

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering September 7, 2013 through October 3, 2013:

Date	News Releases
9/09/13	CalPERS Health Plan Open Enrollment Begins September 16
9/16/13	CalPERS Adopts Investment Beliefs to Guide Investments and Align Interests Across the Portfolio
9/27/13	Statement on Stockton's Proposed Plan of Adjustment

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
9/04/13	Response to UT San Diego Editorial on San Bernardino eligibility hearing	Brad Pacheco	<i>UT San Diego</i>
9/17/13	CalPERS optimistic about San Bernardino pension payment	Robert Glazier	<i>Sacramento Bee</i>
9/18/13	Bankruptcies	Robert Glazier	<i>Ventura County Star</i>
9/20/13	Response to Dan Walters letter	Brad Pacheco	<i>Providence Journal</i>
9/30/13	City bankruptcy cases not fully tested	Robert Glazier	<i>Herald and News</i>
10/2/13	Response to Roger Lowenstein "The Sorry Tale of Pension Promises"	Brad Pacheco	<i>Wall Street Journal</i>

Note: **Italic** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone
Health				P N O
*One win, one loss for drug makers	9/6/2013	SF Business Times	Danny Brown	O
CalPERS Class Action Website Launched	9/10/2013	PR Newswire (U.S.)		N
*Health-Care Inflation Is Slowest in 50 Years --- Price Data Signal Some Relief for Governments and Businesses as New Plans Make Consumers Pick Up More of the Tab	9/18/2013	The Wall Street Journal	Ann Boynton	O
UnitedHealthcare of California Receives Northern California Physicians Management Group's Best Health Plan Award	9/18/2013	Business Wire Int'l Fed. of Professional &		O
Healthcare Cost Containment Gets a Boost from CalPERS	9/23/2013	Technical Engineers		P
Investments				
*A New Divestment Focus on Campus: Fossil Fuels	9/6/2013	New York Times	Anne Simpson	P
*Students want fossil fuel investments dropped; 300-campus movement gains momentum, but critics favor another way	9/7/2013	International Herald Tribune	Anne Simpson	O
CalPERS Backs Next Phase of Rancho Mission Viejo	9/12/2013	O. C. Business Journal		O
*Calpers Invests in New-Home Project as Land Values Rise	9/12/2013	Bloomberg	Joe DeAnda	O
*CalPERS adopts investment beliefs to guide investments	9/17/2013	NewsManagers	Joe Dear	P
*CalPERS adopts 10 investment beliefs to guide decisions	9/17/2013	Pensions & Investments	Joe Dear	P
*Headier times	9/17/2013	Private Equity International	Joe Dear	P
*CalPERS adopts investment beliefs	9/18/2013	BenefitsPro.com	Joe Dear	P
*CalPERS Welcomes Security Exchange Commission Rule-Making for the Disclosure of CEO Pay Ratios	9/19/2013	Benefitslink.com	Anne Stausboll	P
Evolution beyond traditional investment principles at pension fund CalPERS	9/19/2013	Canadian Financial DIY		P
*Credit Suisse's Customized Fund Investment Group Hosts Conference on Small & Emerging Managers in Private Equity, Real Estate and In-State Investments	9/20/2013	ENP Newswire	Christine Gogan	O
CalPERS and Passive Investing: A Couple of Thoughts	9/23/2013	Bostonerislaw.com		N
Longevity Increases Are Leading to ALM Shift	9/24/2013	aiCIO		O
Calpers Said to Agree on Sale of Stake in Aurora Resurgence Fund Differing Perspectives On The SEC's Proposed CEO Pay Ratio Rule And Who Speaks For CalPERS?	9/25/2013	Bloomberg News		O
	9/26/2013	calcorporatelaw.com		N

