

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering October 4, 2013 through November 8, 2013:

Date	News Releases
10/04/13	Incumbents Joseph Jelincic and Michael Bilbrey Preliminary Winners of CalPERS Board Election
10/15/13	CalPERS Issues Statement on Public Pension Ballot Initiative
10/17/13	CalPERS to Appeal Eligibility Ruling in City of San Bernardino Bankruptcy
10/23/13	CalPERS Files Notice of Appeal in San Bernardino Bankruptcy
10/30/13	CalPERS Director Recognized by U.S. Green Building Council as Green Groundbreaker
10/30/13	CalPERS Joins Health Initiative with U.S. Green Building Council
11/1/13	CalPERS Files Amicus Brief Supporting State Dispute with City of San Bernardino
11/7/13	CalPERS Announces Selection of Chief of Financial Planning and Policy
11/7/13	CalPERS Announces Selection of Controller

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
10/18/13	Response to "Public Disservice"	Brad Pacheco	<i>Victorville Daily Press</i>
10/17/13	Response to "California Pension Fight"	Brad Pacheco	<i>Wall Street Journal</i>

Note: **Bold** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone		
Global Governance				P	N	O
*Institutional investors concerned about 'unburnable carbon' fallout	11/4/2013	Oilprice.com	Anne Stausboll	P		
Health						
CalPERS to Expand Hip & Knee Replacement Reference Pricing to Ambulatory Surgery	10/21/2013	Becker's ASC Review				O
*USGBC-NCC Launches Building Health Initiative	10/30/2013	BusinessWire	Anne Stausboll	P		
Investments						
Pensions: CalPERS embraces indexing	10/4/2013	marketwatch.com				O
CalPERS adds investment scenarios to guide employers	10/7/2013	BenefitsPro.com				O
*Corporate board diversity helps the bottom line	10/10/2013	The Sacramento Bee	Anne Simpson	P		
*The Performance Side of Pensions	10/10/2013	Governing Magazine		P		
Wilshire: 'CalPERS Effort' improves company stock performance	10/10/2013	Pensions and Investments		P		
CalPERS panel to look at private equity hirings	10/14/2013	Pensions & Investments				O
*CalPERS plans search for hedge fund managed account platform	10/14/2013	Pensions & Investments	Joe DeAnda			O
*CalPERS CIO: U.S. default would have 'catastrophic consequences'	10/14/2013	Pensions & Investments	Joe Dear			O
*CalPERS and GI Partners launch \$500m fund to buy technology advantaged core real estate	10/23/2013	pensionfundsonline.com	Joe Dear	P		
*CalPERS announces partnership with Standard Life	10/23/2013	pensionfundsonline.com	Joe Dear	P		
*Investors ask fossil fuel companies to assess how business plans fare in low-carbon future	10/24/2013	Ceres.org	Anne Stausboll			O
*Citigroup currency staff work London evenings to serve clients no longer allowed to deal with colleagues in the U.S.	10/28/2013	Bloomberg	Eric Busay			O

