

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering September 4, 2012 through October 5, 2012:

Date	News Releases
Sept. 28	CalPERS Announces Outreach Workshop for Emerging Manager Programs
Sept. 27	CalPERS Selects Manager to Head New Real Estate Emerging Managers Program
Sept. 12	CalPERS Issues Statement on Signing of Pension Reform Act
Sept. 12	CalPERS Approves New Long-Term Care Program Investment Discount Rate
Sept. 12	CalPERS Posts Savings in Contract Expenses
Sept. 5	CalPERS Open Enrollment Kicks Off in September

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter	Solutions for CalPERS Health Rate Insurance Hikes	Robert Glazier	Orange County Register

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

Broadcast News/Radio	Topic	CalPERS Representative	Date
KFBK	Long Term Care Premium Increase	Ann Boynton	Oct. 4
Capitol TV News Service	Long Tern Care Premium Increase	Ann Boynton	Oct. 4
Bloomberg TV	Market Conditions and Investment Strategy	Joe Dear	Sept. 28

Online Enhancements, Videos & Social Media

CalPERS Respond Posts

- Ramthun & Pipes Have it Wrong
- CalPERS Outlines Legal Position in Municipal Bankruptcies
- Public Pensions are a Small Piece of Bankruptcy Woes

CalPERS Online Significant Updates

- Launched new Online Job Application website.
- Launched an updated CalPERS Email Subscriptions service, adding three new topics and html email format.
- Posted a summary of the five finalists for the 2012 Spotlight on Excellence Award to Facebook and opened a poll for the public to cast their vote.

Social Media

- Twitter Followers: 4,903
- Facebook "Likes": 3,898
- YouTube: 104,340 Video Views
- CalPERSResponds.com: 617,943 Page Views