

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering November 9, 2013 through December 6, 2013:

Date	News Releases
11/07/13	CalPERS Announces Selection of Chief of Financial Planning and Policy
11/07/13	CalPERS Announces Selection of Controller
11/19/13	CalPERS to Recover \$261 Million in JPMorgan Federal Investigation Settlement
12/02/13	CalPERS Launches Search for General Counsel
12/04/13	CalPERS Calls Detroit Bankruptcy Ruling "Short-Sighted"
12/04/13	CalPERS Board Adopts a Set of Core Competencies for Its Board Members

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone
Investments				P N O
CalPERS can't find viable low-vol benchmark for \$135 billion equity portfolio	11/13/2013	pionline	Eric Baggesen	O
CalPERS Said to Enter Buyout Secondaries Business	11/13/2013	Bloomberg	-	O
US pension fund CalPERS backs climate change activist's bid for spot on BHP Billiton board	11/13/2013	ABC Online	Anne Simpson	O
Investors take aim at 'male, pale and stale' U.S. boards	11/15/2013	Reuters	Anne Simpson	P
CalPERS investment committee clarifies private equity authority	11/19/2013	Pensions & Investments	Real Desrochers	P
\$13 billion JPMorgan settlement sends nearly \$300 million to CalPERS, CalSTRS	11/20/2013	The Sacramento Bee	-	P
CalPERS To Recover \$261 Million In JPMorgan Federal Investigation Settlement	11/20/2013	Exchange News Direct	Henry Jones	P
Climate Change Campaigner Seeks BHP Board Seat	11/20/2013	BHP Billiton	Anne Simpson	P
CalPERS And CalSTRS Like Telling Companies What To Do	12/02/2013	Bloomberg	-	N
Retirement				
No ceasefire in CalPERS war with San Bernardino	11/13/2013	calpensions.com	-	O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone
Bankruptcy judge to decide on CalPERS appeal by Friday	11/14/2013	The Sun	-	O
CalPERS loses round in bankruptcy fight with San Bernardino	11/18/2013	Sacramento Bee, AP	-	N
Editorial: CalPERS wants a taxpayer rescue	11/20/2013	Victorville Daily Press	-	N
Editorial: San Bernardino won't recover without pension cuts	11/20/2013	The Press-Enterprise	-	O
Editorial: Riverside pay hikes should sound an alarm	11/25/2013	The Press-Enterprise	-	O
Editorial: So far, so good	11/25/2013	The Record	-	O
Editorial: Fixing California	11/25/2013	U-T San Diego	-	N
Editorial: There's only one solution to the big mess in Loomis	12/02/2013	The Sacramento Bee	-	O
Bankrupt U.S. city to dispute debt with California pension fund	11/25/2013	Reuters News	Rosanna Westmoreland	O
CalPERS Says Loomis Fire Permanently Hired A 'Retired Annuitant'; Board Calls CalPERS Tactics 'Bait And Switch'	11/26/2013	The Auburn Journal	-	O
Stockton Bankruptcy "Plan: Keeps CalPERS Whole—Give Bond Agency \$95,000 for \$35 Million Bond	11/26/2013	Capolitical News	-	O
CalPERS launches search for general counsel	12/03/2013	NewsManagers	Anne Stausboll	O

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- 11/12/13 Fitzgerald Rants Not Based in Fact
- 12/03/13 CalPERS Issues Statement on Detroit Bankruptcy Ruling

Videos, Webcasts, & Webinars (produced and posted on CalPERS Video Center websites)

- Serving Those Who Serve California (Education Forum videos)
- Veterans Day Video
- Tales of the Trade: Global Fixed Income (11/7/13)
- Tales of the Trade: Real Assets (11/21/13)
- Welcome to my|CalPERS
- Welcome to my|CalPERS (Employer Specific)
- Register for my|CalPERS
- Apply for Retirement using my|CalPERS

- Approving the eTimesheet: Time Approver
- Completing the eTimesheet: Regular Schedule
- Completing the eTimesheet: Alternate Work Week Schedule
- Brown Bag Luncheon: Quality of Life
- Informal Mentoring Conversations: interview with Jerry Tafoya-Perry
- Board Candidate Forum
- Asset Liability Management Workshop
- Your Retirement Options
- Employer Contracts
- Service Credit Purchase
- Early Career Basics

Webcasts

Board meeting webcast viewership for 2013:

- November: 598
- October: 721
- 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 November 30, 2013:

- Twitter followers: 7,588
- Facebook "Likes": 9,109

- YouTube: 161,926 video views
- CalPERSResponds.com: 739,795 page views

For month of November 2013:

- Twitter Followers added: +156
- Facebook “Likes” added: +48
- YouTube: 3,563 video views
- CalPERSResponds.com: 5,895 page views

Monthly Mentions 2013

