

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering August 10, 2013 through September 6, 2013:

Date	News Releases
8/19/13	CalPERS Releases Annual Report Highlighting California Investments and their Benefits
8/29/13	CalPERS Announces Start of 2013 Board Member-At-Large Election, Date of Candidate Forum
9/03/13	CalPERS Retirement Planning Fair in Southern California
9/04/13	Press Advisory: CalPERS 2013 Board of Administration Member-At-Large Election Candidate Forum

CalPERS Print/Broadcast/Radio News	Date	Publication
Health		
CalPERS Duped Long-Term Care Policyholders, Suit Says	8/7/2013	Law360
Long-Term-Care Policyholders Sue CalPERS after 85% Premium Increase	8/8/2013	AllGov.com
LTCI Watch: Bitterness	8/8/2013	LifeHealthPro.com
The New State of Health Care: Health Plans Limit Choice of Doctors	8/15/2013	The Wall Street Journal
The State Worker: 6,700 ineligible dependents dropped during CalPERS insurance Amnesty	8/15/2013	The Sacramento Bee
Viewpoints: When patients become consumers, health care costs can be tamed	8/16/2013	The Sacramento Bee
Costs rise for worker health benefits; Increase of about 5% is less than in previous years.	8/21/2013	Los Angeles Times
California Tackles Runaway Hospital Pricing	9/3/2013	governing.com

Investments

Prudential, MetLife Could Win Big Under Proposed Retirement Plan	8/7/2013	Bloomberg News
For CalPERS, a Russian shopping center is “a good addition to our portfolio”	8/12/2013	San Francisco Chronicle
Senators Urge CalPERS, CalSTRS to Boycott Russia	8/12/2013	Ai-cio.com
California lawmakers urge pension fund to halt Russia investments	8/13/2013	Reuters
Let's stop blaming public employees	8/13/2013	Contra Costa Times
Targeting anti-gay law; California legislators urge state retirement system to halt further investments in Russia.	8/13/2013	Los Angeles Times
California Lawmakers Urge Pension Funds to Halt Russia Investments	8/14/2013	Reuters
CalPERS Commodity Holdings Increased 1% in June to \$1.207B	8/14/2013	Bloomberg
CalPERS Increases Firepower of Chinese Property Strategy	8/14/2013	Investments & Pensions Asia
CalPERS Presses SEC for Better Investor Support	8/14/2013	aiCIO
CalPERS brings investor rights concerns to SEC	8/16/2013	BenefitsPro.com
Wilshire lowers CalPERS' 10-year return estimates for stocks, private equity	8/19/2013	Pensions and Investments
CalPERS Taps Carlyle For Biggest Pledge Of 2013	8/20/2013	PeHUB
What Has CalPERS Ever Done for California?	8/20/2013	aiCIO
Bullish on the U.S., and Bullish on ETFs	8/26/2013	Barron's

Retirement

Viewpoints: State's approach to pensions doesn't compare to Detroit	8/9/2013	The Sacramento Bee
Calpensions: Public pensions become issue in labor strikes	8/12/2013	Calpensions.com
The True Crisis Over Public Pensions	8/12/2013	Fool.com
California lawmakers urge pension fund to halt Russia investments	8/13/2013	Reuters
Inflation could quickly erode CalPERS pensions	8/13/2013	CalWatchdog
Public pensions become issue in labor strikes	8/13/2013	CalPensions.com
Pension liabilities will pinch services; Long Beach would have to pay more to CalPERS under new funding plan	8/14/2013	Press-Telegram
Opinion -California's illusory balanced budget; Plenty of deficits and borrowing, but no balance.	8/15/2013	The Orange County Register
Eligibility challenge: Other bankruptcy cases hint at what's next for Detroit	8/18/2013	Detroit News
Studies back Orr's pension warnings	8/18/2013	Detroit Free Press Business
5 biggest municipal bankruptcies in the U.S.	8/19/2013	MarketWatch
Opinion – Liberal bastion blazes trail on transparency ; Marin County puts county financial data in tax bills.	8/19/2013	The Orange County Register
Letter – Public data vs. privacy	8/20/2013	The Davis Enterprise
Pension Funds Dispute Math In Detroit Bankruptcy	8/20/2013	The Wall Street Journal
In Santa Ana, 13.5% of retirees draw \$100,000	8/21/2013	The Orange County Register

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- U-T Leaps Without a Landing
- CalPERS Statement on San Bernardino Bankruptcy Ruling

Videos

- Live event: All Staff Forum
- Webcasts: Retirement Planning Fairs
- Webcast: CalPERS Board Election Candidate Forum
- Videos: CalPERS Board Election Candidate Statements
- Videos: Open Enrollment Health Plan Partners

Webcasts

Board meeting webcast viewership for 2013:

- August: 6,450
- July not applicable
- June: 7,187
- May: 928
- April: 4,650
- March: 2,361
- February: 2,214

CalPERS Online Significant Updates

- Open Enrollment Center

Social Media

Totals as of August 31, 2013:

- Twitter followers: 7,115
- Facebook "Likes": 8,752

- YouTube: 142,738 video views
- CalPERSResponds.com: 717,422 page views

For month of August 2013:

- Twitter Followers added: +168
- Facebook "Likes" added: +143
- YouTube: 3,493 video views
- CalPERSResponds.com: 10,247page views