

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering November 3, 2012 through November 30, 2012:

Date	News Releases
November 28	CalPERS Files Legal Motion in San Bernardino Bankruptcy
November 14	CalPERS to Honor Veterans at Special Event
November 8	CalPERS Supports NCHC Strategies for Reducing Long-Term Health Care Costs

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
November 29	Op-ed response to Hugh Wheelan, "The UN PRI is facing major test of credibility – Revision of reporting framework is a blow to the initiative."	Priya Mathur	Responsible Investor

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

Broadcast News/Radio	Topic	CalPERS Representative	Date
<i>Sacramento Bee, Press-Enterprise</i>	CalPERS seeks to sue San Bernardino to "protect the retirement security of all CalPERS members."	Anne Stausboll	November 29
KPCC Public Radio	Motion filed against San Bernardino payment plan	Amy Norris	November 29
<i>Thomson Reuters News and Insight</i>	San Bernardino and Stockton bankruptcies	Unnamed	November 29
KPCC Public Radio, <i>American Lawyer, WSJ-DowJones, Reuters, Press Enterprise, Bloomberg News, San Bernardino Sun, Fox Business, Law 360</i>	Motion filed against San Bernardino payment plan	Amy Norris	November 28

<i>LA Times, Reuters, Bloomberg News, San Bernardino Sun, Associated Press</i>	San Bernardino's approval of austerity plan	Amy Norris	November 27
Anderson Cooper 360/CNN	Randy Adams/City of Bell	Robert Glazier	November 27
<i>Bloomberg News, Reuters</i>	San Bernardino voting on austerity measure	Amy Norris	November 26
<i>Sacramento Bee</i>	San Bernardino bankruptcy, delay of payment (Kasler)	Amy Norris	November 21
<i>Sacramento Bee</i>	San Bernardino and Stockton bankruptcies; CalPERS 'aggressive' posture (Walters)	Amy Norris	November 21
<i>Sacramento Bee</i>	San Bernardino's 'pendency' payment plan	Brad Pacheco	November 20
<i>Bloomberg News</i>	CalPERS policy restricting new investments with private-equity firms involved in outsourcing government jobs	Amy Norris	November 20

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- Let's Move On: CalPERS Response to Dan Walters Column Nov 5.

Videos

- Long-Term Care Program Changes: Ann Boynton "Insight" video produced and posted

Webcasts

Board meeting webcast viewership:

- November: 1,011
- 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

- We have updated our FAQs on our website based on further interpretations of the Public Employees' Pension Reform Act of 2013 and how we intend to implement the provisions. New information has been labeled with the date it has been posted.

Social Media

Total as of November 30:

- Twitter followers: 5,201
- Facebook "Likes": 4,080
- YouTube: 108,209 video views
- CalPERSResponds.com: 635,077 Page Views

For month of November 2012:

- Twitter Followers added: 147
- Facebook "Likes" added: 94
- YouTube: 4,356 video views
- CalPERSResponds.com: 11,478 page views

Speaking Engagements

- November 27 – Michael Bilbrey at the Duarte CSEA chapter
- November 16 – Joe Dear on pension fund diversity at the Annual Wall Street Summit in New York
- November 16 – Priya Mathur at the Anaheim PORAC meeting
- November 9 – Henry Jones at the California State Retirees meeting in San Diego