

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering March 9, 2013 through April 4, 2013:

Date	News Releases
3/18/13	County of Marin to Prefund Retiree Healthcare Costs
3/18/13	CalPERS Leaders Call Federal Indictments Against Former Officials “Another Step on the Road Toward Justice”
3/19/13	CalPERS Committee Recommends Anthem for Health PPO Contract
3/22/13	CalPERS Announces First Partnership Under Multi-Asset Class Partners Program
3/22/13	CalPERS Board Member Henry Jones Appointed to Pacific Pension Institute Board
4/01/13	CalPERS Issues Statement on City of Stockton Bankruptcy Ruling
4/04/13	CalPERS Earns ‘A’ Grade in Asset Owners Disclosure Project 2012 Climate Change Survey

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
March 31 - Viewpoint	Response to editorial ‘CalPERS isn’t a white knight in Stockton’s bankruptcy’ – Another View: CalPERS defends state constitution in Stockton case	Peter Mixon	<i>Sacramento Bee</i>
March 27 - Opinion	Response to editorial: Federal charges suggest rot at highest level of CalPERS	Robert Glazier	<i>Fresno Bee</i>
March 9 - Opinion	Response to editorial: Two state agencies, one management culture	Brad Pacheco	<i>San Diego Union Tribune</i>

Note: **Bold** Items Submitted and Printed

Print/Broadcast/Radio News	Topic	CalPERS Representative	Date
Print News			
<i>Sacramento Bee</i>	The Buzz: California state employee retirements rise in the first quarter	None	April 4
<i>Sacramento Bee</i>	Blog – State Worker/Union pushes bill to get CalPERS' mailing list	None	April 4
<i>CBS MoneyWatch</i>	A new hit on active investing	None	April 4
<i>San Diego Union Tribune</i>	Stockton, CalPERS and 'Fair' bankruptcy	Alan Milligan	April 3
<i>Chicago Tribune</i>	Investors ready for main event in Stockton battle	None	April 2
<i>Chicago Tribune, CNBC</i>	Analysis: Stockton and San Bernardino, a tale of two bankruptcies	None	April 2
<i>Wall Street Journal Online</i>	Bondholders, Beware; Stockton will use bankruptcy to skin lenders, not pensions	None	April 2
<i>SacBee, New York Times, LA Times, Governing.com, Bloomberg, Fox News, Washington Examiner, Washington Post, Fresno Bee, Financial Times</i>	Judge allows California city to enter bankruptcy, largest municipality to go bust	None	April 1
<i>Reuters</i>	Article – Stockton ruling seen key to US cities' bankruptcy options	None	March 31
<i>Sacramento Bee</i>	Response to editorial 'CalPERS isn't a white knight in Stockton's bankruptcy' – Another View: CalPERS defends state constitution in Stockton case	Peter Mixon	March 31
<i>Contra Costa Times</i>	Blog – Daniel Borenstein: CalPERS actuary warns of pension fund shortfalls, says more money is needed	None	March 30
<i>Bloomberg Online</i>	Stockton Creditors Say It Didn't Try to Avoid Bankruptcy		March 28
<i>Sacramento Bee</i>	Blog– Jerry Brown touts clean tech, but CalPERS sees it as a loser	Joe Dear	March 27
<i>Orange County Register</i>	Editorial – Pension Pain Rolls Downhill		March 27
<i>Stockton Record</i>	Bankruptcy trial: 'The fight is going to be on'	None	March 27

