

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering April 5, 2013 through May 3, 2013:

Date	News Releases
4/30/13	CalPERS Committed to Sustainable Business Operations
4/30/13	CalPERS Adds Invesco Real Estate as Multifamily Real Estate Manager
4/17/13	CalPERS Board Approves New Actuarial Poligices
4/17/13	CalPERS Awards Multiple HMO Contracts

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
May 2	Op-Ed: Corporate Engagement on Climate Change is Key to Success	Anne Stausboll	<i>San Francisco Chronicle</i>
April 10	Response to editorial: Municipal Bankruptcy Commentary was Riddled with Falsehoods and Gross Exaggerations	Robert Glazier	<i>Wall Street Journal</i>
March 31	CalPERS Defends Integrity of the System in Bankruptcy Court	Peter Mixon	<i>Sacramento Bee</i>
<i>Note: Bold Items Submitted and Printed</i>			

Print/Broadcast/Radio News	Topic	CalPERS Representative	Date
<i>Long Beach Press Telegram</i>	Editorial: CalPERS Board Needs Makeover	None	May 1
<i>Sacramento Bee</i>	CalPERS Hires Manager For \$250 Million Fund (INVESCO)	Ted Eliopoulos	May 1
<i>Calpensions</i>	Prefunding Retiree Health Care: Is This The Year?	None	April 30
<i>Fresno Bee</i>	CalPERS' Costly Fixes	None	April 30

<i>Riverside Press-Enterprise</i>	Public Pension Outlook Is Good	None	April 29
<i>ContraCostaTimes.com</i>	Blog: Cities Simply Trying To Ensure Pension Changes Were Right	None	April 29
<i>California Health Online</i>	CalPERS' Portfolio Grows To Record \$261.7B, But It Still Is Not Fully Funded	Brad Pacheco	April 29
<i>Pension & Investments</i>	CalSTRS Takes Bold Step In Governance	Anne Simpson	April 29
<i>Sacramento Bee</i>	Blog: New CalPERS Letters Detail Long-Term Care Rate Hikes, Options	Ann Boynton	April 29
<i>Sacramento Bee</i>	Article: CalPERS clears \$97 billion in investment losses, aims for full funding	None	April 27
<i>U-T San Diego</i>	CalPERS' Shift Will Cost Cities Dearly	None	April 27
<i>Sacramento Bee</i>	Blog: Move By CalPERS Gives Governor Leverage In Union Contract Talks	Brad Pacheco	April 25
<i>Bloomberg</i>	Stockton, Creditors Say Debt Talks Will Be Restarted	None	April 25
<i>Bloomberg</i>	Calpers Tops Record High As Fund Recoups \$95 Billion Loss	Joe Dear	April 25
<i>Reuters News Online</i>	California city council finds it can't afford to quit Calpers	None	April 25
<i>Press Telegram</i>	Editorial: Pensions That Aren't Funded Bringing Pain	None	April 25
<i>Press Telegram</i>	Commentary: Bill For Unfunded Pensions Is Coming Due	None	April 24
<i>Orange County Register</i>	Analysis - How Pain Of Pensions Will Likely Deepen	None	April 24
<i>Orange County Register</i>	No Health Changes For California Public Employees	Bill Madison	April 23
<i>Orange County Register</i>	Pension Pain To Deepen For Cities, Districts	None	April 23
<i>Press Democrat</i>	Editorial: Rate Hikes Show Pension Challenge	None	April 23
<i>Reuters Online</i>	Blog: is it time to restructure CalPERS?	None	April 21
<i>Bloomberg Business</i>	Stockton Retirees Worry Pension Cuts Follow Health Losses	Peter Mixon	April 21
<i>Sacramento Bee</i>	Blog: Many Retired California State Executives Still In High-Pay State Jobs	None	April 21
<i>SJ Mercury News, Contra Costa Times</i>	CalPERS: \$5.7 million to end San Jose council pensions	None	April 20
<i>Sacramento Bee</i>	Adviser Lied To Us, Says CalPERS	Joe DeAnda	April 20
<i>Santa Monica Daily Press</i>	City Hall Forced To Fork Over More Cash To Cover Pensions	Rob Feckner	April 20
<i>SJ Mercury News</i>	Cities' CalPERS Pension Hypocrisy Reaches Absurd Level	None	April 19

<i>San Bernardino County Sun</i>	CalPERS changes to squeeze finances in many cities	None	April 18
<i>Sacramento Bee</i>	The State Worker blog: CalPERS approves huge pension reform	None	April 18
<i>Sacramento Bee, LA Times</i>	CalPERS picks new HMO plans for 5-year pacts; State pension fund to add 4 carriers in 2014, a blow to incumbent insurer Blue Shield	Bill Madison	April 18
<i>Sacramento Business Journal</i>	Article: CalPERS vote stings Blue Shield	J. Jelincic	April 17
Broadcast/Radio News			
Bloomberg TV	Interview re: How CalPERS is investing for the future; the \$97 billion the Fund has earned back since the financial crisis	Joe Dear	April 30
CNBC/Maria Bartiromo	Where CalPERS and CalSTRS are putting money	Joe Dear	April 30

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- Lou Paulson Op-Ed Puts Pension Obligations in Perspective
- New Program Provides Insight on Long-Term Care Rate Increases
- New Policies Aim to Protect the Integrity Of the System
- Muniland's Cate Long Fails in Her CalPERS Analysis
- Changes to Smoothing Policies Needed Now
- Pensions Pay it Forward
- Andy Kessler's WSJ Municipal Bankruptcy Commentary was Riddled with Falsehoods and Gross Exaggerations
- Changes to Long-Term Care Program are Both Reasonable and Responsible
- CalPERS Statement on Resignation of HP Chair and Two Directors

Videos

- Insight: Ann Boynton, CalPERS Deputy Executive Officer for Programs, Policy and Planning, discusses modifications to CalPERS Long-Term Care Program.
- State of the System – CalPERS President Rob Feckner shared our first-ever "State of the System" message outlining the

achievements of the past year and our priorities for the future. This message is part of our commitment to a strong, stable, accountable and transparent system.

Webcasts

Board meeting webcast viewership for 2013:

- April: 4,650
- March: 2,361
- February: 2,214

Board meeting webcast viewership for 2012:

- 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

Social Media

Totals as of April 30, 2013:

- Twitter followers: 6,368
- Facebook "Likes": 6,400
- YouTube: 128,187 video views
- CalPERSResponds.com: 679,618 page views

For month of April 2013:

- Twitter Followers added: +259
- Facebook "Likes" added: +1,281
- YouTube: 3,732 video views
- CalPERSResponds.com: 8,487 page views

Speaking Engagements

Cheryl Eason will be a speaker at the San Francisco CFO Executive Summit on May 20.

Ann Boynton will be a speaker at the Health Evolution Partners Leadership Summit on May 15.