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone
Calpers Sets Aside \$6B for New Commitments This Fiscal Year	9/27/2013	LBO Wire		O
Calpers Sets Aside \$6bn for New Commitments This Fiscal Year	9/30/2013	Private Equity News		O
*Calpers joins opposition to Richmond, CA's mortgage plan	10/1/2013	Reuters	Joe DeAnda	O
*What I learned from the CalPERS meeting in which the 10 Beliefs were unveiled -- and why I came away mystified	10/2/2013	RIABiz	Joe Dear	N
Retirement				
Bankruptcy plan deadline set	9/5/2013	Riverside Press-Enterprise		O
San Bernardino commits to bankruptcy plan 'outline' for mediation	9/5/2013	San Bernardino County Sun		O
*San Bernardino bankruptcy ruling is a blow to CalPERS	9/6/2013	The Sacramento Bee	Brad Pacheco	O
PENSION FIGHT IS ON	9/8/2013	Stockton Record		O
Report: California public pension payouts doubled after bump in benefits	9/9/2013	Associated Press		O
San Bernardino Ruling Means Stockton, CalPERS Will Meet in Court	9/9/2013	Newswires		O
*The Public Eye: California public pension payouts doubled after bump in benefits	9/9/2013	RecordNet	David Lamoureux	N
San Bernardino Commits to Mediation 'Outline'	9/9/2013	The Sacramento Bee		O
CalPERS' computers up and running -- but at what cost?	9/10/2013	JDSupraLawNews.com		O
*CalPERS optimistic about San Bernardino pension payment	9/17/2013	Capitol Weekly		N
Morningstar: States' Pension Health Mixed	9/17/2013	The Sacramento Bee	Robert Glazier	P
S&P turns negative on Chicago's outlook	9/17/2013	The Bond Buyer		O
SAN BERNARDINO: City current on payments to infrastructure bank	9/17/2013	BenefitsPro.com		O
*Bankruptcies	9/17/2013	SACRAMENTO BUREAU		O
*Pensioners Face Betrayal in Detroit's Bankruptcy Push	9/18/2013	Ventura County Star	Robert Glazier	O
S.B. current on payments to state bank	9/18/2013	Womensenews.org	Amy Norris	O
State Pension Reform Will Spell Relief For Santa Monica, But Not For A While	9/18/2013	Riverside Press-Enterprise		O
Opinion – The Sorry Tale Of Pension Promises --- How Did States And Cities Get Into This Mess?	9/19/2013	Santa Monica Lookout		O
Bankruptcies Confront Huge Pension Issue	9/21/2013	The Wall Street Journal		O
Feds Should Butt Out Of California Pension Reform: Editorial	9/22/2013	Sacramento Bee		O
CITY TO REVEAL EXIT PLAN FROM BANKRUPTCY	9/23/2013	San Gabriel Valley Tribune		O
*Retirement rule forces Rio Vista to make fire chief decision	9/25/2013	Stockton Record		O
	9/25/2013	The Daily Republic	Amy Norris	

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone
A.M. Alert – Retirement Reckoning	9/26/2013	The Sacramento Bee		O
Capitol Alert: Sacramento event takes stock of health care overhaul	9/26/2013	The Sacramento Bee		N
The Buzz: Mail glitch has CalPERS scrambling in board election	9/26/2013			N
*Stockton releases bankruptcy plan; CalPERS payments unaffected	9/27/2013	The Sacramento Bee	CalPERS	O
*Can unhappy workers abandon county pension system?	9/27/2013	O.C. Register	Amy Norris	O
Charter Review Committee gives CalPERS back to council	9/27/2013	The Porterville Recorder		O
Pension-Cutting Ballot Initiative Revealed	9/27/2013	HuffingtonPost.com		O
Stockton to Unveil Plan Including Cuts for Creditors	9/27/2013	Bloomberg News		O
Santa Barbara Police Agree to Pay Their Fair Share of Pension Costs	9/29/2013	Before It's News		O
Bankrupt Stockton, California says has deals with key creditors	9/30/2013	Reuters		O
*City bankruptcy cases not fully tested	9/30/2013	Herald and News	Robert Glazier	O
Stockton may dodge pension battle if deals hold	9/30/2013	Calpensions		O
Stockton Proposes Bankruptcy Exit Plan	9/30/2013	The Bond Buyer		O
*REFILE-Two years after bankruptcy, California city again mired in pension debt	10/1/2013	Reuters	CalPERS	O
*Stockton Proposes Bankruptcy Exit Plan	10/1/2013	The Bond Buyer	CalPERS	O
The Buzz: California state worker retirements at lowest level in years	10/1/2013	The Sacramento Bee		O
*Two Years After Bankruptcy, California City Again Mired in Pension Debt	10/1/2013	Reuters	CalPERS	O
*Deis: City won't tackle pension reform	10/2/2013	The Record (MCT)	Brad Pacheco	O
Stockton city manager: 'We need new taxes'	10/2/2013	The Sacramento Bee		O
Vallejo, Mired in Pension Debt Again; Lesson for Stockton and Detroit - Shed Those Pension Obligations Now!	10/2/2013	Mish's Global Economic Trend Analysis		O

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

Statement on Stockton's Proposed Plan of Adjustment
CalPERS Invests for the Long Term
State Judge Misses the Mark on Dependent Eligibility Verification Project
Bankruptcy Decision Only Indicated Eligibility

Videos

- Webcast: Retirement Planning Fair Breakout Workshops (4)
- Webcast: CalPERS Board Election Candidate Forum
- Video: CalPERS Board Election Candidate Statements
- Video: Health Benefits for State Members
- Video: Health Benefits into Retirement
- Video: Health Benefits for Public Agency and School Employers

Webcasts

Board meeting webcast viewership for 2013:

- September: 443
- August: 6,450
- July not applicable
- June: 7,187
- May: 928
- April: 4,650
- March: 2,361
- February: 2,214

Social Media

Totals as of September 30, 2013:

- Twitter followers: 7,283
- Facebook "Likes": 9,008
- YouTube: 152,522 video views
- CalPERSResponds.com: 725,437 page views

For month of September 2013:

- Twitter Followers added: +168
- Facebook "Likes" added: +256
- YouTube: 9,784 video views
- CalPERSResponds.com: 8,015 page views