

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering October 6, 2012 through November 2, 2012:

Date	News Releases
Nov 2	CalPERS Supports Health Care Pricing Transparency Initiative
Oct 23	CalPERS IT Programs Recognized for Excellence
Oct 23	Local Government Pension Valuation Reports Available Online Beginning November
Oct 18	CalPERS Announces Online Job Application System
Oct 18	CalPERS Seeks New Health Plan Partners
Oct 17	CalPERS Announces Selection of Chief Financial Officer
Oct 17	CalPERS Approves Long-Term Care Premium
Oct 11	CalPERS Board Member Priya Mathur Appointed to UN-Backed PRI Board

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Nov 2	Response regarding CalPERS health RFP	Ann Boynton	Sacramento Business Journal

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

Broadcast News/Radio	Topic	CalPERS Representative	Date
PACSAT International	San Bernardino/Compton bankruptcies	Robert Glazier	Oct. 29
CNN Anderson Cooper 360°	Randy Adams decision/City of Bell	Robert Glazier	Oct. 19
KPCC Public Radio	San Bernardino missed payments	Amy Norris	Oct. 19

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- Cautionary Tale on Pensions
- CalPERS Challenges the Legitimacy of the City of San Bernardino's Bankruptcy Filing
- CalPERS Emphasizes Steadfast Commitment to Emerging Managers

Videos

- Partnering to Secure a System for Our Future (PERT)
- Pension Reform: A Discussion with CalPERS Experts - pension reform panel from the Ed Forum

Webcasts

Board meeting webcast viewership:

- October: 561
- September: 1,455
- September (special meeting): 2,577
- August: 1,614
- June: 1,948
- May: 1,969
- April: 2,600

CalPERS Online Significant Updates

- Live-tweeted all general sessions and selected presentations at the Educational Forum; sent 250 tweets
- Launched new pension home page on CalPERS On-Line and posted video, slide presentation, and guide to pension reform
- Posted information and FAQs regarding Long-Term Care premium increase

Social Media

Total as of October 31:

- Twitter Followers: 5,054
- Facebook "Likes": 3,986
- YouTube: 109,204 Video Views

- CalPERSResponds.com: 627,900 Page Views

For month of October 2012:

- Twitter Followers Added: 178
- Facebook "Likes" Added: 92
- YouTube: 5,095 Video Views
- CalPERSResponds.com: 11,478 Page Views