

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering May 4, 2013 through June 7, 2013:

Date	News Releases
6/07/13	CalPERS Votes Against Walmart Directors
6/03/13	CalPERS Urges Change at Nabors Industries
5/28/13	CalPERS Considers Fund Lineup Changes to Supplemental Income Plans
5/22/13	CalPERS Nominated for Best Responsible Investment Report by Large Pension Fund
5/21/13	CalPERS Files Motion to Disqualify Law Firm
5/20/13	CalPERS Announces Candidates for Board Election
5/17/13	CalPERS calls for majority vote standard at Hatteras Financial Corporation

Print/Broadcast/Radio News	Topic	CalPERS Representative	Date
<i>New York Times, Financial Times</i>	More Dissent Is Expected Over A Wal-Mart Scandal	Anne Simpson	June 7
<i>Sacramento Bee</i>	The State Worker: CalPERS report: State, schools pension costs will dip next year	None	June 6
<i>Reuters News</i>	San Bernardino bankruptcy judge tells Calpers: 'You've got us in limbo'	None	June 6
<i>Bloomberg News, San Bernardino County Sun, Press Enterprise</i>	San Bernardino Judge May Appoint Mediator For Calpers Fight	None	June 5
<i>Reuters News</i>	San Bernardino finance official alleges 'crimes'	None	June 4
<i>Bloomberg News</i>	Lockyer Seen As California Kingmaker With Campaign Cash	Amy Norris	June 3
<i>Private Equity International</i>	Dear & Ailman: Smashing 2-And-20	None	June 3

<i>Private Equity International</i>	Clearlake Capital's José Feliciano -	Real Desrochers	June 3
<i>Reuters News</i>	Calpers to sell its 4 pct stake in Carlyle	None	June 3
<i>LA Times</i>	When cities go broke, who loses?	Robert Glazier	May 28
<i>Stockton Record</i>	A Tale Of Two Broke Cities	None	May 27
<i>Bond Buyer</i>	CalPERS Wants To Ban Winston & Strawn From Chapter 9 Cases	Anne Stausboll	May 23
<i>National Law Review</i>	Stockton Saga Continues: Untouchable Pensions On The Chopping Block?	None	May 23
<i>Record</i>	CalPERS Blasts Move By Law Firm	None	May 23
<i>Reuters, Financial Times</i>	Dimon Escapes But Directors Feel Force Of Investor Anger	Anne Simpson	May 23
<i>WSJ, CNN Money</i>	Jamie Dimon May Face A New, Tougher Board	Anne Simpson	May 22
<i>Sacramento Business Journal Online, LABiz</i>	CalPERS Alleges Attorney Misconduct	Anne Stausboll	May 22
<i>OC Register</i>	Felon clings to his \$500,000 pension	Edd Fong	May 20
<i>Bloomberg, Forbes, Business Insider, StreetInsider</i>	CalPERS Votes Against Jamie Dimon	Anne Simpson	May 20
<i>Financial Times</i>	JPMorgan Investors Take Heat Off Dimon	Anne Simpson	May 15
<i>Pension & Investments</i>	CalPERS Chief Operating Investment Officer Stepping Down	None	May 13
<i>San Diego Union-Tribune</i>	Editorial: Pension Burden Becoming Clearer And Clearer	None	May 12
<i>WSJ</i>	J.P. Morgan Seeks More Risk Savvy	Joe DeAnda	May 9
<i>East Bay Express</i>	Divesting From Dirty Energy	Joe Dear	May 8
<i>SBJ Online</i>	CalPERS Offers Amnesty In Dropping Health Coverage For Ineligible Dependents	Ann Boynton	May 8
<i>NY Times, FOXBusiness</i>	Blog: Calpers Calls JPMorgan's Combined Top Roles A 'Fundamental Conflict'	Anne Simpson	May 8
<i>Sacramento Bee</i>	Former CalPERS executive pleads innocent to conspiracy charges	None	May 8
<i>Sacramento Bee</i>	State Worker blog: State could control CalPERS' long-term care plan	Ann Boynton	May 8
<i>LA Times</i>	Bill would ban junk food from vending machines at state	JJ Jelincic	May 7

<i>Bloomberg/Bloomberg TV</i>	offices JPMorgan Should Replace Most Of The Board, Glass Lewis Says	Anne Simpson	May 7
<i>Reuters News</i>	Calpers: bankrupt San Bernardino has more cash than first admitted	None	May 7
<i>Sacramento Bee, AP, California Healthline, KCRA.com</i>	Article: CalPERS seeking to catch errors, fraud in health enrollment	Bill Madison	May 7
<i>Calpensions</i>	CalPERS Won't Refinance San Bernardino Debt	None	May 6
 Broadcast/Radio News			
Bloomberg TV	CalPERS position on splitting the roles of Chair and CEO at JP Morgan	Anne Simpson	May 7

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- San Bernardino Bankruptcy Status Report
- Gain Insight on Pensions and Municipal Bankruptcy with Peter Mixon
- CalPERS Reviews Health Enrollment Rosters for Ineligible Dependents

Videos

- Insight: Joe Dear, CalPERS Chief Investment Officer, assesses the 13.3 percent 2012 investment return and comments on the market outlook for 2013.
- Insight: Peter Mixon, CalPERS General Counsel, discusses precedent-setting bankruptcy cases in Stockton and San Bernardino (viewed over 1,035 times as of June 6).
- Insight: Ann Boynton, discusses Long-Term Care program (viewed over 1,035 times as of June 6).

Webcasts

Board meeting webcast viewership for 2013:

- May: 928

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

CalPERS Online Significant Updates

Social Media

Totals as of May 31, 2013:

- Twitter followers: 6,613
- Facebook “Likes”: 7,403
- YouTube: 134,151 video views
- CalPERSResponds.com: 691,897 page views

For month of May 2013:

- Twitter Followers added: +245
- Facebook “Likes” added: +1,003
- YouTube: 6,124 video views
- CalPERSResponds.com: 12,279 page views

Social Media Engagement Campaign – June 3-14

Targeted social media campaign pilot program on CalPERS Facebook and Twitter sites, called “What Can my|CalPERS Do For You?,” where questions are posted and answered, such as “I forgot my password for my|CalPERS. What do I do?” and “I’m getting ready to retire. Do you have classes that could help me?”