

## CalPERS Office of Public Affairs Strategic Communications Report

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

Date	News Releases
8/01/13	CalPERS Retirement Planning Fair in Sacramento
7/31/13	CalPERS Announces Selection of IT Chief Information Officer
7/26/13	CalPERS Commits \$50 million to Clearlake Capital
7/15/13	CalPERS Reports Preliminary 2012-13 Fiscal Year Performance of 12.5 Percent
7/12/13	CalPERS to Host Retirement Planning Fairs
6/25/13	CalPERS Names Eric Baggesen Senior Investment Officer for Asset Allocation and Risk Management
6/20/13	CalPERS Approves New Fund Lineup, Changes to Supplemental Income Plans
6/19/13	State and School Pensions to Cost Less in 2013-14
6/18/13	CalPERS Committee Recommends Health Premium Rates for 2014
6/17/13	CalPERS Presents Findings of Sustainability & Finance Symposium, Launches Database of Studies
6/12/13	CalPERS Receives Commendation for Best Responsible Investment Report

### CalPERS Print/Broadcast/Radio News

#### **Global Governance**

InlandPolitics: San Bernardino County pension fund books needed investment gain	8/4/2013	InlandPolitics
The Kroger Co. Annual Shareholder Meeting - Final	7/5/2013	CQ FD Disclosure
Analysis: A Closer Look at CalPERS' Sustainable Investment Research Project	7/3/2013	Responsible Investor
Analysis: A Closer Look at CalPERS' Sustainable Investment Research Project	7/3/2013	Responsible Investor
Apple CEO Cook's Pay Now Linked to Stock Performance	6/24/2013	Contify.com
Ceres Advocates Creation of Secondary Markets for Energy Efficiency	6/20/2013	SNL Electric Utility Report

PE Exemption Bill Picks Up Steam	6/20/2013	Private Equity International
Ceres Advocates Creation of Secondary Markets for Energy Efficiency	6/20/2013	SNL Electric Utility Report
PE Exemption Bill Picks Up Steam	6/20/2013	Private Equity International
California Pension Giant to Host 700 Papers	6/19/2013	Responsible Investor
UC Davis Graduate School of Management to Present Sustainability Research to CalPERS Board Today	6/17/2013	Business Wire
Chesapeake Energy Corp. Draws Praise at Annual Meeting	6/17/2013	The Oklahoman
Ceres Advocates Creation of Secondary Markets for Energy Efficiency	6/14/2013	SNL Renewable Energy Weekly
Barclays, MSCI Issue Fixed-Income Sustainability Indices	6/12/2013	Bloomberg BNA
Corporate Responsibility Concerns Continue to Grow for PE Firms: Survey	6/11/2013	The Wall Street Journal
<b>Health</b>		
Bill Would Require Kaiser Permanente to Disclose Details on Rates, Spending	8/2/2013	LA Times
Kaiser's Rising Premiums Spark Employer Backlash	7/25/2013	Los Angeles Times
Calpers Will Start Coverage of Gay Marriage Spouses	7/24/2013	Sacramento Bee
Insurer will drop individual plans	7/5/2013	Sacramento Business Journal Online
WellPoint; CalPERS Members Had Similar to Better Outcomes at Facilities Charging Less for Hip and Knee Replacements	7/5/2013	Managed Care Weekly Digest
Women Face Huge Increases in Long-Term Care Insurance Costs	7/3/2013	MoneyTalksNews
Hill Physicians Revenue up in 2012	7/2/2013	Sacramento Business Journal Online
Personal Finance: Marriage Shifts Same-Sex Financial Strategies	7/1/2013	The Sacramento Bee
Bay Area Lawmakers' Reactions To Marriage Rulings	6/27/2013	The Oakland Tribune
Can Educated Consumers Lower Health Care Costs?	6/27/2013	Market Intelligence Center
How Important Is Cost Transparency To Lowering Health Costs?	6/27/2013	KQED.org
Nation's Largest Pension Fund Covers Transgender Healthcare	6/27/2013	San Francisco Bay Times
Shopping Around Saves 20 Percent on Hospital Bills for Joint Replacements	6/27/2013	HealthLine
*DOMA Decision Clears Way for CalPERS To Offer Long-Term Care For Gay	6/26/2013	The Sacramento Bee

