

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering June 1, 2012 through August 3, 2012:

Date	News Releases
August 2	CalPERS Supports Generic Drug Study Findings
August 1	CalPERS Retirement Planning Fair in Santa Clara
July 27	CalPERS CEO Issues Statement on Retirement Crisis Report and Plan
July 26	CalPERS Retirement Planning Fair in Anaheim
July 25	CalPERS Names Anthony Suine Chief of Benefit Services Division
July 23	CalPERS Retirement Planning Fair in Sacramento
July 17	CalPERS Welcomes Bill Slaton to the CalPERS Board
July 16	CalPERS Reports Preliminary 2011-12 Fiscal Year Performance of 1 Percent

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter	CalPERS Investment Performance	Robert Glazier	Healdsburg Tribune San Gabriel Valley News San Jose Mercury News Ventura County Star
Letter	CalPERS Actuarial and Investment Assumptions	Robert Glazier	Contra Costa News Monterey County Herald Long Beach Press Telegram San Bernardino County Sun
Guest Editorial	CalPERS Investment Performance	Rob Feckner Robert Glazier	Orange County Register Press Democrat

Note: **Bold** Items Submitted and Printed

Broadcast News/Radio	Topic	CalPERS Representative	Date
Marketplace Radio “Your Money”	Investment Returns	Joe Dear	July 17
KPIX CBS	Investment Returns	Joe Dear	July 16
Bloomberg TV “In the Loop”	Investment Performance and Financial Markets	Joe Dear	June 15
CNBC “Closing Bell”	Investment Performance and Financial Markets	Joe Dear	June 14
KFBK	CalPERS Health Rates	Ann Boynton	June 13

Online Enhancements, Videos & Social Media

CalPERS Respond Posts

- CalPERS Testifies at US House of Representatives Subcommittee Hearing
- CalPERS Responds to Press Democrat on Investment Performance
- CalPERS Responds to Assured Guaranty’s Statements About Fairness in Stockton Bankruptcy

CalPERS Online Significant Updates

- Launched the “Board Meeting Public Comments” online form
- Updated CalPERS On-Line to reflect changes in online services and new member my|CalPERS

Social Media

- Twitter followers: 4,654
- Facebook “likes”: 3,739
- YouTube – 88,248 Video Views
- CalPERSResponds.com – 565,432 Page Views