

## CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering February 8, 2014 through March 7, 2014:

Date	News Releases			
2/18/14	CalPERS Adopts New Demographic Assumptions			
2/20/14	CalPERS Names Dan Bienvenue Senior Investment Officer for Global Equity			
2/24/14	CalPERS Names Wylie A. Tollette Chief Operating Investment Officer			
2/26/14	CalPERS Shares News of Passing of CIO Joseph Dear			
2/27/14	CalPERS Board Committee Chairs and Vice Chairs Chosen			
2/28/14	CalPERS Moves Motion for Majority Voting Standards at Apple Annual Meeting, Shareowners Approve			
3/03/14	CalPERS IT Leaders Recognized for Exceptional Leadership			
3/06/14	CalPERS Moves to Implement Lower Pension of Former Vernon Official			
CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone <sup>1</sup>
Climate Risk: From Obscure to Mainstream	2/12/2014	Ceres	Anne Stausboll	P
CalPERS poised to raise rates, but not on Brown's timetable	2/13/2014	The Sacramento Bee Sacramento Business	Brad Pacheco	O
CalPERS members pick cheaper health plans	2/14/2014	Journal		P
CalPERS poised to raise rates, but not on Brown's timetable	2/14/2014	The Sacramento Bee		O
CalPERS Decides to Speed up Rate Increases for State	2/18/2014	Sacramento Bee	Rob Feckner	O
Nine Charter Schools Fail New CalPERS Entry Test	2/18/2014	Calpensions	Donna Lum	O
Editorial: Taxpayers ultimately will pick up the tab for pensions	2/18/2014	The Sacramento Bee		N
IPO Buy Involved Company on Internal Restricted List, CalPERS Says	2/19/2014	Sacramento Bee	Brad Pacheco	N
California Pension Board Hikes Contributions	2/19/2014	Associated Press	Brad Pacheco	O
California Pension Rate Hikes Loom After CalPERS Vote	2/19/2014	Reuters		O
CalPERS Boosts Rates at Brown Urging as Retirees Live Longer	2/19/2014	Bloomberg		O
CalPERS Decides to Speed up Rate Increases for State	2/19/2014	Inland News Today		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone <sup>1</sup>
CalPERS Brings Health Care "Shopping" Platform to Members With Anthem Blue Cross and Castlight Health	2/20/2014	BUSINESSWIRE	Ann Boynton	P
South Bay cities preparing for larger pension contributions	2/20/2014	The Associated Press	Alan Milligan	O
South Bay cities preparing for larger pension contributions	2/20/2014	The Associated Press	Alan Milligan	O
Limited Perspectives: CalPERS Lowers Private Equity Allocation; The California Public Employees' Retirement System aims to pull back on its private equity allocation.	2/20/2014	Private Equity News		O
Rural County Representatives of California - New CalPERS Costs To Be Borne By Local Governments	2/24/2014	Sierra Sun Times Santa Rosa Press		O
PD Editorial: Thumbs up, thumbs down	2/24/2014	Democrat		O
Pension Funds Grapple With an Embarrassment of Riches	2/27/2014	Private Equity Analyst	Joe DeAnda	O
Appellate court says CalPERS can argue against San Bernardino bankruptcy	2/27/2014	Bloomberg		O
CalPERS can appeal San Bernardino bankruptcy eligibility	2/28/2014	The Sun	Rosanna Westmoreland	O
State Sen. De Leon urges probe of former Vernon official's pension	3/07/2014	Los Angeles Times	Danny Brown	P

---

<sup>1</sup> P – Positive tone  
N – Negative tone  
O – Neutral tone

## Online Enhancements, Videos, Social Media and Webcasts

### CalPERS For the Record

- 2/10/14 CalPERS Calls on Its California Investment Managers to Help Conserve Water
- 2/20/14 The Buck Doesn't Stop Here: The CalPERS Pension Buck Identifies the Income Sources of Public Employee Pensions
- 3/5/14 CalPERS Responds to the National Institute on Retirement Security- Financial Security Scorecard Report

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

- CalPERS Global Equity Emerging Manager Restructure
- Your Retirement Options and Application
- Board President State of the System
- Insight with Anne Stausboll

### Webcasts

Board meeting webcast viewership for 2014:

- January: Not Applicable
- February: 472

### Social Media

Totals as of February 28, 2014:

- Twitter followers: 8,141
- Facebook "Likes": 9,510
- YouTube: 175,590 video views

For month of February 2014:

- Twitter Followers added: +192
- Facebook "Likes" added: +86
- YouTube: 4,324 video views

# Monthly Mentions