## Couples

US Firms Test Plan to Cap Medical Spending	6/26/2013	TODAY (Singapore)
Wellpoint Rolls Out New Program To Curb Health Spending	6/26/2013	Dow Jones Top News & Commentary
Capping Health Costs in U.S.	6/25/2013	International Herald Tribune
Nightly Business Report For June 24, 2013	6/25/2013	PBS
CalPERS Makes History: Board Approves Trans-Inclusive Health Coverage	6/24/2013	Human Rights Campaign
CalPERS Members Had Similar to Better Outcomes at Facilities Charging Less for Hip and Knee Replacements	6/24/2013	Business Wire
Employers Test Plans That Cap Health Costs	6/24/2013	The New York Times
Reimbursement Caps Mean Some Calif. Hospitals Reduce Surgery Prices	6/24/2013	Kaiser Health News
Surgery Cost Caps Save Pension Fund 19% Without Hurting Health	6/24/2013	Bloomberg Businessweek
CalPERS Has Role In Lower Surgery Costs	6/21/2013	The Los Angeles Times
Blue Shield May Take L.A. Contract From Anthem Blue Cross	6/19/2013	The Los Angeles Times
CalPERS Health Insurance Rates May Go Up	6/19/2013	Central Valley Business Times
CalPERS Health Plan Rate Hike is Lowest in Years	6/19/2013	Sacramento Business Journal Online
CalPERS Sees Its Health Premiums Rising Average Of 3% Next Year	6/19/2013	latimes.com

## Investments

CalPERS can transform eyesore into a showcase	8/5/2013	The Sacramento Bee
Calpers Weighs In on HRJ Compensation Dispute	7/26/2013	The Wall Street Journal Online
GI Partners Announces Acquisition of One Wilshire	7/26/2013	VerticalNews
Canyon Catalyst Fund Forms Joint Venture With Pacshore Partners Through Emerging Manager Program	7/24/2013	Investment Weekly News
CalPERS Makes First Investments for Emerging Manager Program	7/3/2013	PEI Media Ltd
CalPERS Cashes Out	7/1/2013	Private Equity International
Canyon Catalyst Fund Forms Joint Venture with Paragon Commercial Group Through Emerging Manager Program	7/1/2013	Business Wire
From Front Lines To High Finance	7/1/2013	The Orange County Register
Charles River; CalPERS Supports Strategic Initiatives with Transition to Charles River's New Operating Model	6/28/2013	Journal of Engineering

*WalMart Approves Share Buyback	6/28/2013	Bloomberg News
*CalPERS Commits \$50 Million To Clearlake Capital	6/27/2013	Exchange News Direct
*CalPERS Ditches Deputy CIO Tag, Appoints Eric Baggesen as Senior Investment Officer	6/27/2013	aiCIO
*CalPERS Invests \$50 Million With P.E. Firm Clearlake	6/27/2013	FINAlternatives
*CalPERS Taps Baggesen As SIO	6/27/2013	FINAlternatives
*CalPERS 'Graduates' Clearlake	6/27/2013	Private Equity International
CalPERS Outsources Investment Management System	6/26/2013	The Trade News
*CalPERS Promotes Baggesen, Filling Key Investment Post	6/26/2013	Pensions and Investments
Hunters Point Project Starting - If Protesters Get Out Of Way	6/26/2013	The San Francisco Chronicle
Calpers Gains 14% as Biggest Pension Nears End of Fiscal Year	6/21/2013	Bloomberg
*PE Exemption Bill Picks Up Steam	6/21/2013	Private Equity International
CalPERS Sees 14.3% Return as June 30 Fiscal Year End Nears	6/20/2013	Bloomberg Businessweek
*Calpers Switches To All-Passive DC Plans	6/19/2013	InvestmentNews
CalPERS Commodities' Value Fell in April, Worst Return in a Year	6/18/2013	Reuters
CalPERS Staff Urges Board to Adopt Risk-Factor Model	6/18/2013	aiCIO
*CalPERS Supports Strategic Initiatives with Transition to Charles River's New Operating Model	6/18/2013	Business Wire
CalPERS Commodity Holdings Declined 5.5% in April to \$1.214B	6/17/2013	Bloomberg
Dear Steps Back at CalPERS	6/17/2013	Private Equity International
CalPERS Loses Lawsuit, Must Pay \$52 Million	6/13/2013	The Sacramento Bee
*CalPERS to Consider Cuts to Bond, Inflation-Linked Expected Rates of Return	6/12/2013	Pensions and Investments
CalPERS Prices Offering of Carlyle Group Common Units	6/12/2013	SNL Financial Services Daily
Here's A Job For You: CalPERS Portfolio Manager	6/11/2013	Sacramento Business Journal
<b>Retirement</b>		
CalPERS Begins Charging Interest on Delinquent Contribution Payments	8/6/2013	California Special Districts Associati
CalPERS retirement planning fairs will include webcast	8/5/2013	Sacramento Business Journal
Can San Jose cut pensions of current workers?	8/5/2013	CalPensions
U.S. Bankruptcy Judge Appoints Mediator in San Bernardino's Chapter 9 Case	8/5/2013	The Bond Buyer
Detroit Ch. 9 may set pension precedent	8/4/2013	Crains Detroit

