

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering January 1, 2013 through February 8, 2013:

Date	News Releases
2/05/13	CalPERS Statement on California Attorney General's Lawsuit Against Standard & Poor's
2/05/13	CalPERS Welcomes Ron Lind to the Board of Administration
1/30/13	CalPERS Issues Statement on City of Stockton Court Ruling
1/28/13	CalPERS Launches Research Initiative to Study Impact of Sustainability Factors on Investments
1/18/13	CalPERS Estimates Savings up to \$1.6 Million Through Use of Additional Appointments
1/17/13	CalPERS Issues Statement in Response to Concerns by Assembly Speaker Pérez and Chairman Bonta
1/14/13	CalPERS Board Re-Elects Feckner as President, Diehr as Vice-President
1/3/13	CalPERS Comprehensive Annual Financial Report, Public Agency Valuation Reports Available Online

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
January 19	<b>Robert Udall Glazier: Borenstein column misleads readers about CalPERS</b>	Robert Glazier	<i>Contra Costa Times, Oakland Tribune and The Daily Review</i>
January 10	Response to post, "CalPERS Investments Net Tiny Returns."	Brad Pacheco	<i>Orange County Watchdog</i>

Note: **Bold** Items Submitted and Printed

Broadcast News/Radio	Topic	CalPERS Representative	Date
<i>Sierra Sun Times, Sacramento Bee</i>	CalPERS Issues Statement On California Attorney General's Lawsuit Against Standard	Robert Glazier	February 6

	& Poor's		
<i>Mondo Weiss</i>	CalPERS Requests UN Roundtable	Anne Simpson	February 6
<i>San Francisco Chronicle, Sacramento Bee</i>	State Sues S&P - Alleges Fraud In Mortgage Ratings	Brad Pacheco	February 5
<i>Pension&amp;Investments</i>	Report: "Top 1000 largest retirement plans"	Unnamed	February 3
<i>Sacramento Bee, Bay City News</i>	CalPERS employee arrested on suspicion of identity theft	Unnamed	February 1, 2
<i>The Record</i>	Post – Bankruptcy rulings favor Stockton		January 31
<i>Reuters</i>	California's Stockton can pay claim opposed by bond insurers	Unnamed	January 30
<i>LA Times, Press Democrat</i>	California restricts hiring after dual-paycheck revelations	Unnamed	January 30
<i>Sacramento Bee</i>	Post – Bill would end California state employees' moonlighting	Unnamed	January 30
<i>Sacramento Bee</i>	CalPERS saved money using existing employees	Brad Pacheco	January 25
<i>Reuters</i>	Budget officials flee San Bernardino amid bankruptcy	Unnamed	January 24
<i>Sacramento Bee</i>	CalPERS suspends extra pay program for managers	Brad Pacheco	January 19
<i>Sacramento Bee</i>	Lawmakers say they will probe dual jobs of California state workers	Brad Pacheco	January 18

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS Responds Posts

- Media Discounts CalPERS Role as a Long-Term Investor
- Sacramento Bee Story Sensationalizes CalPERS Actions
- Dan Borenstein's Crusade Against Public Pensions Gets the Best of Him and Misleads Readers
- CalPERS Responds to Rate Increase Question

- Upholding the Tenth Amendment Threatens the Interests of Bond Insurance Companies

### **Videos**

- CalPERS Investment Returns - Joe Dear, CalPERS Chief Investment Officer, assesses the 13.3 percent 2012 investment return and comments on the market outlook for 2013.
- Long-Term Care Program Changes - Ann Boynton, CalPERS Deputy Executive Officer for Programs, Policy and Planning, explains why modifications in the CalPERS Long-Term Care Program were needed and the impact on policyholders.

### **Webcasts**

Board meeting webcast viewership:

- December: 1,230
- 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 are implementing the provisions. New information has been labeled with the date it was posted.

## **Social Media**

Total as of January 31:

- Twitter followers: 5,633
- Facebook "Likes": 4,259
- YouTube: 117,095 video views
- CalPERSResponds.com: 657,491 page views

For month of January 2013:

- Twitter Followers added: 213
- Facebook "Likes" added: 94
- YouTube: 4328 video views
- CalPERSResponds.com: 13,785 page views

## **Speaking Engagements**

- February 1 – Anthony Suine at League of Cities City Managers in San Francisco