

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering April 7, 2014 through May 7, 2014:

Date	News Releases
4/10/2014	CalPERS to Host Benefits Education Events
4/14/2014	CalPERS Investment Office Cuts Expenses for Two-Year Period, Tops Peer Benchmark in Cost Survey
4/16/2014	More Employers Choosing to Prefund Retiree Health Benefits Through CalPERS
4/16/2014	CalPERS Adopts New Pension Contribution Rates for State, Schools
4/18/2014	CalPERS Benefits Education Event in Sacramento
5/01/2014	CalPERS Releases Second Report on Progress Towards Sustainable Investments and Operations
5/01/2014	CalPERS Files Friend of the Court Brief in City of Detroit Bankruptcy Case
5/05/2014	CalPERS Achieves \$12.75M Recovery from Ernst & Young LLP
5/05/2014	CalPERS to Host Benefits Education Events in Visalia

Date	Opinions/Letters	CalPERS Representative	Submitted to:
4/25/2014	Public Pensions and Economic Growth (Op-ed)	Ann Boynton	Wall Street Journal
4/28/2014	CalPERS Declares Wall Street Journal Wrong (Letter)	Robert Glazier	National Law Review
5/06/2014	CalPERS: Our Differences Equal Our Strengths (Letter)	Anne Stausboll	PublicCEO.com
5/07/2014	U-T San Diego Editorial Board Needs to Rethink its Rhetoric	Robert Glazier	U-T San Diego

Note: **Bold** Items Submitted and Printed

CalPERS Print/Broadcast/Radio News	Date	Outlet	Spokesperson	Tone ¹
Correcting the Record on Another Misleading CalPERS Press Release	4/07/2014	Naked Capitalism		N
CalPERS responds to long-term care lawsuit	4/09/2014	Sacramento Bee		O
S&P, Moody's Say CalPERS Looking for Ratings Scapegoat	4/09/2014	Bloomberg		O
CalPERS looks to hit new RE target by 2015	4/10/2014	PERE		O
CalPERS Still Has Doubts Over Private Equity Allocation	4/10/2014	LBO Wire		O

CalPERS Print/Broadcast/Radio News (continued)	Date	Outlet	Spokesperson	Tone ¹
Opinion – CalPERS Proposes Conflict Of Interest Disclosure Regulation	4/10/2014	National Law Review		N
CalPERS committee: No rating region changes	4/16/2014	Sacramento Business Journal	J.J. Jelincic	O
CalPERS Cut \$80M in Investment Expenses in Two Years	4/16/2014	aiCIO	Henry Jones	P
CalPERS pay to managers rises	4/16/2014	Los Angeles Times		O
CalPERS adopts \$459 million pension rate hike	4/17/2014	Sacramento Bee	Rob Feckner	O
CalPERS board reverses rating region decision	4/17/2014	Sacramento Business Journal		P
CalPERS Leaves Medical Costs for 5 Counties in Bay Region	4/17/2014	CBS 13 News		N
CalPERS board member under scrutiny again for late financial reports	4/21/2014	Los Angeles Times	Priya Mathur	N
We Aren't Using Fuzzy Math at All	4/21/2014	Wall Street Journal	Ann Boynton	P
What moving Yolo in CalPERS rating region means for premiums	4/22/2014	Sacramento Business Journal	Ann Boynton	O
CalPERS Told Obvious Big Lies In Its Response To Our Private Equity Investigation	4/24/2014	Naked Capitalism		N
CalPERS, energy exec spar over who repays pension overpayment	4/28/2014	Sacramento Bee	Rosanna Westmoreland	O
Executive Pay Scrutinized as CalPERS Fights Domino's	4/30/2014	Daily Breeze		P
CalPERS Has Hands Full Monitoring Public Agency Hiring	5/01/2014	Sacramento Bee	Rosanna Westmoreland	N
Members file rebuttal to CalPERS argument that long-term care lawsuit should be thrown out	5/01/2014	Sacramento Bee		N
More U.S. Corporations Must Scale Up Sustainability Efforts	5/01/2014	Technology News	Anne Stausboll	O
CalPERS Says Detroit Bankruptcy Ruling Threatens System	5/02/2014	BusinessWeek	CalPERS	O
Ceres: US Companies Must Up the Ante on Sustainability Efforts	5/02/2014	SustainableBrands	Anne Stausboll	O
Journey to Chapter 9 trial stops in Sonoma	5/02/2014	Stockton Record		O
CalPERS: Judge Rules Our Suit is Premature	5/05/2014	Naked Capitalism		O
Fifteen years of bad faith from CalPERS	5/05/2014	U-T San Diego		N
CalPERS report: pay hike to offset pension cuts?	5/06/2014	Calpensions	Ann Boynton	O