Must stop fighting the notion of public employee transparency	8/3/2013	Contra Costa Times
CalPERS Officials Travel The World Despite Executive Order	8/1/2013	National Law Review
California pension funds took in \$33.8B, paid out \$28.2B last year	8/1/2013	The Sacramento Bee
Drop Reported in Employer Satisfaction With Calpers	7/30/2013	Sacramento Bee
Gloria Romero: Public Pension Data Belongs To The Public	7/30/2013	Orange County Register
Ateras Closes Re-Hosting of CalPERS Using ATP on Microsoft Windows	7/29/2013	Interactive Intelligence
Calpers Still in Choppy Seas After 'Perfect Storm'	7/29/2013	Sacramento Bee
Should CalPERS Post Pensioners Data Online?	7/24/2013	Los Angeles Times
CalPERS Exerts its Influence	7/3/2013	The Stockton Record
Leave CalPERS Alone, Focus on Ultra-Rich	7/3/2013	Times-Standard
*Take on CalPERS a Distorted One	7/3/2013	Times-Standard
*Irvine To Pay Off Unfunded Pension Liability 10 Years Early	7/1/2013	The Orange County Register
*Pensions Or Police Cars?	7/1/2013	The Orange County Register
S.C. Rules for Ex-Husband in Dispute Over CalPERS Credits	6/27/2013	Metropolitan News-Enterprise
Feds Clearing Decks for CalPERS Fraud Trial	6/25/2013	The Los Angeles Times
*'Pension Pickup': Bay Area Taxpayers Foot the Bill For Little-Known Perk	6/24/2013	San Jose Mercury News
*CalPERS Wants Lien on Local Government Assets	6/24/2013	Calpensions
*Pension 'Game' Sweetens Santa Clara County Workers' Retirements	6/24/2013	San Jose Mercury News
Creditors Clash in Bankrupt Cities ; With Too Few Dollars Available in San Bernardino and Stockton, Will CalPERS Share in Investors' Pain?	6/23/2013	The Orange County Register
*CalPERS Taps SSgA to Help Participants Avoid Confusion	6/21/2013	Money Management Executive
*New CalPERS Rate-Hike Era Begins With Cost Cut	6/20/2013	Calpensions
CalPERS Outfoxes Bond Insurer in San Bernardino Bankruptcy	6/18/2013	CalWatchdog
CalPERS Wins Round In City's Bankruptcy Case	6/14/2013	Sacramento Bee
CalPERS loses suit, owes \$52 million	6/13/2013	Sacramento Business Journal Online
County Faces Rising CalPERS Costs	6/12/2013	Fairfield-Suisun Daily Republic
Pension Costs Will Rise, But The Sky Is Not Falling	6/10/2013	Meltwater

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS Responds Posts

- CalPERS Responds to Long-Term Care Lawsuit

- Press Reports on Municipal Bankruptcies Get the Facts Wrong
- Another View on CalPERS Conference Travel
- Another View on Meeting the Requirements of the Public Records Act
- CalPERS and Transparency: Our Point of View
- CalPERS Delays Release of Pension Database
- CalPERS Receives National Media Attention for Leadership in Cutting Health Costs 6/25
- Benefit Audits a Win-Win for Employers and Employees 6/7
- San Bernardino Bankruptcy Status Report 6/6

### Videos

- Live event: Connect with Social Media
- Ed Forum 2013 Commercial
- Video interviews (3) for CalPELRA webinars on Affordable Care Act
- Live event: Diversity and Inclusion all-staff event
- Live event: Career and Education Fair

### Webcasts

Board meeting webcast viewership for 2013:

- July not applicable
- June: 7,187
- May: 928
- 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 July 31, 2013:

- Twitter followers: 6,947
- Facebook "Likes": 8,609
- YouTube: 139,245 video views
- CalPERSResponds.com: 707,175 page views

For month of July 2013:

- Twitter Followers added: +159
- Facebook "Likes" added: +264
- YouTube: 2,558 video views
- CalPERSResponds.com: 9,455 page views