

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering February 9, 2013 through March 8, 2013:

| Date    | News Releases  |
|---------|--|
| 2/27/13 | CalPERS and Apple Shareholders Show United Support for Apple's Future Direction        |
| 2/25/13 | CalPERS Board Committee Chairs and Vice Chairs Chosen                                  |
| 2/21/13 | CalPERS to Host Information Technology (IT) Career Fair to Seek Prospective Applicants |
| 2/19/13 | CalPERS to Divest from Manufacturers of Assault Weapons Illegal Under California Law   |
| 2/8/13  | CalPERS Files Status Report for the City of San Bernardino Bankruptcy hearing          |

| Opinions/Letters         | Topic                                | CalPERS Representative | Submitted to:                |
|--------------------------|--------------------------------------|------------------------|------------------------------|
| <b>March 2 - Opinion</b> | <b>LTC program premium increases</b> | <b>Ann Boynton</b>     | <b><i>Sacramento Bee</i></b> |

Note: **Bold** Items Submitted and Printed

| Print/Broadcast/Radio News  | Topic  | CalPERS Representative      | Date                       |
|---|--|-----------------------------|----------------------------|
| <b>Print News</b>   |  |                             |                            |
| <i>Pension &amp; Investments</i><br><i>Sacramento Bee</i><br><i>Bloomberg</i> | ESG investment strategy  | Anne Simpson                | March 4                    |
|   | CalPERS Career Fair to Recruit IT Workers  | None                        | March 1                    |
|   | Article: "Apple Requires CEO Cook to Hold 10 Times Salary in Stock"  | Joe DeAnda                  | March 1                    |
| <i>Wall Street Journal</i><br><i>Sacramento Bee</i>                           | Apple Required Executives to Hold Triple Their Salary in Stock<br>Post: "The State Worker: Did CalPERS lie about long-term care insurance policies?" | Anne Simpson<br>Ann Boynton | February 28<br>February 28 |
| <i>Sacramento Bee</i>   | Article – "Stockton's CalPERS payments will be tested in   | Peter Mixon                 | February 27                |

|   |  |              |             |
|---|--|--------------|-------------|
| <i>Bloomberg</i>                          | March bankruptcy trial”<br>Article – “CalPERS to Boost Allocations to Event-Driven, Macro Funds” | Anne Simpson | February 26 |
| <i>San Francisco Chronicle</i>            | Article – “Health Care Sticker Shock”  | Ann Boynton  | February 25 |
| <i>Sacramento Business Journal Online</i> | CalPERS has 100 IT jobs to fill  | Doug Hoffner | February 22 |
| <i>LA Times</i>                           | Article – “CalPERS Issues Notices for Rate Hike for Long-Term Care”                              | Bill Madison | February 21 |
| <i>SF Chronicle</i>                       | “CalPERS Nixes Gun Investments”  | None         | February 19 |
| <i>LA Times</i>                           | “CalPERS to Sell All its Stock in Two Gun Manufacturers”   | None         | February 19 |
| <b>TV</b>                                 |  |              |             |
| <i>Bloomberg TV</i>                       | “CalPERS Weighs in on Einhorn”   | Anne Simpson | February 28 |
| <i>CNBC</i>                               | Interview re: Apple Shareholder meeting  | Anne Simpson | February 26 |

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS Responds Posts

- CalPERS Responds to Media Reports on Long-Term Care Program Rate Increases
- CalPERS Long-Term Care Program and Premium Increase

### Videos

- Actuarial Workshop
- Internal Mentoring all staff event introduction and music video
- IT Career Fair Recruitment video

### Webcasts

Board meeting webcast viewership:

- February: 2,214
- 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**

- Board workshops will be webcast and posted for viewing.

### **Social Media**

Totals as of February 28:

- Twitter followers: 5,838
- Facebook "Likes": 4,316
- YouTube: 120,350 video views
- CalPERSResponds.com: 664,270 page views

For month of February 2013:

- Twitter Followers added: 205
- Facebook "Likes" added: 57
- YouTube: 3,248 video views
- CalPERSResponds.com: 6,779 page views