

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering August 3, 2012 through September 4, 2012:

Date	News Releases
Sept. 1	CalPERS Corrects Media, Policymakers on Pension Savings to Ensure Accuracy
Aug. 31	CalPERS Acknowledges Pension Reform Progress by Legislature
Aug. 31	CalPERS Releases Cost Analysis of Pension Reform Legislation
Aug. 29	CalPERS Statement on Conference Committee Pension Reform Proposal
Aug. 28	CalPERS Acknowledges Legislature's Progress on Pension Reform Legislation
Aug. 16	CalPERS Commits \$530 Million to Asia Real Estate Funds
Aug. 15	CalPERS Board Approves Five-Year Strategic Plan
Aug. 14	CalPERS Names David Cowling Chief of Center for Innovation
Aug. 2	CalPERS Supports Generic Drug Study Findings
Aug. 1	CalPERS Retirement Planning Fair in Santa Clara

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Guest Editorial	CalPERS Supports Goals of Legislature's Pension Reform	Rob Feckner Anne Stausboll	Sacramento Bee

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

Broadcast News/Radio	Topic	CalPERS Representative	Date
Capitol Public Radio	Pension Reform	Robert Glazier	Aug. 29

Online Enhancements, Videos & Social Media

CalPERS Respond Posts

- CalPERS Supports Goals of Legislature's Pension Reform
- CalPERS Corrects Media, Policymakers on Pension Savings to Ensure Accuracy
- Actuarial Cost Analysis - California Public Employees' Pension Reform Act of 2013
- CalPERS Acknowledges Pension Reform Progress by Legislature
- CalPERS Statement on Conference Committee Pension Reform Proposal
- CalPERS Acknowledges Legislature's Progress on Pension Reform Legislation
- Wall Street Journal Gets It Wrong
- There is No Arrogance in Following the Law
- Media is Wrongly Hying Pensions as a Cause of City Bankruptcies

CalPERS Online Significant Updates

- Live-Tweeted Health Care and Pension Town Halls and all workshops presented at the Retirement Planning Fairs
- Actively posted updates on pension reform on CalPERS websites and social media channels
- Launched Open Enrollment landing page

Social Media

- Twitter followers: 4,774
- Facebook "likes": 3,824
- YouTube – 96,800 Video Views
- CalPERSResponds.com – 593,732 Page Views