<i>Fresno Bee</i>	Response to editorial – Federal charges suggest rot at highest level of CalPERS	Robert Glazier	March 27
<i>Sacramento Bee</i>	Editorial 3/27 – CalPERS isn't a white knight in Stockton's bankruptcy	None	March 27
<i>HuffPost Business</i>	Blog on 3/27 – Memo to CalPERS: Here's Your Study	Janine Guillot	March 27
<i>Chicago Tribune, Reuters</i>	Article – California watches as small city goes after CalPERS...City of Pacific Grove says Calpers overcharging	None	March 26
<i>Wall Street Journal</i>	Article – Investors Can't Ignore Environmental Risks	Anne Simpson	March 26
<i>Sacramento Bee</i>	Creditors blast Stockton in court as they fight to avert bankruptcy filing	None	March 26
<i>Bloomberg Online</i>	Stockton deficits may total \$100m	None	March 26
<i>Sacramento Bee</i>	Stockton bankruptcy trial has big stakes		March 25
<i>Bloomberg Online</i>	Ex-Calpers CEO Buenrostro Will Plead Not Guilty: Attorney		March 25
<i>Calpensions</i>	CalPERS Rate Hike: 50 Percent Over Six Years	R.Feckner, H.Jones A.Milligan, G.Diehr	March 25
<i>Stockton Record, Fresno Bee</i>	City: We Reached Out To CalPERS	Alan Milligan	March 25
<i>Dow Jones News, Stockton Record</i>	State pension fund twice rejected plea for aid, Stockton says; trial begins today	None	March 25
<i>New York Times</i>	Pension Funds Wary as Bankrupt City Goes to Trial	None	March 24
<i>Investment News</i>	Passive Investing: If It's Good Enough For CalPERS	Janine Guillot	March 24
<i>Fresno Bee, Modesto Bee</i>	Response to editorial – Finally, charges for malfeasance within CalPERS	None	March 24
<i>Sacramento Bee</i>	Online - Scottish Firm Gets CalPERS Investment	Joe DeAnda	March 22
<i>DowJones Newswires, Wall Street Journal</i>	Blog – Clean-Tech Returns Show 'Lose' Curve, Says Calpers Investment Chief	Joe Dear	March 21
<i>Fresno Bee</i>	Editorial – Federal charges suggest rot at highest level of CalPERS		March 21
<i>Sacramento Bee</i>	Editorial – Finally, charges for malfeasance within CalPERS		March 20

<i>Sacramento Bee</i>	Blog/ State Worker – Anthem in line to keep contract with CalPERS		March 20
<i>Sacramento Bee</i>	Article – CalPERS Pulled Bait And Switch With Long-Term Care Rate Hike	None	March 11
<i>Sacramento Bee</i>	Op-ed: CalPERS doing right thing on long-term care policies	None	March 11
<i>California Healthcare</i>	Editorial: CalPERS' Long-Term Care Promise Was 'Reckless'	None	March 11
TV			
<i>Bloomberg TV</i>	“CalPERS Simpson on Hewlett-Packard annual meeting”	Anne Simpson	March 19

Online Enhancements, Videos, Social Media and Webcasts

Videos

- Long-Term Care Program Changes – filmed April 04 , 2013
- CalPERS Investment Returns – filmed April 04 , 2013

Webcasts

Board meeting webcast viewership:

- March 2013: 2,361
- February 2013: 2,214
- December 2012: 1,230
- November 2012: 1,011
- October 2012: 561
- September 2012: 1,455
- September 2012 (special meeting): 2,577
- August 2012: 1,614
- June 2012: 1,948
- May 2012: 1,969
- April 2012: 2,600

CalPERS Online Significant Updates

- A byproduct of our successful webcasting of Board meetings has been the significant stretch of our bandwidth; internal staff has been requested to view webcasts at a reduced resolution.

Social Media

Grand totals as of March 31, 2013:

- Twitter followers: 6,109
- Facebook "Likes": 5,119
- YouTube: 123,976 video views
- CalPERSResponds.com: 671,131 page views

For month of March 2013:

- Twitter Followers added: +271
- Facebook "Likes" added: +803
- YouTube: 3,412 video views
- CalPERSResponds.com: 6,861 page views

Speaking Engagements

Anne Stausboll made opening remarks at the Examining the Affordable Care Act event, co-sponsored by CalPERS, CSAC and League of Cities on April 2.

Ann Boynton will be a speaker at the World Health Care 10th Anniversary Congress April 9-11, and at the World Health Congress Industry Summit on April 19.