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*Climate change could put \$6 trillion in fossil fuel reserves at risk	10/28/2013	QZ.com	Anne Stausboll	P
*Investors warn moves to curb climate change will hit fuel demand	10/30/2013	Financial Times	Anne Stausboll	O
*Oil sands firms urged to reveal risks of carbon crackdown	10/30/2013	GLOBAL ENERGY	Anne Simpson	O
CalPERS buy Telx New Jersey facility	11/1/2013	DataCentres News		O
*Privately Speaking: CalPERS 2.0	11/1/2013	Private-Equity International	Joe Dear	P
*CalPERS Doubles Bonus Payouts to Employees as Losses Recouped	11/4/2013	Bloomberg News	Joe Dear	N
*Protection vs. returns	11/6/2013	Private Equity International		O
CalPERS doubles staff bonuses	11/7/2013	BenefitsPro.com		N
*CalPERS' Bonus Bonanza?	11/7/2013	Bloomberg		P
*CalPERS CIO: U.S. default would have 'catastrophic consequences'	10/14/2013	Pensions & Investments	Joe Dear	O
Retirement				
*New focus on showing risk as CalPERS rates go up	10/7/2013	Calpensions	Alan Milligan	O
OPINION: CalPERS greed	10/8/2013	Daily Press (MCT)		N
*Stockton gives CalPERS a pass, but pension costs still big issue	10/9/2013	The Sacramento Bee	Brad Pacheco	O
*CalPERS' investment beliefs arouse skeptics	10/15/2013	BenefitsPro.com	Joe DeAnda	P
*CalPERS critical of proposed public pension measure	10/16/2013	BenefitsPro.com	CalPERS	O
*CalPERS weighs in on new public pension ballot proposal	10/16/2013	The Sacramento Bee	CalPERS	O
*5 California mayors advance pension reform plan	10/17/2013	Sacramento Bee	CalPERS	N
*California Mayors Propose Ballot Initiative to Aid Pension Reform	10/17/2013	The Bond Buyer	CalPERS	O
*San Jose Mayor Chuck Reed filed papers Tuesday for a statewide ballot measure to allow governments to cut pensions for current workers.	10/17/2013	U-T San Diego	CalPERS	O
*San Jose mayor wants ballot to let governments cut pensions	10/17/2013	Sacramento Business Journal Online	CalPERS	O
*Voters could enter war over pensions ; A ballot initiative would allow cities to alter payout parameters.	10/17/2013	The Orange County Register	CalPERS	O
CalPERS renews San Bernardino bankruptcy fight	10/18/2013	The Associated Press		O
*Public Disservice	10/18/2013	Victorville Daily Press	Brad Pacheco	P

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California Public Employees Retirement System on Fox Business Network - U.S. Cable	10/21/2013	Tom Sullivan Show		O
CalPERS Renews San Bernardino Bankruptcy Fight	10/21/2013	The Stockton Record		O
*CalPERS to Appeal San Bernardino's Bankruptcy Eligibility	10/21/2013	The Bond Buyer	Anne Stausboll	O
CalPERS to Appeal San Bernardino's Bankruptcy Eligibility	10/22/2013	The Bond Buyer		O
CalPERS board member to answer questions at local meeting	10/23/2013	Davis Enterprise		O
*CalPERS keeps pressure on San Bernardino	10/23/2013	The Sacramento Bee	CalPERS	O
CalPERS Appeals San Bernardino's Bankruptcy Eligibility	10/24/2013	The Bond Buyer		O
CalPERS sees slight rise in October retirements	10/25/2013	The Sacramento Bee		O
RIVERSIDE: City errors found by CalPERS audit	10/31/2013	Press-Enterprise		O
CalPERS backs state in suit against San Bernardino	11/1/2013	The Sun		P
*Detroit's historic bankruptcy: 4 questions that still beg for an answer	11/1/2013	freep.com	Michael Gearin	O
CalPERS Members Live Longer, May Push Up rates	11/4/2013	CalPensions		N
CalPERS Loses San Bernardino Appeal	11/5/2013	The Bond Buyer		N
Scandal at CalPERS: \$640 Billion in Unfunded Liabilities—DOUBLES Bonuses As Reward	11/6/2013	capoliticalnews.com		N

P – Positive; N - Negative; O - Neutral

Online Enhancements, Videos, Social Media and Webcasts

CalPERS Responds Posts

- Editorial Gets Facts Wrong Again
- CalPERS Counters Wall Street Journal Article with Response
- CalPERS Responds to Victorville daily Press Editors

Webcasts

Board meeting webcast viewership for 2013:

- 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 October 31, 2013:

- Twitter followers: 7,432
- Facebook "Likes": 9,061
- YouTube: 158,363 video views
- CalPERSResponds.com: 733,900 page views

For month of October 2013:

- Twitter Followers added: +149
- Facebook "Likes" added: +53
- YouTube: 5,841 video views
- CalPERSResponds.com: 8,463 page views

Monthly Mentions 2013

