The Public-Side of Public Relations for Pensions
Ady Dewey
LAPERS
September 14, 2015

I. Overview
   a. A recent study found that humans have a shorter attention span than a goldfish
   b. It is not uncommon for the media to mis-report or over-simplify when reporting about pensions
   c. We know public pensions are complex.

II. Audience
   a. Defining the "public"
      i. Temptation to over-generalize or say “everybody”
      ii. Break down into targeted groups (e.g., system participants, elected representatives, employers, taxpayers, media, etc.)
   b. Understand the needs of each group
      i. Millennials want advice on reaching retirement goals
      ii. Active employees nearing retirement are worried about having enough money
      iii. Retirees are most concerned about health care costs
      iv. Some elected officials want to know more about pension investments
      v. Taxpayers are typically not engaged
      vi. Media want headlines

III. Tools
   a. Social media
      i. Examples of current six most-used tools: Twitter, Facebook, YouTube, LinkedIn, Pinterest, Instagram
      ii. Survey members to find out what platforms they are on
         1. Example Missouri State Employees’ Retirement System finds Facebook tops the list
      iii. Advantages of social media include it provides direct communication with your constituencies
         1. Examples
            a. Current Louisiana governor’s race
            b. National Association of State Retirement Administrators letter to the U.S. Securities and Exchange Commission
         2. Indiana University School of Journalism study shows reporters use Twitter
         3. Use of social media heading towards “ultimate in government transparency”

IV. Message
   a. Deliver messages with integrity, transparency, and confidence
   b. Recognize the complexity
      i. Power of charts
         1. Dartmouth and Georgia State study finds that while Americans believe in misinformation, charts help
            a. Examples of charts including popularity of “in one chart”
               i. Simple and relevant to audience
         2. Know who to reach and when
            a. Timing matters

V. Conclusion