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

Online Enhancements, Videos, Social Media and Webcasts

CalPERS For the Record

- 4/08/14 New CalPERS Research Examines Impacts of Pension Reform
- 4/14/14 CalPERS Files Shareowner Letter with SEC Highlighting Risk Failures at Duke Energy
- 4/15/14 Wall Street Journal Piece is Wrong About Public Pensions
- 5/01/14 The Case for Change at Duke Energy

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

- Coffee with Anne promo for Inside CalPERS and The Spark INVO Tales of the Trade on Global Governance
- CBEE Instagram promo for the “Know... about your benefits” events on 5/9 and 5/10
- Informal Mentoring videos
 - Barbara Heard
 - Jon Ritter

Social Media

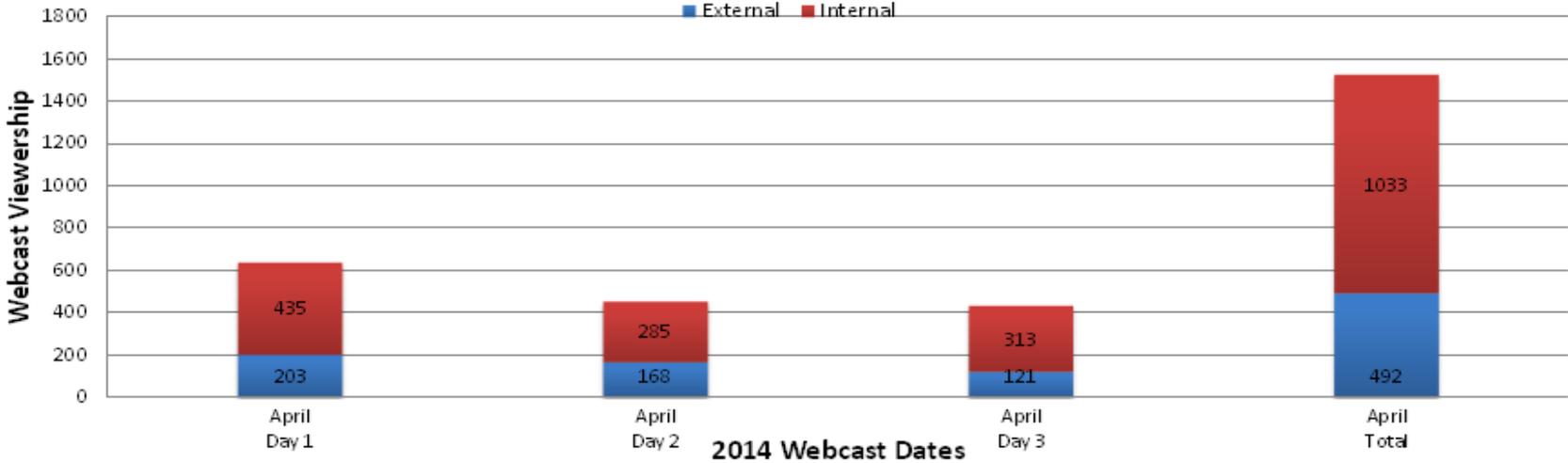
Totals as of April 30, 2014:

- Twitter followers: 8,736
- Facebook “Likes”: 9,644
- YouTube: 187,495 video views

For month of April 2014:

- Twitter Followers added: +266
- Facebook “Likes” added: +67
- YouTube: 5,217 video views

2014 Board Meeting Webcast Viewership



Monthly Mentions

