

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering January 4, 2014 through February 7, 2014:

| Date | News Releases |
|---------|---|
| 1/14/14 | CalPERS Board Re-Elects Feckner as President; Elects Priya Mathur as Vice President |
| 1/17/14 | CalPERS Adds Pacific Urban Residential as Multifamily Real Estate Manager |
| 1/23/14 | CalPERS to Host Retirement Planning Fair in Northern California |
| 2/6/14 | CalPERS Long-Term Care Program Opens Statewide |

| CalPERS Print/Broadcast/Radio News | Date | Outlet | Spokesperson | Tone ¹ |
|---|-----------|-----------------------|-----------------|-------------------|
| City Says Eminent Domain Should Be Approved Against CalPERS For Blocking Arena Progress | 1/6/2014 | CapRadio | | O |
| CalPERS plans rate hike, third in last two years | 1/6/2014 | CalPensions | | O |
| City plays hardball to acquire downtown arena site | 1/6/2014 | The Sacramento Bee | | O |
| CalPERS Mulls Third Rate Hike in Two Years | 1/8/2014 | Dow Jones | Alan Milligan | N |
| Sacramento Council Votes to File Eminent Domain Lawsuit Against Owners of Macy's Building | 1/8/2014 | The Sacramento Bee | Brad Pacheco | P |
| CalPERS CIO Dear Is Taking Leave to Continue Health Treatments | 1/10/2014 | Bloomberg | Brad Pacheco | O |
| CalPERS reports big gains in 2013; Pension fund, buoyed by the stock market, posts a 16.2% return on its investments. | 1/14/2014 | LA Times | | P |
| CalPERS reports higher investment gains | 1/14/2014 | The Sacramento Bee | J.J. Jelincic / | P |
| Stung by Scandal, Giant Pension Fund Tries to Make It Right | 1/14/2014 | The New York Times | Joe Dear | P |
| Rob Feckner re-elected as head of CalPERS | 1/15/2014 | Agefi | | O |
| California controller calls for financial discipline | 1/17/2014 | Redding | | O |
| Living longer is hazardous to pension health | 1/21/2014 | Press-Enterprise | | N |
| Time for CalPERS to fix flaws, get real about life expectancy | 1/21/2014 | San Jose Mercury News | | N |

| CalPERS Print/Broadcast/Radio News (continued) | Date | Outlet | Spokesperson | Tone ¹ |
|---|-----------|----------------------|----------------|-------------------|
| New CalPERS Partnership Formed with \$200M Investment | 1/22/2014 | GlobeSt | Ted Eliopoulos | P |
| Credit boost affirms need for state discipline | 1/22/2014 | The Press-Enterprise | | P |
| Prepare now for pension avalanche | 1/27/2014 | The Press-Enterprise | | O |
| Take action on long-vacant downtown properties | 2/3/2014 | The Sacramento Bee | | |
| CalPERS' role was exaggerated | 2/3/2014 | The Davis Enterprise | Robert Glazier | P |
| CalPERS underestimated how many CHP would take big pensions | 2/3/2014 | Contra Costa Times | Alan Milligan | P |
| End the pension double-dipping | 2/3/2014 | The Press-Enterprise | | N |
| CalPERS termination case settled | 2/4/2014 | The Sacramento Bee | | O |
| Government reform group launches public pension database | 2/5/2014 | The Sacramento Bee | | O |

¹ P – Positive tone
N – Negative tone
O – Neutral tone

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

| | |
|---------|---|
| 1/13/14 | CalPERS Earns 16.2 Percent Return for Calendar Year 2013 |
| 1/30/14 | CalPERS Thanks Senator Harkin for Addressing Retirement Security |
| 1/31/14 | Press-Enterprise Letter to the Editor |
| 1/31/14 | The Davis Enterprise Letter to the Editor |
| 2/5/14 | CalPERS Applauds Move of CVS to Quit Tobacco |
| 2/5/14 | CalPERS Responds to Governor's Criticism Over Life Expectancy Assumptions |

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

- Informal Mentoring video release with Gerry Tafoya-Perry, and Sarah Gessler.
- INVO Speaker Series: A Look at the Investment Asset Classes, Programs and Issues that Impact the CalPERS Total Fund with Scott Jacobsen, Senior Portfolio Manager in Private Equity.
- Live Virtual Webcast Event, Planning Your Retirement.

Webcasts

Board meeting webcast viewership for 2014:

- January: Not Applicable

Social Media

Totals as of January 31, 2014:

- Twitter followers: 7,949
- Facebook "Likes": 9,424
- YouTube: 171,266 video views

For month of January 2014:

- Twitter Followers added: +240
- Facebook "Likes" added: +298
- YouTube: 4,621 video views

Monthly Mentions

