<i>Bloomberg</i>	Brown Criticizes California Pension's Phased Rate Boost	Rob Feckner	May 17
<i>Pensions &amp; Investments</i>	CalPERS Phased Contribution Hike Draws Gov's Ire	Rob Feckner	May 17
<i>CNBC, Reuters, Bloomberg, LA Times, Sacramento Bee SF Chronicle</i>	CalPERS to Vote Against Nine on Wal-Mart's Board	CalPERS	May 23 & 24
<i>Sacramento Bee</i>	CalPERS Can Offer Long-Term Care to Gay Couples	Anne Stausboll	May 26

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter	Response to U-T San Diego, re: Employer Rates	Alan Milligan	<i>U-T San Diego</i>

*Note: **Bold** Items Submitted and Printed*

Broadcast News/Radio	Topic	CalPERS Representative	Date
CNBC “Squawk on the Street”	CIO Insight: Balancing Long-Term Goals with Volatile Markets	Joe Dear	May 9
CBS Evening News / National Public Radio / BBC	Issues Facing JP Morgan	Anne Simpson	May 15
Fox Business News	JPMorgan CEO to Take Heat at Shareholder Meeting	Anne Simpson	May 15

### Online Enhancements, Videos & Social Media

#### CalPERS Respond Posts

- CalPERS Sees Need for Independent Chair at JP Morgan
- CalPERS Calls for Wal-Mart Investigation

#### CalPERS Online Significant Updates

- Posted the May Board and Committee meeting webcast video archives
- Posted new Form 700 Conflict-of-Interest forms for CalPERS leaders
- Insight #17 posted: Anne Simpson, “Global Governance Initiatives”

#### 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: 4,288 (96% growth toward goal)  
Facebook “likes”: 3,009 (80% growth toward goal)
- YouTube – 83,011 Video Views
- CalPERSResponds.com – 480,708 Page Views